



**Franchise Opportunity**

# IMAGINE IF YOU COULD

WORK FOR YOURSELF

CREATE A LIFESTYLE  
THROUGH YOUR WORK

CHANGE LIVES

CREATE JOBS IN YOUR  
COMMUNITY

EARN WHAT  
YOU ARE WORTH



# The Tiny House Builder's story

Tiny House Builders Ltd is a home-grown success story that is testament to the diverse opportunities that exist in the building sector. Started by Rebecca Bartlett nearly two years ago in Katikati, Tiny House Builders handed over the keys to their first happy family in Rotorua and has never looked back. Now facing the challenge of keeping up with confirmed orders across New Zealand plus international enquiries, Rebecca wants to partner with individuals who are passionate about the product, and breaking industry norms.

"So far, our Tiny Houses have become family homes, rental accommodation, baches, granny flats, a home office and bed and breakfast guest chalet, and our customers keep getting more creative!"

The Tiny House movement is a rapid growth industry brought about by customers wanting to do their part for the environment by trimming back excess, and leaving a smaller footprint, but also the significant increase in the cost of home ownership that has been experienced in New Zealand over the past 10 years.



The attention to detail was *fantastic*, so many features in such a tiny space!

Tiny House builders were always up front and *honest*, and communicated well during the stages of my build. I am very pleased with the finished product.

The workmanship was very *detailed*.

# Your Opportunity



Receive comprehensive start-up and ongoing training so you're a confident Tiny House Builder and business owner.



Build our range of Tiny Houses from proven design and architectural plans with access to group discounts from our suppliers.



Harness the growing demand for environmentally sustainable, affordable living.



**Operate a  
Tiny House Builders  
Franchise in an  
exclusive territory**



Receive continuous marketing support and guidance, leveraging opportunities through digital and social media as well as home and trade shows.



Be part of a value-driven team that shares ideas for success and constantly looks at ways to do things better.



Earn a substantial income and watch your business and profits grow as demand continues to increase for affordable living.

# The Investment

## The Tiny House Builders Initial Fee \$75,000

### This covers;

- Intensive training that includes all aspects of running your Tiny House Builders business as well as full training while building your first Tiny House Show Home.
- Full support and assistance from Franchise HQ through all phases of establishing and running your new business.
- Access to the software and tools you need to run a successful Tiny House Builders franchise
- A full set of operations manuals which encapsulates everything you need to know about the day-to-day requirements of running your business
- Territory exclusive to you and advice on location and premises
- An advertising and marketing plan to launch your franchise
- Ongoing training and access to design updates and improvements
- HQ negotiates superior rates with suppliers on your behalf by leveraging group buying power
- Continuous marketing programme to build awareness and ensure a steady flow of enquiries

### Start-Up Costs

You will need to lease a warehouse at least 500 square metres from which to build your Tiny Houses with adequate staff amenities and a small office area to meet with customers. The cost will vary in each area but as you will not need to be located near a central business area, this will help keep the cost down. We will help you with advice on potential sites and assist you and guide you with lease negotiations. We will also provide you with a list of plant, tools and materials you will need to get started building your first Tiny House.

### Ongoing Costs

Franchise fees are 6% of turnover. For this we provide;

- Unlimited advice and assistance for the successful ongoing operation of your franchise
- Software updates and improvements to ensure the most efficient running of your business
- Technical support and training as we develop and update our Tiny House designs
- National marketing campaigns designed to grow brand awareness and generate leads for our network of franchisees

### Income

- Cash flow projections will be provided for the first three years and for a typical mature business.



Note: Goods and Services Tax is payable in addition on all amounts payable.

The contents of this document are subject to copyright and remains the intellectual property of TinyHouse Builders, 2018

# Our Franchise Model



## Headquarters

Responsible for training and ongoing professional development as well as providing support, design development and marketing.



## We've been busy!

"We are soooo happy with our gorgeous new Tiny House. We love the design which has kitchen one end & bathroom at the other...this was important to us. ..we can fit a full size fridge freezer & STILL stand up on the landing at the end of the bed!! The whole process has been so exciting and we cannot thank Tiny House Builders Ltd enough for all that they have done to make our dream a reality. Rebecca and her team have always listened to what we want and worked together with us to create our Tiny House the way we wanted it. They have been so professional, transparent and communication between us has been just brilliant. We are already thinking about getting another Tiny House and we will definitely get Tiny House Builders Ltd to make it!!!"

- Mike & Trudy



Mike & Trudy Tiny House build

# Territories

It's our policy to offer new franchisees a territory that can demographically support a Tiny House Builders franchise.

Depending on availability and your preference, we can offer the territory that's closest to where you live or the territory that offers the most potential for success.

With 55 years of industry experience plus relevant demographic data, we're in a good position to provide advice that will help you to choose a location.

Once agreed, your territory is exclusive and protected for the life of the franchise agreement.





# Ingredients For Success



## Experience

You have a highly experienced Headquarters team available 24/7 for business and technical advice, committed to ensuring they source the best products and materials at the most competitive prices, to ensure you stay profitable.

With over 55 years combined building experience within the team, you have the support and knowhow available to enable you to confidently grow your business and build dream homes for your customers.

## Training

Our management training programme covers all aspects of starting up and running a Tiny House Builders Franchise.

Six weeks of intensive on-the-job training both at Headquarters (where you will get to experience staying in a Tiny House!) and at your new premises, will ensure you are fully equipped to successfully operate and manage your new business.

Ongoing support is available as your business grows and your operation scales up.

## Robust Model

Since our launch in 2016 we have continuously developed and improved our business model, we have made all the mistakes on this journey to ensure you don't have to.

With lots Tiny Houses now under our belts and several more confirmed, we are ready to share our success and the demand for our incredible Houses with likeminded, passionate people.

# Steps to Owning Your Own Tiny House Builders Franchise

## Research

1. Read this PDF and visit the Tiny House Builders website, note down your questions or concerns.
2. Talk to Rebecca or Kas.
3. Visit the Tiny House Builders Headquarters in Katikati.
4. Keep asking questions until you're ready to decide.

[www.tinyhousebuilders.co.nz](http://www.tinyhousebuilders.co.nz)

## Agreement

1. Contact Rebecca and say you're ready to own a franchise.
2. Headquarters will prepare an outline of a territory based on your discussion.
3. Seek accounting and legal advice.

## Set Up

1. Find suitable premises to buy or rent within your territory (we'll help you to make a good choice).
2. Set a 'go' day for when your business will open.
3. Sign an agreement.
4. Fit out your premises with the right workspaces, tools, materials, furniture, computer, and signage.
5. Work with Headquarters on an initial marketing campaign to launch your business.
6. Start your training with us.

## Start

1. Find and train your first staff member(s).
2. Our team start working with you on your initial franchise business training.
3. Practical training starts with the building of your first Tiny House Show Home in your new premises.
4. Congratulate yourself – you have your own Tiny House Builders business!



**Build Your Dream Life**



**SHOW HOME AND OFFICE LOCATED AT**

44 Marshall Road  
Katikati,  
New Zealand

**POSTAL ADDRESS**

PO Box 2,  
Katikati 3166,  
New Zealand

**CONTACT US**

For general inquiries,  
please write to [rebecca@tinyhousebuilders.co.nz](mailto:rebecca@tinyhousebuilders.co.nz)

**REBECCA (MANAGING DIRECTOR)**

+6427 302 1900

