

Partner with an Australian retail icon







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### OUR BRANDS





Carpet Call is a genuine retail success story. From its humble beginnings as a one store operation in suburban Brisbane when our first store opened in 1975, to the nation-wide retail chain of today, Carpet Call has established itself as the leader in retail floor coverings. Carpet Call have franchised and corporate stores right around Australia and a builders division supplying to some of Australia's largest builders.





Solomons started in Adelaide way back in 1890, with our first store on Gouger Street. Since then, our brand has been installing high quality flooring and window furnishings throughout Australia, transforming customers' homes and commercial premises. We have franchised stores all around Australia and have plans to double our network into the future.



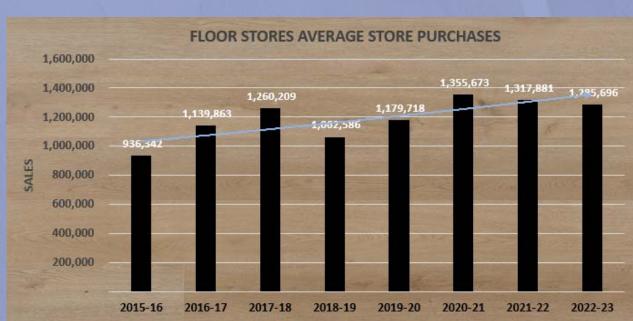


## OUR GROWTH

Both brands have experienced very good growth over the past 20 years. In fact, Floor Stores growth is 300% in this period. With this growth comes improved buying power and increased marketing activities which benefits all of our franchisees.



Since 2015-16, average store sales have increased by 37.3%



## FLOOR STORES GROWING NETWORK

Floor Stores Franchising is expanding both the Carpet Call and Solomons brands throughout Australia. Carpet Call franchised stores are primarily located in regional areas outside of the main capital cities and Gold Coast, while Solomons is available for franchising right around Australia.





- Established brands that bring more than a 100 years of history and 130+ locations nationwide
- Warehouse Operations full of exclusive stock options, in
   5 major capital cities to support your store needs
- Exclusive products not available to any other retailer in Australia. We import millions of dollars of exclusive products each year, giving our franchisees a clear advantage
- Little to no stock holdings required order what you need, when you need as we will measure and cut what you order and dispatch meaning you don't need tens of thousands of dollars of stock waiting to be sold
- Cash flow positive In most cases, you are fully paid by the customer before your invoice terms are due
- Ongoing support We assist with marketing, financial counselling, training, etc
- Marketing Our franchisees benefit from regular national TV advertising at no cost to the franchisee
- Full marketing assistance including catalogues, Google
   Ads, social media etc
- Access to our approved supplier network with competitive pricing and support
- Networking Talk with existing franchisees to share best practices, advice and ideas



## OUR TECHNOLOGY

Keeping track of your customers can sometimes be a logistical challenge. From day one of owning your store, you will have access to world leading apps that enable you to track customers and potential customers through all aspects of the buying cycle. From first contact to closing the sale, all communications with your customer are captured. Using tools such as SMS communication, web-chat and SMS marketing means driving sales has never been easier. Utilising the dashboard in the CRM system, you can also track the performance of your sales teams. This gives you real power in the knowledge of how your business is performing.

Once the sale is confirmed, our exclusive e-Invoicing system will create professional invoices, assist with working out the costs and the impact this will have on gross profit, and for those customers who want a quote, a quoting feature is available. The invoices and quotes are emailed to the customer from the e-Invoicing program and captured in the CRM program as well.

As these programs are web based, no expensive point of sale technology is required. You just need a web enabled device such as a desktop or laptop computer, tablet or even your smart phone. This keeps your costs way down but most importantly, mobile, so you can create invoices and quotes in the customers home. This important system assists you to close sales more often.

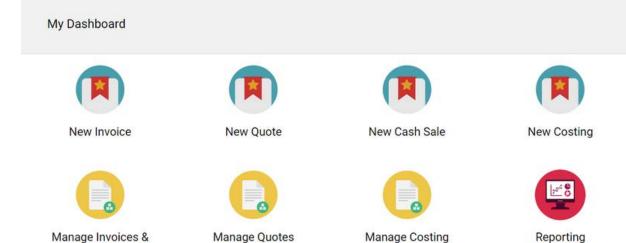


Cash Sales

Reports

Dashboard Search Help Log Out

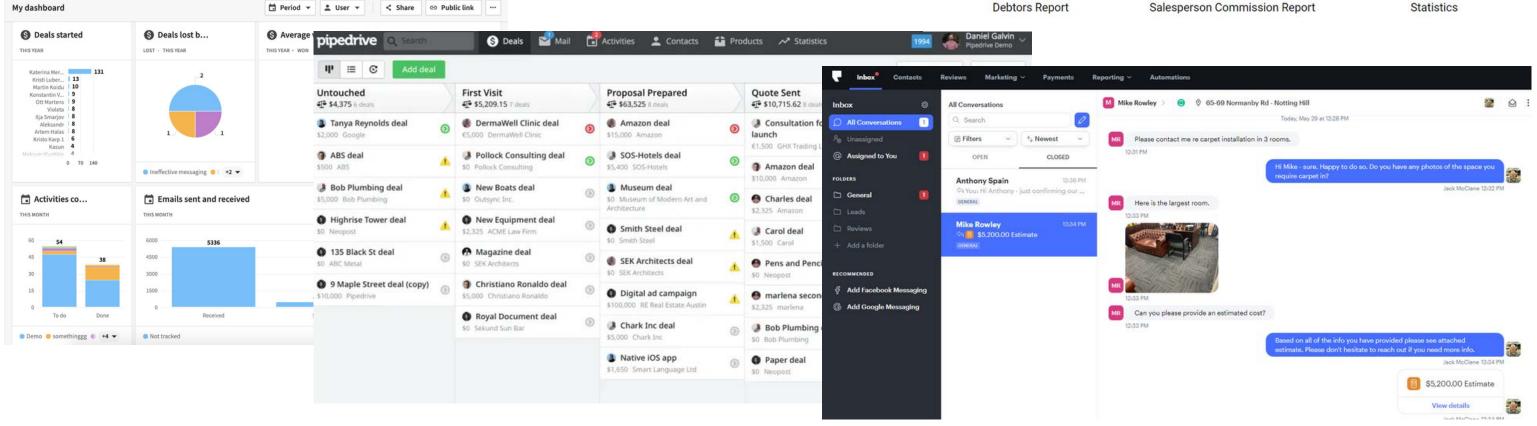
Salesman: Tom Test











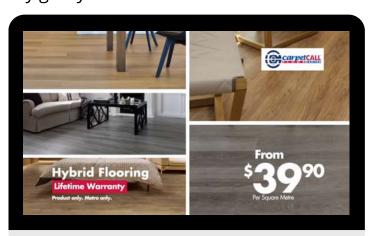


Both brands market extensively throughout Australia and have done so for many years. Carpet Call, with our iconic "call, call, Carpet Call, the experts in the trade" jingle, advertises extensively on free to air and subscription TV. Online via social media is also a very important advertising medium which Carpet Call focuses on.

Solomons Flooring advertising is extensive and is a combination of national level campaigns and franchisee driven local marketing to get into the grass roots of their community. Our television commercials are on air all year round with radio also an option in regional areas, plus we always have an online catalogue always available on our website.

Branded vehicles act as important mobile billboards and are highly encouraged.

Finally, we invest extensively in Google Ads campaigns at a national and local store level to really give your store the best chance to be seen by potential customers.



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TV Commercials click on images to view













### Our Modular Program - A Perfect Business Add-On

Today's time-poor customer wants the convenience of sourcing many home renovation products from the one store. So the concept of a retailer selling just one product - such as tiles, blinds or home furnishings - is quickly becoming a thing of the past.

By incorporating a Carpet Call or Solomons Flooring franchise into your existing business, you can offer flooring options for all rooms in the house including bathroom, kitchen, lounge - and even blinds, shutters and custom made curtains. Making this franchise opportunity the perfect fit for existing tile, window furnishings, kitchen, furniture and home improvement retailers.

In addition, floor tile retailers have been increasingly losing sales to versatile vinyl floor planks and other new hybrid ranges. Take a look at two of the country's largest tile retailers and you will see they now also offer other types of flooring. So a business able to offer a variety of home and flooring options will benefit from increased turnover and profitability.



Carpet Call and Solomons Flooring offer a broad range of products including carpet, vinyl, timber, laminate and hybrid flooring, window coverings and our new outdoor screens and awnings.

Plus you can expand your existing business and potentially make substantial extra profits - with no additional staff and minimal extra overheads. You could generate a lot of extra income from utilising just 30-40m2 of your existing floorspace.

Over 10 years ago, Carpet Call and Solomons Flooring hit upon the concept of introducing separate floor covering franchises into existing home retailer showrooms – such as tile and ceramic stores; plus window furnishings, kitchen, furniture and home improvement retailers.

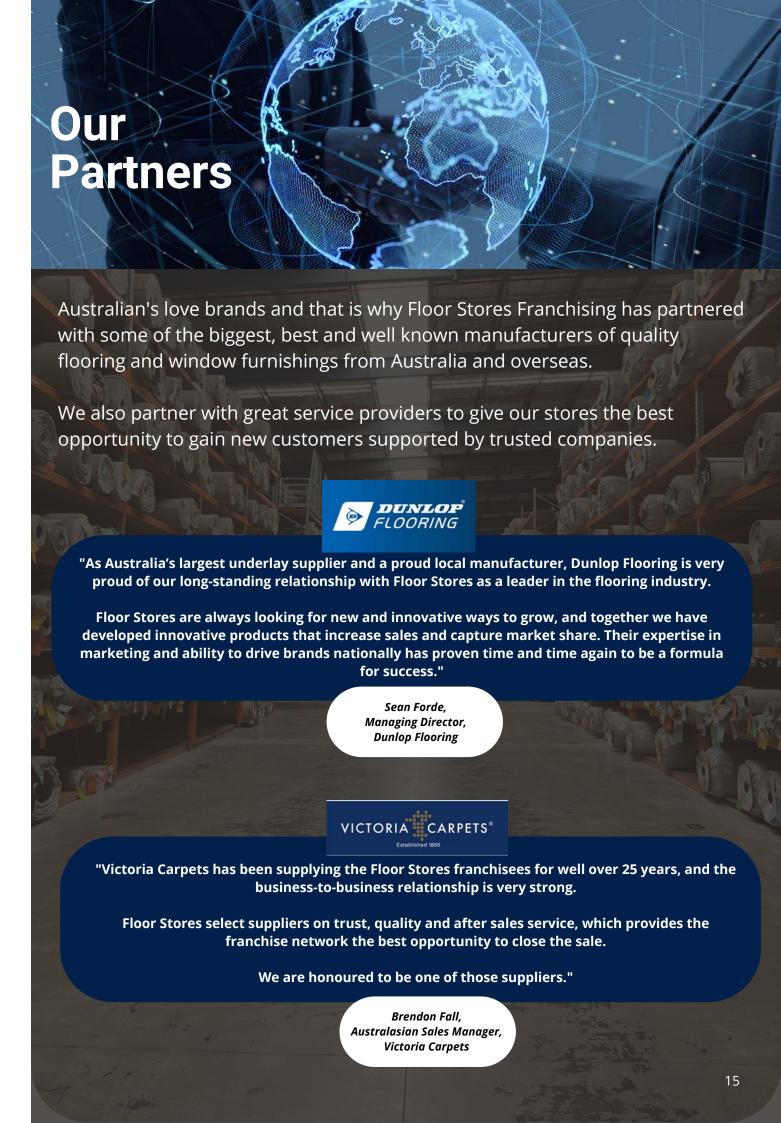
We call is our Modular Store Franchise Program.

All you need is a minimum of 30m2 within your existing showroom – to successfully create additional revenue and profit from a small capital outlay with minimal ongoing costs. Another option may be to lease any vacant premises next to your current business to build a dedicated showroom space.



We can install a fully functional showroom and provide everything from the display stands and samples, to the critical sales and product knowledge training, so you can start making sales and generate profit from day one.

Results do not include sales from the tile portion of the business



Floor Stores offers three new store options, with each option having different start up and ongoing costs. Which option you invest into will depend on a number of factors including how much the upfront costs are that you have budgeted for, the location of the store and how much working capital is required. All costs shown are to open and start trading and are a guide only, and include licence fees, bank guarantee, rental bonds, working capital, store set up costs, initial marketing costs etc.

#### **STANDARD**

Upfront Investment \$150,000 - \$175,000 which includes basic store set up in a B grade location, with no more than a 150m2 showroom with no warehouse attached. Usual location is in a set of strip shops or standalone location perhaps on a secondary main road. Some of the benefits of a Standard location includes less rent, lower rental bond, lower working capital required, less store set up costs including signage, in-store flooring and displays racks and the ability to trade 6 days a week.



#### **PREMIUM**

Upfront Investment \$225,000 - \$250,000 which includes store set up in an A grade location like a homemaker centre. Minimum 250m2 of floor space which may or may not include an onsite warehouse. Some of the benefits of the Premium location includes good parking options for customers, exposure to other like-minded businesses in the home renovation space, 7 days a week trading, great signage options, centre wide advertising campaigns and a well laid out and spacious and inviting showroom which provides great exposure to your new business from day one. Having an onsite warehouse is a great advantage as well.



#### **MODULAR (Add onto your existing business)**

Upfront Investment \$50,000 - \$100,000 which includes basic store set up in your current business location, with displays utilising a minimum 30m2 of your current showroom space. Some of the benefits of a Modular location includes no additional rent, wages and other overheads, potential for increased sales for your existing business, combine marketing costs, community engagement.





# Franchisee Testimonials



Andrew Davies Carpet Call Morayfield Franchisee Since 1999



Wassim Elchami
Solomons Flooring Drummoyne
Franchisee Since 2021



Shane Mead
Carpet Call/National Tiles Bendigo
Franchisee Since 2012

"I've owned my Carpet Call store for over 20 years and have always supported the system that supports its franchisees. The brand recognition is something that can't be underestimated, and it's what keeps the enquiries coming in."

"Choosing Solomons Flooring was the best decision I ever made. I always dreamed of having my own business, but I was intimidated by the whole process of getting suppliers, getting a warehouse and all these kinds of things. However Solomons Flooring made all this a possibility and a breeze as well. They already have all the top suppliers on board, they have a state of the art warehouse, filled with staff that I'm given direct access to as a franchisee. With all these facilities, I get to focus on my business and customers and build my dream. Thank you Solomons!"

"The best business decision we ever made! When we first added on our Carpet Call franchise we doubled our total sales within 2 years. We also run the Carpet Call business with a positive cash flow. We get paid up in full for all jobs, so we don't have to chase outstanding debts. This is fantastic for our overall business."



### YOUR INVESTMENT

Compared to other franchise operations, your initial entry cost into the Carpet Call or Solomons Flooring franchise system is extremely low.

This allows franchisees to maintain their capital for other important aspects of the business – positive cash flow, adequate working capital, store set up, signage, local promotion and advertising.

From as little as \$160,000 you can open your very own, brand new store and hit the ground running on the path to financial independence. Even less if adding onto your existing approved business.

We offer greenfield locations where franchisees can open stores in brand new areas, in new premises, and start building their new flooring store – with full support!

#### **WANT MORE INFORMATION?**

Make contact for a confidential one on one discussion.

This can be done face to face, over the phone or a video call. Whatever is convenient to you. Please contact

Jack McClane National Franchise Manager 0402-791-187

jack.mcclane@floorstores.com.au

#### CURRENT OPPORTUNITIES

We have franchise opportunities all around Australia with our key expansion areas being in Brisbane, Gold Coast, Sydney, Newcastle, Melbourne, Hobart, Launceston and Wollongong, plus many other regional areas across Australia.



"Our business model is set up for success. By following our tried and true methods, our franchisees give themselves every opportunity to operate a very successful Carpet Call or Solomons Flooring store for many years to come."

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