



THE OPPORTUNITY

TV MAGIC FRANCHISE

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\$1000+ daily income potential*

Recognisable brand and STRONG marketing presence

State of the art bespoke software

Savviest Franchise in our field

Simple to operate, high potential, proven business model

Build a business you can be proud of and excite your clients with solutions you provide for them

Work for yourself but not by yourself.

Fantastic training and support

Premium Services & products attract premium prices and profit margins

More than 20 sources of income/services/products

Exclusive Territories

Enormous job satisfaction and fun



Dear Prospective Franchisee,

One of the great things about being in business for yourself is that in good times and bad we can always make a good living –if we take a different approach, if we do things better, if we have a competitive advantage and if we promote ourselves better than the rest and with that said, it is with great pleasure that I present to you; The TV Magic Franchise Opportunity.

TV Magic started from humble beginnings in 2003 to 2007 offering our first franchise in 2013 to now being a national company having serviced over 36,000 happy customers!

Franchising is one of the most popular methods of business when it comes to operating a successful, long lasting, profitable and highly systemised business, as it has far more security, stability and control for the business owner.

Even still, as a business owner / franchisee you still require hard work and dedication, but if you are prepared to do that the results really can speak for themselves.

Many of our existing franchisees have joined the \$5k and the \$10k profit club. This is where a franchisee hits \$5,000 or \$10,000 in gross profit in a week. This is an example of following a proven system and putting in some good old elbow grease.

I am pleased to offer our unique TV Magic Franchise opportunity to individuals we feel represent what owning your own business is all about.

Thank you for taking the time in considering TV Magic as a possible future business of yours.

Please take your time when reading this document. In it you will discover a unique opportunity to join our business system which offers bright future prospects to people who want more for themselves and for their life.

Yours sincerely,

Shane Seymour

SHANE SEYMOUR

Founder and Director

TV Magic Franchising Pty Ltd.





ABOUT TV MAGIC

TV Magic was founded in 2007 & operated under a different structure as it does today. The company was run as a national company, however instead of franchisees, the company had contractors. After realising that a more successful model was to franchise the business, TV Magic began Franchising soon after. To date, TV Magic has won numerous awards including the 2018 Asia Pacific Business Excellence Forums for *Most Innovative Company* finalist and *Winner for Best Marketing Campaign 2018*. TV Magic has been designed to be a nation-wide home theatre, tv tuning, and antenna installation company.

Put simply, we do what others do (but better), and we do what others cannot do at all! Our mission is to be the most professional, innovative and savvy company in our field. We use the highest quality instruments and hardware, we are recognized and renowned for our techniques, our training and workmanship. To maintain these high standards we work continuously on staying current with technological developments and the requirements of the marketplace; and we train our people to grow in knowledge, and in technical and personal skills.

TV Magic is very quickly becoming a house-hold brand name (in some capital cities). Currently we service 5 states of Australia and the A.C.T, however, with future growth plans, that is set to change over the coming years as the company plans to launch nationally in greenfield territories as well as internationally.

COMPANY VISION

TV Magic is dedicated to making all our customers TV –Antenna & Home Theatre problems disappear! We provide our clients with their own amazing and memorable home theatre/TV viewing experience through our highly trained and skilful TV Magic Franchisees.

We tailor our personal services to meet and exceed our client's expectations. Whether we are providing a 'total-convenience-based-experience' or simply meeting the demands of millions of televisions found everywhere, TV Magic focusses on delivering solution-based outcomes to maximise efficiency and longevity of performance for our raving fans and clientele.

KEY PERSONNEL

Shane Seymour –CEO and Founder

Shane Seymour is the founder of TV Magic and has been involved with TV work since 2003. He has directly or indirectly assisted over 10,000 customers; helping them with technology and delivering the optimum TV viewing experience. Shane has personally investigated the market for TV Magic services Australia wide and spent time in many cities and towns across Australia to perfect the company's marketing. For over 10 years his concentration has been on developing and building a highly successful business model that can be scaled across Australia. TV Magic's system and training are of the highest quality and are backed up by world-class custom software that can produce results anywhere.



Nick Howell –Training Manager

Nick has been involved with TV work for over 10 years. He has shown an outstanding flair for breaking records within the company and setting new standards. Nick began his career as a Ford Mechanical Technician and has the knowledge and the skills to lead any technician to success and was recently appointed Franchisee Training Manager.



Daniel Ryan –Chief Software Designer

Daniel has had an enormous involvement with TV Magic including sub-contracting for TV magic in 2008-2009. With a university degree in software programming, Daniel now has his own company developing and building custom software for businesses. Daniel built and invented the TV Magic CRM customer software that left all the Microsoft platforms out-dated.



Beth Outerbridge–Marketing Manager

Beth is an administrative assistant with TV Magic and has considerable experience dealing with internal systems. Beth is an integral member of our Franchise Support Team.



Sarah Seymour –Legal Support, Principal of Stallion Lawyers

Sarah has been involved in TV magic for over a decade. She is there to aid in all the legal aspects of the business. Anything from simple communication to Compliance.





The TV Magic Franchise Opportunity

The TV Magic Franchise opportunity is an all-inclusive turnkey Franchise business. We provide you with everything you need to run and operate a successful TV Magic Franchise, including full training, online software and programs, equipment, stationery and marketing collateral.

What's included?

Turn Key (everything you need)

- Uniforms
- Full Vehicle Signage Design
- Full Vehicle Signage supply and Application
- Premium Area and business specific Mobile phone number
- Preparation of all Legal documents
- A Computer Tablet

TV Magic Custom CRM (Customer Management System)

- Calendar and diary planner
- Invoicing system
- Customer Database system
- Product order system
- Policies and Procedures guides and manuals

Equipment

- Signal Meters
- Milwaukee Tools & batteries (\$7000+)
- 3x Ladders
- Drill bits
- 30+ other tools of trade

Stationary and Marketing Collateral

- Operations Manuals (including hundreds of videos, pdf's and how to manuals)
- Business Cards
- TV Magic Customer Stickers
- Leather compendium Sales kit

- Promotional and Sales Flyers
- A4 Folder brochures
- Your own 100+ landing page website
- A Frame Sign

Training & Support

- Prior Learning (online videos and tutorials before you get to training)
- In house training
- Ongoing Support from Trainer/s & Head Office
- 15+ Years marketing experience - Proven Marketing for your business to succeed
- Accurate record keeping (accounts, customers etc)

Online

- Area / Location specific website design
- Website hosting
- Area Specific Facebook ads
- Area specific promotions
- Area specific online promotions and advertising collateral
- Personalised Email signature
- Personalised Invoice and Receipt email templates

Full Inventory – Initial Pack

- \$8000 of stock – 83 items. (approx. 3months), all your antennas, 7x different wall brackets, cables, connectors, satellite dishes, upsell items, hardware and saleable items. (Approx. \$45,000 once sold).

Training and Support

Your training as a franchisee will be comprehensive as will be our ongoing support for you and your business. The training regime is intense and is designed to turn an industry rookie into a master of his own domain where he can out-perform technicians outside of TV magic (who may have 5+ years experience). With superior industry knowledge we optimize the speed at which you learn, and transform you into a 'Solutions-based Master' rather than a 'Tech Wizard'. You will learn to conquer most of the customer interaction/real world environments in training, during the 2 week training regime.

Your success in the end will come down to your ability to always be improving four things:

1. Technical skills
2. Business management
3. Attitude
4. Following the proven systems

TV Magic places a great deal of emphasis on ensuring our Franchisees are happy and successful. At the end of the day, as a Franchisee, your success is down to you but we will do everything in our power to help and motivate you to that success.

Systems and Core Purpose

To be industry leaders you have to use the finest technology. TV Magic demonstrably owns the very best bespoke software. This pioneering customised software has world-beating features and provides franchisees with a massive competitive advantage. Our Customers love how they can contact our technicians directly without going through a call centre. Contrary to many other franchise brands, TV Magic places no restrictions on you marketing your TV Magic mobile phone number. This decade-old system has proven that we can capture substantial market share because we have interrupted the way big franchise companies operate. Not having a call-centre-based structure; has enabled us to keep franchise fees down and in return – franchisee profits go up. It truly is a win – win – win for Head Office – Franchisee and of course the Customer who typically doesn't want to talk to (or pay for) a receptionist.

Territories

TV Magic territories are being rolled out across Australia. Our marketing works and our systems are tried and tested. Our research has established that with the right operator (with the right attitude) A significant amount of work can be generated from the territories that we have created. As the franchise network develops, new franchisees will be granted the right to operate across additional territories without current franchise representation or in territories where existing franchisees have more work than they can handle until the new franchisees themselves grow to the point where they have too much work in their own territory. Territories are strictly limited and are available to the first applicants who pass our interviewing and qualifying process





& More..



**TV's &
Technology
Is everywhere!**

Services provided & Demand for Services

Some of our 20+ sources of income / products / services include:

TV Tuning, home theatre installation, TV installation and wall mounting, home cinema design, projector/screen installation, multi-room media, extra TV points, home theatre packages, Remote area TV access, TV reception services, TV antenna installation, Foxtel, satellite installation, satellite system diagnose and repair.

At this stage TV Magic boasts more than 20 distinct services. Each of these is a distinct revenue source and can be sold to existing and future clients with training on all products and services provided to all operators, including when new products and services become available.

The demand for servicing televisions or wall mounting televisions alone is substantial. Televisions can be seen everywhere from Living rooms, Bali Huts, Garages, Aeroplane Seats, Toilet doors, Banks, Bus Stops, Dentist Practices, Waiting Rooms, Casinos, Gyms, Taxis, Bedrooms, Sheds, Warehouses, Shop Windows, Court Rooms, Police Stations, Schools, Shopping Centres, Food outlets & Franchise chains, Service Stations and airports to name a few.

We give credit to the ever-changing times and technology in general; which creates the demand for our services. Sony, Panasonic, LG & Samsung to name a couple of the global conglomerates pave the way for the ever-changing times.

Products and service guarantee

TV Magic has strict guidelines on the manner in which the company's services and products are supplied or sold.

We firmly believe that the customer must always be considered to be right. It is a well-known principle that a satisfied customer tells 2 or 3 people about their experience but an unhappy customer tells 10.

We have brilliant word of mouth and good will built up over a 10+ year period and we intend to keep them that way! This is why we pride ourselves on giving the best customer service experience possible along with offering the best products on the market to suite the customer's needs.



2018 RESULTS – LAST 365 DAYS (From Aug 5, 2018)

*Real results from Existing Franchisees with varied work hours & commitment to business

*No representation / guarantee that you will see these results in your business – These are to demonstrate potential income only.

 GROSS PROFIT  TOTAL SALES



Financial Information

During our Exploration Day where a prospective Franchisee goes out on the road with one of our operators, TV Magic will share how some of its Franchisees are consistently earning over \$3,000-\$5,000 per week, some within their first year of business with TV Magic.

Start-up costs

The investment includes everything a Franchisee needs to operate their business including all parts mentioned in the 'What's included' section (excluding a vehicle) for \$89,950+gst. TV Magic requires all franchisees to pay a minimum upfront amount of \$54,950+gst with finance options available for the balance for approved applicants.

Ongoing Fees

Each Franchisee pays a Franchise Fee (A weekly fee for the use of the business name, systems, operations, proven methods of business, CRM, backup and support communication, regular meetings etc) and a Marketing Fee (this fee is used solely for the marketing and promotion of the TV Magic Franchisees businesses to attract customers). The Franchisee Fee is \$345 per week and the Marketing Fee is \$165 per week. These fees are set for the entire period of the Franchise agreement meaning they do not increase over time.

Rewards

Franchisees are empowered to achieve their own lifestyle, working hours while choosing their own clients, choosing the territory they want to work in (subject to availability); all while being supported and backed by a team that has proven the journey possible before you and is only a phone call or email away. Rewards go far beyond financial benefits in this business as TV Magic promote enjoying the lifestyle that being your own boss provides.



The Franchise Agreement

The Franchise agreement is the document that sets the terms and conditions of granting the Franchise. Some of the points that are covered in the agreement are as follows:

- Grant of the Franchise
- Renewal of Franchise Fees and Payment
- Website and Computer software
- Minimum Performance Criteria
- Motor Vehicle Requirements
- Equipment and Products
- Training
- Franchise Image
- Operating Standards
- Accounts
- Intellectual property
- Insurances
- Confidentiality of systems
- Franchising Code of Conduct
- Professional Acknowledgements
- Franchisees Obligations
- Franchisors Obligations

What we require in our franchisees

- Teachability - Most successful Franchisees have an open mind.
- They like to learn and improve.
- An interest in and respect for technology
- We find that it is not the 'techno-geeks' who necessarily perform the best. An interest in keeping abreast of developments and respecting the technology helps to motivate you to take full advantage on initial and ongoing training.
- Getting a buzz out of satisfied clients
- Enjoy driving/ travelling to clients and enjoy interacting with clients
- Owning and operating your own business can be deeply satisfying especially when you leave behind a string of excited customers at the end of the working day.
- The money to fund your purchase and make an absolute commitment to your future



FAQ's

Q: Does this information pack tell me all I need to know about becoming a TV Magic Franchisee?

A: No. This information is merely the starting point. It is designed to give you enough information to decide if it might be for you. As soon as you have made that decision, we will be embarking on a journey to fully detail the opportunity and the process of becoming a Franchisee.

Q: What Benefits are there in becoming a part of TV Magic?

A: TV Magic is simple to operate, has low start up costs, low overheads and a fully established product supply chain (Cable Magic). Joining TV Magic makes you a part of a national operation with access to our Business Support System- a tried and tested suite of marketing, products and support services. You will also receive all the additional benefits and buying power of an established national operator.

Q: Do I need any previous technical/ business experience?

A: No. The most important things to us are self-motivation, a willingness to learn, and a strong desire to succeed. We teach you the rest. TV Magic is ideally suited to the owner/operator with these characteristics and an aspiration to provide superior customer service.

Q: How much can I make from a TV Magic Franchise?

A: With any business or any franchise, how much you make will depend on you. TV Magic will assist you with formulating and achieving your goals, all backed up by a tried and proven system. We will teach you all you need to know to be a brilliant TV technician and run a profitable business. However, no one can guarantee success but you. The financial modelling that we provide you with later in the franchising process will provide the indications of what a suburban Franchise may return and the typical expenses associated with that. Again, these models are to help you with your evaluation of the potential and in no way represent a guarantee of your performance. If you don't get up and go to work, no projections are of any relevance. Our current franchisees are earning anywhere between \$2,000 and \$5,000+ per week following the TV Magic System.

Q: Do You Tell Me How to Run My Franchise or Can I Run it The Way I Want?

A: The whole idea of purchasing a TV Magic Franchise is that the IP and the systems are tried and tested. There is no need to reinvent the wheel. You must run your business along the guidelines we set down. This is to maintain a consistency of customer experience and to maximise your profits and opportunities for success. Our products and stock support the system that support your marketing and enable us to gain market share over the competitors. After 15 years of experience as a national company we really understand what our target clients want and need. If you are able to just fill the same shoes as the existing technicians – you will be fulfilling the high expectations that our thousands of existing raving fan customers have begun to expect and your business will be rewarded handsomely for it, as a result.

Q: So how do I know what procedures to follow?

A: The Franchise agreement you sign sets out your obligations in relation to the operation of a Franchised TV Magic Territory. The confidential Operations Manual outlines the standards and specifications to which you must adhere, and contains vital notes, guidelines, policies, instructions and directions critical to your success.



THE NEXT STEPS

The information provided in this document is designed to give you an outline of what the TV Magic Franchise Opportunity is. While this document does contain some financial information as a guide, it is important that you do not use any of the information contained in this document to make the decision to join as a Franchisee / Master Franchise.

We suggest that if you wish to gather some more information on what the Franchise opportunity looks like in terms of a Franchise Agreement, that you take your time during this process to make sure you understand all of the risks and potential rewards that are involved in this type of business.

If you do wish to begin to gather this information, we recommend you join us on an Exploration Day where one of our operators will take you out on the road and show you firsthand the Franchise business day to day operations. In order to do this, the next step in the TV Magic Franchise process is committing fully refundable deposit (2%) to demonstrate your commitment. From here the TV Magic team can prepare your:

- Franchise Agreement
- Franchise Territory
- Franchise Disclosure Document
- Exploration Day dates (Flights and transfers included)

Once you have completed your research and been to our exploration day and decided to join the TV Magic Group as a Franchise, we ask that the Agreement is signed (however not within 14 days of having received the document) and finalize your balance shortly before training.

Yours sincerely,

Shane Seymour

SHANE SEYMOUR

Founder and Director

TV Magic Franchising Pty Ltd.



WHAT OUR FRANCHISEES SAY ABOUT US

“I’m loving it! I joined at the perfect time in my life – when my daughter grew up was about to move out. I did wish I found this years sooner! (but I’m glad I did take action when the opportunity was presented before me!) I’m in the Northern Rivers & I am in a green area. I find that some weeks are slow. But even on a slow week I work 15-20hours and have similar or more income than my old job as an Engineer”.

Jason D, Northern Rivers, NSW



"I'm loving TV Magic. I haven't had a holiday in about 4 years. Even since joining I've planned a little trip to Bali for the whole family and take the fam back to the U.K. I haven't been doing TV Magic all that long but I've already planned these trips and even on my slow weeks I'm earning more than my old job. I love the big weeks. I want more and I know I'm still fairly new but I love how good it's been just already! Im so glad I've joined!

Matt W, TV Magic Perth Franchisee

“Yeah Business is great. My wife has a high paying job and I run the business more as a ‘lifestyle’ business (starting at 10am and doing school drop off and trying to get home by 3-4pm) but since being in it for close to 18months now and seeing all the money the other guys make I’m pushing those boundaries and working longer hours. I’ve also notice my results are improving each 6 months as I gain more experience and get quicker at completing the jobs for the customers. Oh and I am stoked to have won a few awards and prizes – internally including the \$3000 TV Giveaway. I’ve won a few of these prizes and my customers love me. That’s always a good thing”.

Craig A, Lilydale Melbourne



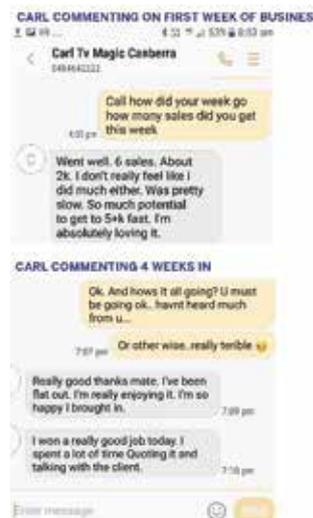
WHAT OUR FRANCHISEES SAY ABOUT US CONTINUED...



“Business is good. It’ll be better though when I get a 2nd van because I can’t keep up with it. I like to spend time with my boys a lot. My old construction job didn’t allow me to do that but at least with this business I get to give the Mr’s a break and call my own shots. Yeah I am really please with how head office take care of things and support me”.

Darrel M, North Brisbane

CARL COMMENTING ON FIRST WEEK OF BUSINESS
(SCREEN SHOT OF SMS MESSAGES SENT)



Carl B, Canberra Franchisee



Dan R, Gold Coast

“I’ve been doing this for 5 years now and I am about to renew the agreement for another five years. So I was in close to the beginning and started in a Green (new) territory. I have 2 vans now and I am super happy about my success. Since joining I’ve built the business up to 2 vans , half over a half a million dollar business – I’ve saved and put back \$270k back in the bank (and that’s after acquiring 3 investment properties. I do feel I have an unfair advantage from my previous business experience. But this business is way better than the business I was in before this business which was my own IT company. I still have ups and downs but that’s because I have such high standards and I am so use to making over \$5k every week”.



TV
MAGIC