



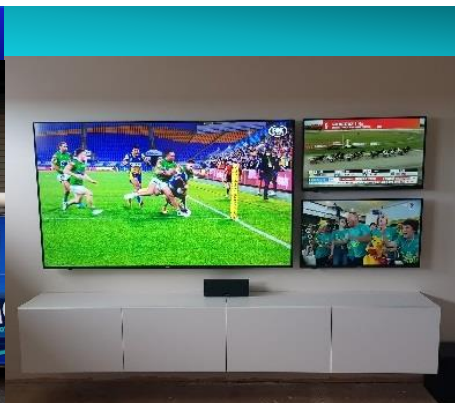
**MAKE YOUR BOSS
DISAPPEAR**

TV MAGIC FRANCHISE OPPORTUNITY

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\$1000+ daily income potential*

**Recognisable brand and STRONG marketing presence
matured over two decades**

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, culture & 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 times 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 offering our first franchise in 2013 to now being a national company having serviced over 1,000,000 televisions for over 150,000 happy customers! (And the database is rapidly growing year on year)

Franchising is one of the most popular methods of business when it comes to operating a successful, long lasting, profitable and highly sustainable business that 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 speak for themselves.

Many of our existing franchisees have joined the \$5k, \$10k and \$15k profit club. This is where a franchisee hits \$5000, \$10,000, \$15,000 gross profit for a week's work. 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 business is all about.

Thankyou 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
Founder & Director
TV Magic Franchising Pty Ltd



2023 – Celebrated 20 years!



CELEBRATING



2023

20 YEARS!



ABOUT TV MAGIC

Whilst Shane started in the industry in 2003, the name 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 the Best Marketing Campaign 2018. TV Magic has been designed to be a nation-wide home theatre, TV tuning, Starlink, Technology and antenna installation company. We boast to have our own custom made, internal bespoke CRM software that is one-of-a kind. Our CRM is truly an impressive piece of work that out-performs anything off the shelf and is \$500,000 in the making. The CRM helps you run your business from inventory, invoicing, job and customer management to marketing to reporting and book-keeping and is tailor made specifically to our business model – giving us the advantage over any competition out there. The software is an ‘animal’ in itself – but very user-friendly.

We boast to have our own INTERNAL MARKETING team. Whilst most business fail because they have less than 5x marketing strategies on the go, we have over 70x proven strategies. We know which of those 70 to focus on; to increase your profit margins! One in particular is our website which has grown to over seventeen and a half thousand (YEP! That’s right – 17,500) landing pages that are uniquely written (NO A.I) and favoured by google. By the time you finish training you’ll have over 100x landing pages working on making your phone ring and that will grow by hundreds of pages every year whilst you are building your TV Magic business. That means you will have 100-1000 ‘little marketing soldiers’ working for you – helping make the phone ring. When this is combined with 5-7 other marketing strategies; it explains why many of our technicians have the problem of being inundated with work*.



**SCAN THE QR CODE
TO WATCH
ONE OF OUR MOST VIRAL
TV / ONLINE ADS OF ALL
TIME!**



5 million+ VIEWS!



& CINEMA COMBINED!

KEY PERSONNELL

NICK HOWELL – TRAINING MANAGER

Nick has been involved with TV Magic for over 15 years. He has shown an outstanding flair for breaking records within the company and setting new standards. Nick began his career as a Ford motor mechanic and has the skills and knowledge to lead any technician to success. He has trained over 80% of all TV Magic franchisees and many have even broken Nick's records.



KIRSTEN LITTLE – OPS MANAGER

Kirsten has an enormous involvement with the Marketing TEAM and managing the Cable Magic business. She sees that accounts and marketing are all in order for TV Magic and that consignments and stock are delivered promptly in our supply chain business – Cable Magic.

(Cable Magic is an integral part of the TV Magic's success)



PAULA – WAREHOUSE HAND & PROCUREMENT

Paula can speak multiple languages including Cantonese, Taiwanese and German. Some of our best products come out of Germany and best packaging comes out of Taiwan. Paula works in the Cable Magic business ensuring premium quality in our products and communication with our overseas manufacturers for some of our line items.



DANIEL RYAN – CHIEF SOFTWARE DESIGNER

Daniel has an enormous involvement with TV Magic including running his own TV Magic franchise 2013-current (Over 10 years). With a university degree in software programming, Daniel gave up his company designing and building software for businesses to pursue a lucrative TV Magic career on the tools instead! Daniel built and invented the TV Magic CRM software that left all Microsoft platforms out-dated.



KEY PERSONNELL – continued.

BILL STACK – INTERNAL BUSINESS COACH

Bill has an M.B.A in business and a long-standing US NAVY background. He also had senior exec roles at Motorola and other Fortune 500 companies. Bill has been coaching Shane and many of the franchisees for over 8 years. Bill attends all our social events and annual conferences plus takes a very active role in our private Facebook group where we share breakthroughs, new trainings and best practices.

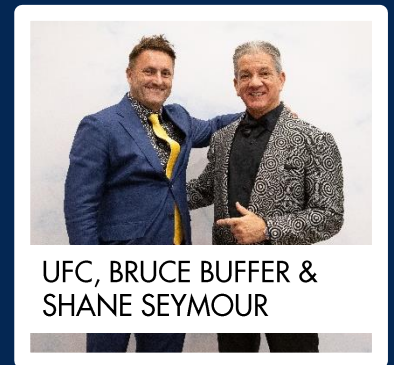


SHANE SEYMOUR – CEO & FOUNDER

Shane has been involved in TV work for over 22 years. He has worked on the tools for 15 of those years in all states of Australia and even in the U.K. Shane aspires to take the brand internationally and make every single one of his franchisees grow beyond \$1mil+ turnover businesses.

Shane is also an avid public speaker and author. He has shared the stage and been mentored by the likes of Kevin Costner (Actor – Yellowstone) Bruce Buffer (UFC announcer), Rick Hoffman (Actor – Suits), Vince Vaughn (Actor), Hugh Hilton (Owner of Hilton Hotels), Arj Barker (International Comedian), Naomi Simpson (Shark Tank) and many other business tycoons including Wolf of Wall Street - Jordan Belfort, Rich Dad Poor Dad Author – Robert Kiyosaki, Janine Allis (Boost Juice) and more.

Whilst he is off the tools, Shane to this very day still loves to occasionally put on the blue shirt, get out on the road with the guys and help on some of the more special jobs - as this is his biggest passion.



UFC, BRUCE BUFFER & SHANE SEYMOUR



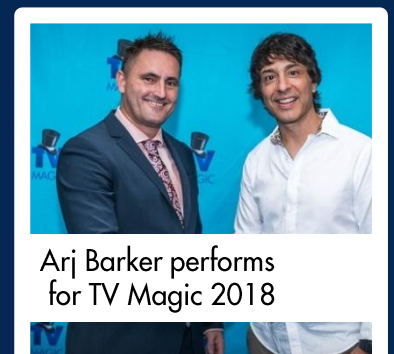
ROBERT KIYOSAKI & SHANE SEYMOUR



KEYNOTE IN L.A, USA
In front of 1500 people



Kevin Costner came on stage right after LA keynote



Arj Barker performs for TV Magic 2018

*“For many of our services;
TV MAGIC has the monopoly”*



*“For many of our services;
We are the ‘ONLY CHOICE’
for our customers”*



*This is due to a myriad of competitive
Advantages that we’ve established over 2 decades.
One of these is our INTERNAL MARKETING
MACHINE.*



**Scan to watch a 7min POWERFUL LESSON ON
MARKETING – presented by Shane Seymour in
Los Angeles in 2024**

SUCCESS OF OUR FRANCHISEES

TV Magic has a 100% profit success rate*. There are no guarantees in any business but to date we have not had one single franchisee leave due to a failing business. Up until a few years ago we didn't even have one single exiting franchisee! Now, unfortunately we've had a small number of exits and they have all left their TV Magic business successfully and amicably due to personal reasons. One guy fell in love and moved overseas, others due to personal sickness or relatives needing care – very personal reasons unrelated to the business. We have over 90% of our franchisees who have renewed for another 5 years and we currently have several 10 year veterans who have joined our 'Wealth Building Career Pathway' for the next 10 years! We are proud to have such a reputation and will do our utmost best to continue this trend. We are just as passionate about seeing you succeed, as we are in the services we offer and giving our customers the best possible results.

POTENTIAL RETURN ON INVESTMENT*

We have some very happy franchisees! We encourage you to call any or all of them! All that we ask is that you are respectful of their time, their businesses and their customers. Whilst they are very busy, if you introduce yourself as a prospect they will be more than happy to give you a few moments (when convenient) to share their experience. Culturally they also have a fairly good idea on how everyone else is performing. This is due to our culture's transparent nature of sharing best practices, the friendly "competitive" environment to keep each accountable; pushing each other to do their best and strive for ever increasing growth.

We also have a handful of franchisees who love the "lifestyle business" they've created for themselves. Their partners may have a high paying job and therefore they only need to only work 3-5 hours a day and they are not growing their business – by choice. Whilst they bring the averages down.. for a dollar earned to hours worked ratio; they are still wildly successful! .. and yes, very happy.

We don't mind that either. But one thing is for sure we don't mind who you call and speak to! We encourage it. Because we know you'll become one of the family and pass that same love down to the 'new guy' when you're further down the road.



- **Our own IN-HOUSE marketing team means your business grows that much faster and cost of leads go down over time.**
- **Our very own TV Magic owned and designed custom CRM software means less paperwork for you!**
- **Our own SUPPLY CHAIN! (With 80+ lines of branded products) means more organisation & more profits in your business!**
- **Better training & Support for all 25+ services – means YOU can charge MORE! The customer receives better results; and we have more customers who prefer us over anyone else as a one-stop shop for their needs and wants**
- **Decentralised Business Structure where customers aren't paying for a 'middle-man' / receptionist and speak with the technician directly MEANS less fees for you & more profits going your way**

5 WAYS WE DOMINATE THE COMPETITION





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 & application
- Premium area and business specific mobile phone number
- Preparation of all legal documents
- A computer tablet / laptop

TV Magic CRM (Customer Management System)

- Calendar & diary planner
- Invoicing system
- Customer database system
- Product order system
- Policies and procedures guide manuals

Equipment (value \$7000+)

- Signal meters
- Milwaukee tools & batteries
- 3x Ladders
- Drill Bits
- 30+ Other tools of the trade

Stationery & Marketing Collateral

- Operation manuals (including hundreds of videos, pdf's and how to manuals)
- Business cards
- TV Magic customer stickers
- Leather compendium sales kit
- Promotional & Sales Flyers

- A4 Folder Brochures
- Your own 100+ website landing pages
- A Frame

Training & Support

- Prior Learning (online videos & tutorials before you get training)
- In house training
- Ongoing support from Trainer/s & Head office
- 22+ 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 social media 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)

- \$8000 stock – 83 items (approx. 3months worth of jobs) all your antennas, different types of wall brackets, cables, connectors, sat. dishes, upsell items, hardware & consumables (approx. \$55,000 once sold)



**CABLE
MAGIC**

**OUR OWN
SUPPLY
CHAIN
THAT
ALSO
HELPS
GROW
YOUR
BUSINESS!**





**CABLE
MAGIC**

One of the **BIGGEST COMPLAINTS** from customers is that a tradie doesn't have all the parts on hand – ready to do the job.

With TV Magic you'll have everything in your van to handle 90% of ALL JOBS.

This results not only in **BETTER CUSTOMER SERVICE** but a smarter, more profitable business for you!

This is all possible because of Cable Magic – our very own supply chain that exclusively delivers to your door with flexible payment terms.

PLUS!!

Cable Magic invests its profits back into **YOUR MARKETING** to get more jobs. Try and get that from any other supplier!

**THAT'S JUST ANOTHER
COMPETITIVE
ADVANTAGE**

TRAINING & SUPPORT



Your training as a franchisee will be comprehensive as will be our ongoing support for you and your business. This training regime is intense and is designed to turn an industry rookie into a master of his own domain where he can out-perform a competitor 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 proven systems – adopting other's successes who are further down the road than you

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 we must use the finest technology. TV Magic demonstrably owns the very best bespoke software. This pioneering customized 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 mobile service franchise brands, TV Magic places no restrictions on you marketing your TV Magic mobile phone number. This two-decade system has proven that we can capture substantial market share because we have disrupted the way big franchise companies operate. Not having a call-centre based structure; has enables us to keep our franchise fees down and in return:- franchisee profits go up. It truly is a win – win – win – For head office, for the franchisee and of course for the end customer who doesn't want to pay for a 'middle-man' or talk to a receptionist.

TERRITORIES

TV Magic territories are being rolled out across Australia. Our marketing works and our systems are trialled 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 generated.

We feel our territories are quite generous in size which means you also have a real chance to grow your TV Magic business beyond one van and eventually get off the tools yourself!* - (if you push hard and want to grow your business to those levels).

In the beginning franchisees will be granted the right to operate across additional territories (if applicable & if available)- in areas where there is no other franchisee 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 your own territory.

Territories are strictly limited and are available to the first applicants who pass our interviewing and qualifying process.



DID YOU KNOW?

WE HAVE AUSTRALIA'S LARGEST TV WALL MOUNTING GALLERY!





A FRANCHISE CULTURE THAT'S NOT LIKE SEAGULLS FIGHTING OVER CHIPS AT THE BEACH.

We've spent two decades nurturing a culture that's quite the opposite. It is not uncommon for leads/ jobs to come from your neighbouring franchisees because they are 'too busy'. They would rather see the customer stay with TV MAGIC – then to go somewhere else.



A TEAM THAT
'PLAYS'
TOGETHER..
STAYS
TOGETHER..
AND
SUCCEEDS
TOGETHER!



We have some pretty epic annual conferences (that contractually, are mandatory to attend). We also host many other additional (and optional) social / training events throughout the year.

Previously, we've organised TV Magic events at the snow, fishing trips, walked on fire, box office seats at the footy, customer appreciation experiences, home theatre parties, BBQ's, celebrity meet & greets – you name it. Our premium customers love the experiences we create for them. And you will love the legal tax write-offs & benefits that come hand-in-hand with owning a successful, profitable business.

Successful business is not just about the money – but experiencing the magic of freedom and leverage!

SCAN TO SEE HOW MUCH FUN WE HAVE AT CONFERENCES



2023
'Magic of the
20's'

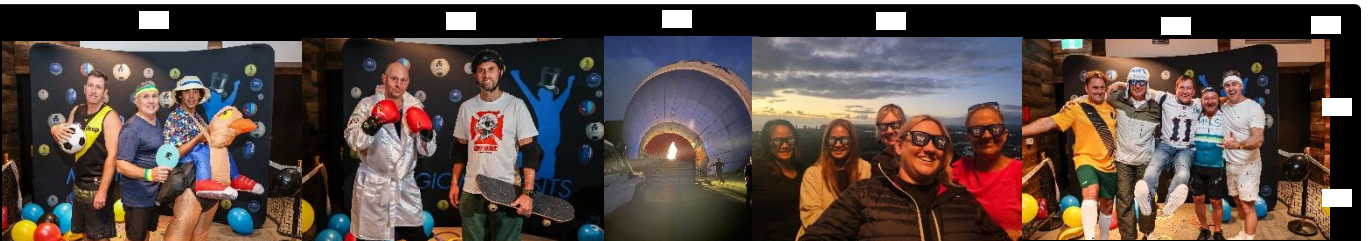
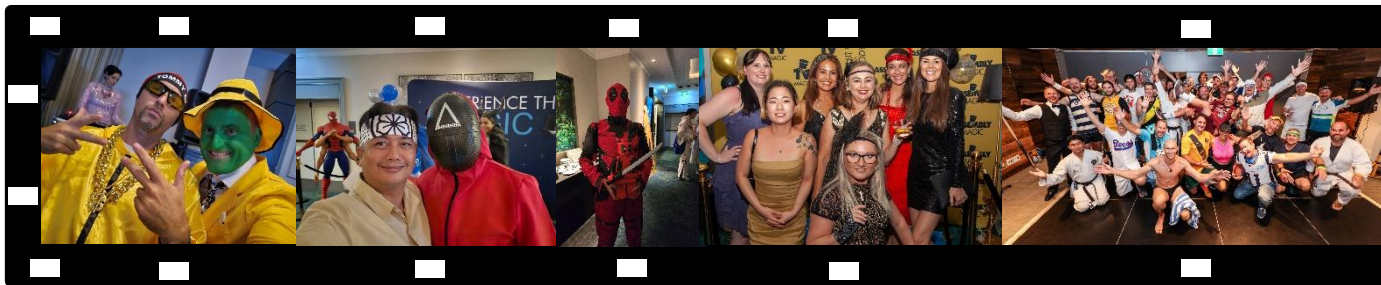


2024
'MAGIC
MOMENTS'



2025
'MOVIE
MAGIC'

Traditionally, we host our annual conferences by alternating venues in a home – interstate – home – interstate type fashion. We also now have 'Partner's Pampering' for franchisees that bring their partners to conference!



SERVICES PROVIDED & DEMAND FOR SERVICES

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

- TV Tuning, TV installation (on a stand), setting up DVD players (yep still in 2025!), Home Theatre Setups, AV setup trouble shooting attract Calls outs from \$165 - \$220 for less than an hour's work
- TV Wall mounting, Floating soundbars, Some customers have 1x TV, Some customers will ask you to install up to five! Wall mounting is one of our top x 5 'Bread and Butter' jobs – from \$350-\$500 for 1 TV depending on size, type of wall and complexity.
- Satellite Dish installation, removal, relocations, Foxtel dish installation where FOXTEL cannot service customers quick enough \$250 -\$400
- Home Theatre Design, Installation, Projectors, Screens, Speakers. This is an industry of itself. We typically have a day rate of \$1500-\$2500/day per technician and even more money can be had when you start selling and supplying the complete home theatre packages.
- THE INTERNET OF THINGS – starlink installation, mesh systems and point to point. These are great upsells on every other type of job and can give you an additional \$500-\$1500 profit for a few hours work. People everywhere have black spots and troubles with their wifi and internet at home or at work.
- COMMERCIAL WORK – with more experience and training you can work your way up to do more complex commercial work (beyond basic shop front TV mounting and TV antenna systems and have day rates of up to \$4000/day per technician. We have the in-house experience to help you get there – when you are ready for such things. (Typically min. 2 -5 years experience; depending on your progress).
- TV Reception and Antennas – In 2025 we still sold 6000+ TV antennas. Like AM Radio, people still watch Free to Air for MAFS, BIG BROTHER, State of Origin and when the internet goes out – there is no other option! TV reception repair and antennas still counts for 40% of our work!
- INSURANCE WORK – we have many connections with all the major insurance companies for small and large jobs.
- TV Points, Pre Wires, Cabling, Multi Room Audio. There is just as much work in old, pre-existing homes as there is in new 'developing areas'. Our marketing will target all demographics.

FOR THE PURPOSE OF BREVITY: - THIS DOCUMENT ONLY SCRATCHES THE SURFACE WHEN IT COMES TO WORKING IN THE INDUSTRY OF TECHNOLOGY – TECHNOLOGY IS THE FUTURE.

**THERE ARE
MORE
TELEVISIONS
ON THE
PLANET
THAN THERE
ARE
HUMANS.**



TV WALL MOUNTING
is JUST ONE (1) of
20+ different types of
jobs you will be doing.

TV Wall Mounting
alone, is HUGE
Business.

You might be surprised
at the volume and
venues we've installed
a television.

We currently host Australia's largest/
most comprehensive TV Wall mounting
gallery. It became so grand that we
had to DOWNSCALE it to showcase
ONLY the more "special jobs".



WHERE HAVE WE INSTALLED A TV?

The demand alone for TV installation is substantial.

- Living Rooms
- Bedrooms
- Sheds
- Home Offices
- Rumpus Rooms
- Verandas
- Decks
- Pool Yards
- Bali Huts
- Balconies
- Garages
- Bathrooms
- Backs of toilet doors!
- Shopping centres
- Libraries
- Universities
- Cafes
- Police Stations
- Stadiums
- Airports
- Warehouses
- Gov. Buildings
- Shop Windows
- Dental Practices
- Waiting Rooms
- Health Centres
- Zoos
- Theme Parks
- Casinos
- Aeroplane Seats
- Caravans
- Yachts
- Mariners
- Bus Stops
- Public Places
- Court Room
- Taxi's
- Limousines
- Motorhomes
- Conference Rooms
- Schools
- Retirement Villages
- Tennis courts
- Sporting centres
- Army Barracks
- Service Stations
- Franchise Head Offices
- GYMS
- Food Outlets
- Hotels, Motels
- Skyscrapers
- REHAB CENTRES
- Apartments
- Elevators
- Lobby's
- NIGHTCLUBS
- Pubs
- Taverns
- Tourism Kiosks
- Training centres
- Walking Trails
- Golf Courses
- Driving Ranges
- Car Dealerships
- Banks
- Legal Offices
- Engineering Firms
- Menu Boards
- Childcare centres
- Pop-up Stalls
- Carparks
- Outdoor Food markets
- IMPORTS
- Kitchens
- Restaurants
- Hospitals
- INTERACTIVE DISPLAYS FOR SCHOOLS
- VIDEO WALLS (Commercial)
- VIDEO WALLS (Domestic!)
- Prisons
- Fire Departments
- Basements
- Funeral parlours
- Train Stations
- Recreational Centres
- Nursing Homes
- Stair wells
- Truck Cabins
- Caravan Parks
- Art Galleries
- Research Facilities
- & more!



PRODUCT AND SERVICE GUARANTEE



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

We firmly believe that the customer must always be perceived to be right. (Married men will understand!) It is a well-known principle that a satisfied customer tells 2 to 3 people about their experience, but an unhappy customer tells 10.

We have brilliant word of mouth and good will built up over a 22+ year period and we intend to keep it that way! This is why we pride ourselves on giving the best customer service not only in the industry but in Mobile Services in general.

In many ways providing excellent customer service is doing all the little things that customers complain about in the blue-collar industry: - not turning up, turning up late, dirty boots, poor communication, no transparency with the bill, or no bill at all!, unexplainable occurrences, body odour, damage to the home, mistreatment of pets and/or children, not cleaning up after the work.. The list is endless. TV Magic will train you in all **14 x CUSTOMER SERVICE TOUCH POINTS** (the basics) as well as the more complex aspects such as warranties, product flaws, avoiding poor workmanship, costly mistakes, avoiding under quoting, navigating customer's expectations and demands, profiling different customers and demographics, advanced customer selling techniques, proven scripting and much, much more.

When you're part of a proven system and have the support around you – you have access to all these trade secrets. It's no wonder why we can fast track your success – if you apply yourself.

Combine this with high quality products supplied by our own Supply Chain and you have a vehicle for attracting the very best customers, the 'A' customers who are happy to pay premium prices for a job well done.



2024 Results – Jan 1st to Dec 31st

- 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.

■ Profit \$

■ Gross Sales \$



FINANCIAL INFORMATION

Above are 6x franchisee's real world results from 2024. We have displayed these into 3 groups. In Group 1 is Craig & Jason who don't commit to a full 40 hour work week. They run their business more as a 'life-style business'. Group 2 features Gordon & Shannon. Gordon and Shannon demonstrate the average/typical numbers of all franchisees; and lastly Brent and Nick, (in Group 3) demonstrate the franchisees that have multiple vans and hence have higher numbers and profits.

We have new franchisees who have only 12-18 months experience and they have already seen numbers similar to group 2. All our franchisees didn't come from the industry and came from very different backgrounds. Example: Franchisees were ex bus drivers, ex I.T, ex police, ex mechanic, ex construction, sheet metal, engineer, ex mowing business, ex jib hi fi staff, ex army, ex plumber, ex corporates etc.

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 \$109,975. TV Magic requires all franchisees to pay a minimum upfront amount of \$55,000+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 correspondence, regular meetings etc) and a Marketing fee (this fee is used solely for the marketing and promotion of the TV Magic franchised business to attract customers). The Franchisee is \$345 incl GST / week and the marketing fee is \$165 incl GST / 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/sms/fb group chat away. Rewards go far beyond financial benefits in this business as TV Magic promote enjoying the lifestyle that being your own boss provides.

For those that really want to grow beyond the 'Owner/Operator' business level, TV Magic has the experience and knowledge to assist with those more ambitious individuals also – when they have proven themselves to be ready.

We have many ex corporates who are now franchisees, and they are happier making more more in the same or less hours than they did at their old job. Some of them have managed and led big teams of 100+ people and they are finding that this business is very different. And loving it!

Working and growing your own TV Magic business cannot be compared to; and may/may not benefit from any prior experience you may have growing someone else's business as a General Manager or Senior Exec etc.

The real rewards come from your ability to follow a proven system, having a "If it is to be, it's up to me" attitude and a few years of on the job / real-life experience.

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 & Payment
- Website & Computer Software
- Minimum Performance Criteria
- Motor Vehicle Requirements
- Equipment & products included
- Training
- Franchise Image
- Operating Standards
- Accounts
- Intellectual Property
- Insurances
- Confidentiality of systems
- Franchising Code of Conduct
- Franchisee Obligations
- Franchisor Obligations





WHAT WE REQUIRE IN OUR FRANCHISEES

- High 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 'tech-geeks' who necessarily perform the best. An interest to keep abreast of developments and respecting technology combined with a can-do attitude that's focussed on the customer service and solutions will win nearly every time. You can take on a job with confidence. The training takes advantage of the fact that you will know more than your typical customer. By following the systems and keeping a desire to constantly deliver world-class basic handyman workmanship you can out-perform the 'technical wizards' by being savvier than them.
- Getting a buzz out of satisfying 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.

TV MAGIC

WIN A \$3000 LED SMART TV

Enter for your chance to win a brand new, fully installed and wall mounted LED Smart TV.

HOW TO ENTER

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FAQ'S

Q: Does the Franchise Information pack contain all the information 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 right for you. As soon as you have made that decision, we will embark on journey to fully detail the opportunity and the process of becoming a franchisee.

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

A: TV Magic is simple to operate, has low start up costs, low overheads and 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 trialled 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 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 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 trialled 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 here 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 \$2000 - \$5000+ 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 trialled 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 service and to maximise your profits and opportunities for success.

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

A: The franchise agreement you sign sets out your obligations 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 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 the risks and potential rewards that are involved in this type of business.

If you do wish to be going to gather this information, we recommend you join us on a Discovery Day where one of our operators will take you out on the road and show you first-hand the Franchise business day-to-day operations. In order to do this, the next step in the TV magic Franchise process is committing to a fully refundable deposit (\$5000+GST) to demonstrate your commitment. From here the TV Magic team can prepare your:

- Franchise Agreement
- Franchise Territory
- Franchise Disclosure Document
- Discovery Day Dates

Once you have completed your research and been to our Discovery 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 finalise your balance shortly before training.

Yours sincerely,

SHANE SEYMOUR
Founder and Director
TV Magic Franchising Pty Ltd.



WHAT OUR FRANCHISEES SAY ABOUT US..

'NEW' FRANCHISEE

JIM RENDER

Scan the QR code to watch the Unscripted and raw video interview on YouTube



"I'm loving TV Magic. I haven't had a holiday in about 4 years. But now I've joined TV Magic, I've already 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! I'm so glad I joined!"

*Matt W, Joondalup PERTH
(Testimonial from 2018 – Matt is still living the dream with us)*

"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 noticed my results are improving each 6 months as I gain more experience and get quicker at completing 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
(Testimonial from 2017 – Craig is still living the dream with us)*



WHAT OUR FRANCHISEES SAY ABOUT US

“Oh TV Magic is a really good company. I was previously a franchisee for a lawn mowing franchise in NEW ZEALAND so I have that to compare to. That was a great franchise too but TV Magic I honestly find, that much better. The marketing and support is fantastic. Shane and head office work really hard behind the scenes and care about the success of all the franchisees. I work in the Bunbury area of WA and yeah I’m really loving the industry and the work. My business is growing and I love how I choose how hard I want to push it”.

Anton , Bunbury WA

(Testimonial from 2020 – Anton is still living the dream with us!)



“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 pleased with how head office take care of things and support me”

Darrel M – North Brisbane

(Testimonial from 2016

Darrel is still with us and has that 2nd van!)

‘NEW’ FRANCHISEE

“I started in Oct/Nov 2024 and I am loving it! I wish I did this sooner! I use to manage hotels with the QUEST hotel chain. I’ve already joined the \$10k profit in a week club in the company, I’ve scored a big \$70k job even with my experience and I see how good some of the more experienced guys go. I can’t wait to get even faster and more experience – I haven’t even been going 6 months yet! ”.

Alex F, Mandurah WA

(Testimonial from 2025



WHAT OUR FRANCHISEES SAY ABOUT US..

**“Ok so I joined in 2016 I think.. It’s been a life changing experience and the best thing I’ve ever did. For anyone thinking of buying.. Or if you’re sitting on the fence (like I did before I joined) give me a call. I’ll give you a no nonsense, straight up low down on everything in the company.. How the other guys are going what you’re getting yourself into and give you TIPS on how to proceed and what to EXPECT. Just call me!
Mob. 0476 781 111**

*Brent W, SUNSHINE COAST QLD
(Updated Testimonial – 2025 – Brent has been with us since 2016*



“I’m a 10 year veteran now with 3 vans on the road. I was one of the first franchisees to get my business to the point where I can get off the tools. In my first 5 years of business I saved and put back \$270k back in the bank – and that was after I acquired 3x investment properties on top of that! I do feel I have an unfair advantage because of my previous business experience – I invested in a business coach. But this business is way better than the business I let go as that was a B2B and I lost passion for the IT industry – sitting behind a desk 7 days a week. Nowadays it’s a normal weekly routine (just standard) to bring in min. \$10k-\$15k profit a week from my TV Magic business (whether I work on the tools or not). I’ve done really well by having such high standards of myself and for my TV Magic business”

*Daniel R – Gold Coast QLD
(Updated Testimonial – 2025 – Daniel is still with us!*

“I’ve been going for just over 5 years with TV Magic. I’m about to put on a second van in Townsville here. I haven’t been able to keep up with the work since day 1 really and I should have got a 2nd van sooner! I use to work in metal fabrication; geez that seems like a life time ago now. Glad I’m not doing that still. But the reason I enjoy the thrills and challenges of having my own business with TV Magic over my old dead end job is that I get to bring in more money, I can choose when I work and plan holidays on my own terms – I just have way more leverage over the design of my life! For the time being, these perks are keeping me quite content!”

*Gordon T, TOWNSVILLE QLD
(Updated Testimonial 2025)*



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