



Franchise Information Guide

Swimart 
Pool care made easy!





Making a splash since 1983!

Swimart is an institution in the Australian and New Zealand pool and spa industry and we have built our reputation over the past 39+ years by making pool care, and franchising, easy.

Founded by ASX-listed Waterco (formerly known as Dronaco) in 1983, the Swimart brand was developed so that more people could have access to the world's best water filtration products. Over time Swimart has become synonymous with offering not only a great range of products, but also providing industry leading service and advice.

What started as a single pool retail store in the Sydney suburb of Killara has grown to over 76 franchise outlets across Australia and New Zealand, and a fleet of more than 250 mobile service vans. Indeed, since its inception the Swimart business model has proven to be one of the most successful and profitable franchise systems in the pool and spa industry.

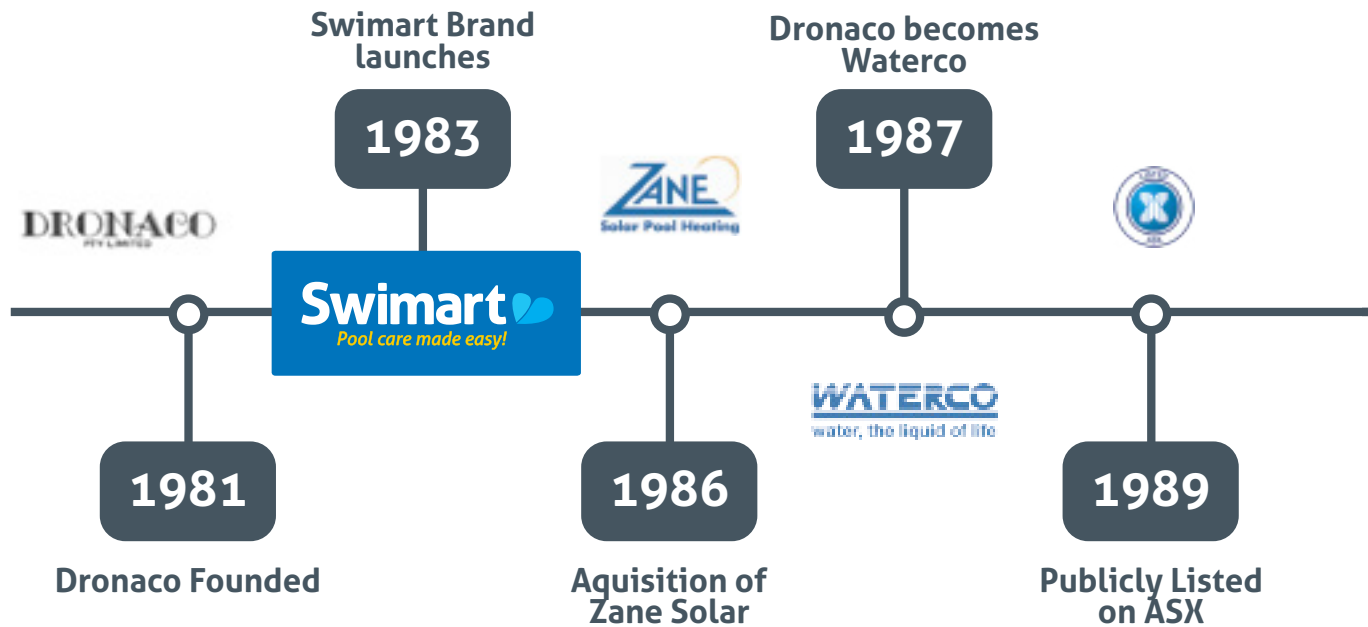
Swimart's ongoing success comes thanks to our continued commitment to make pool people happy. Our focus is on making pool care easy for consumers by ensuring we are the leaders in the industry when it comes to research, development and implementation of award-winning products and services. We've been setting the standard for over 39 years, and the competition still haven't caught up!

With a clear vision to cement our standing as the category leader, our brand has been recently updated to reflect a greater alignment with our customers' needs and desires. We've invested in our brand for future growth, which is great for anyone looking to become part of our franchise family. While we might look different, our core business remains unchanged and we are still renowned for our expertise, experience, professionalism and outstanding customer service.

We've developed a franchise system that empowers franchisees to continually exceed their personal and professional goals. If you are looking for a career that gives you the independence and lifestyle you have always wanted, a Swimart franchise could be your opportunity to make a splash.

With new franchise opportunities having just been announced, we're currently seeking Franchise Partners who are driven to make pool care easy for a new generation of Australian and New Zealand pool owners. Learn more about how we have been setting the standard in the pool and spa industry for almost four decades and discover how you can leverage our finely-tuned franchise system to help you live the lifestyle you've always dreamed of. With Swimart, you'll never be out of your depth.

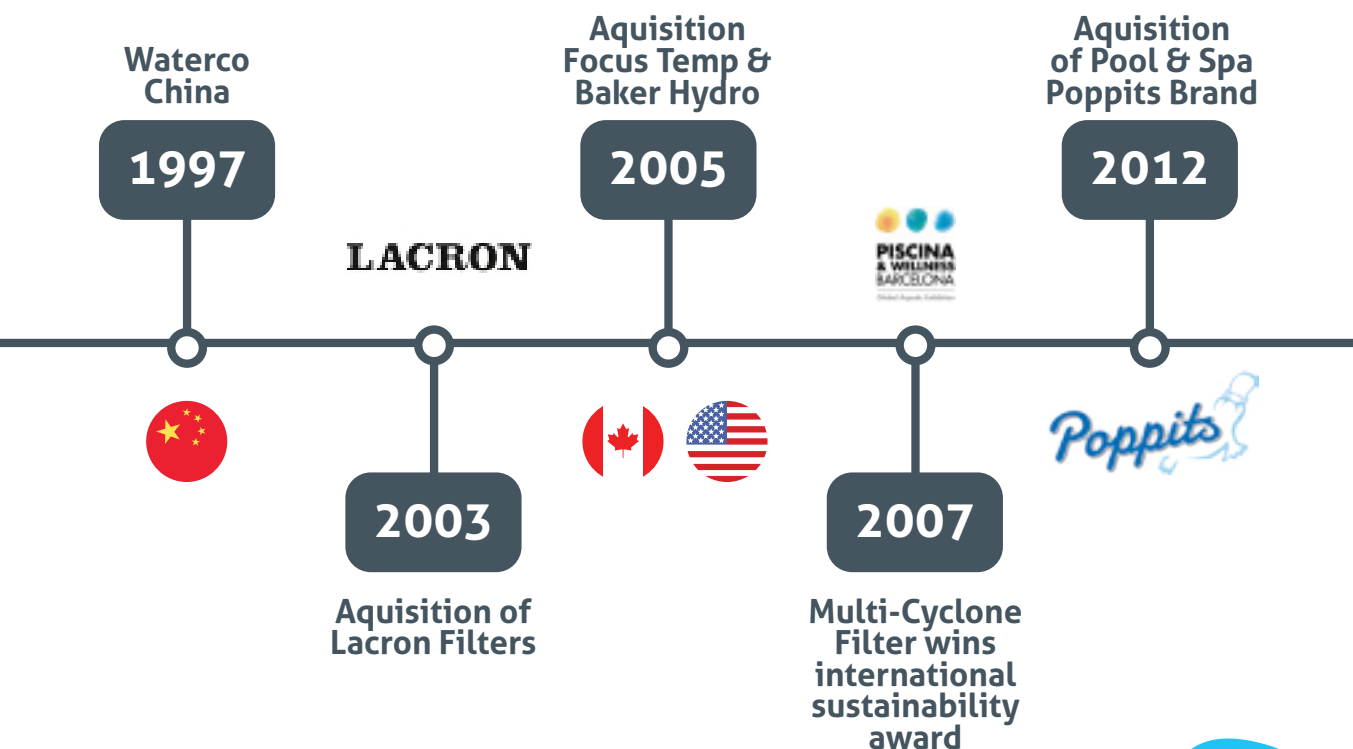
Swimart: An institution in the pool & spa industry



Get to know Swimart

Great range,
service and advice





- Backed by **ASX-listed** company **Waterco**
- **Over 76** bricks and mortar stores and **250 service vans**
- Industry leading franchise system that has been the benchmark for decades
- Exclusive supplier contracts which allow our stores to offer an extensive range of competitively priced and unique pool products including pool cleaners, accessories, spare parts, chemicals, toys and modular pools.
- Expert advice and service that makes pool care easy for our customers. Our services include free water tests along with a range of education, repair and maintenance functions.



About us: Pool care made easy!



We've built our reputation on being the trusted experts when it comes to pool care - offering our customers a reliable and easy way to enjoy and maximise the use of their pool or spa.

As previously mentioned, Swimart is backed by Waterco, an Australian listed public company. Waterco are pioneers in reliable solutions for healthy, safe water environments, which are used in residential, commercial and industrial applications in over 40 countries.

Established in 1983 with a single pool pump store in Sydney, Australia, Waterco has since become a global brand recognised for designing and manufacturing filtration and sanitisation innovations for the swimming pool, spa, aquaculture, and water purification sectors. With support and industry leading expertise like this, it's easy to see how Swimart has been leading the industry for decades.

At its core Swimart provides an extensive and affordable range of pool supplies, pool and spa chemicals, and pool services, in-store as well as at home, for our customers' convenience. Our friendly network of expert swimming pool technicians and customer service professionals

have ensured the health and wellbeing of thousands of pools and spas across Australia and New Zealand.

Not only do we advise on the right pool chemicals and swimming pool cleaning equipment to keep pools safe and clean, but we also conduct product installations, pool and spa servicing, and can help with major filtration equipment such as pool filters, swimming pool pumps and chlorinators as well as gas, heat pumps and solar heating. Our signature free water tests provide our customers with a level of analysis unmatched by the competition.

We also understand that everyone's requirements are different. That's why we tailor our consultations and are happy to guide customers through each step of pool and spa ownership – whether they're a first-time pool owner after some basic tips, or a seasoned veteran looking for detailed information.

Unlike other franchise organisations who exist purely to be a franchise system, our motivation is to provide the best products and services to pool owners and make pool care easy!



Our values: Making life easier for all

Our values underpin everything we do and help us realise our mission of providing pool and spa owners with trusted knowledge and the right advice, along with quality products and services, to help them maintain and enjoy a healthy pool or spa all year round. Furthermore, we're committed to assisting pool and spa owners so that they can spend more time enjoying their pool and less time maintaining it.

Our Vision

For every pool owner to spend more time enjoying their pool or spa and less time maintaining it.

Our Mission

To provide pool and spa owners with trusted knowledge and the right advice, along with quality products and services, to maintain and enjoy a healthy pool or spa.

At Swimart, our reputation has been built on our core values:

- **Expertise:** We only offer expert advice, that's why we're the most trusted in the industry.
- **Experience:** Our network of franchisees have seen it all over the past 39 + years, which gives us the ability to offer streamlined solutions.
- **Professionalism:** We're dedicated to being the best in all that we do.
- **Outstanding Customer Service:** Our team are driven to exceed the expectations of our customers and make pool care easy!

The industry at a glance



\$1Billion
MARKET VALUE IN
AUSTRALIA

1.2M
POOLS IN
AUSTRALIA

20,000
NEW POOLS
CONSTRUCTED
EVERY YEAR IN AUSTRALIA

13%
OF AUSTRALIANS LIVE IN
HOUSES WITH
POOLS



Industry snapshot: The future looks sparkling!

Swimart has bolstered itself as one of the most iconic and trusted brands in the pool and spa industry and the continued growth of our franchise network is testament to this. Our impressive track record has been recognised by Top Franchise who have listed Swimart as one of their top ten best rated franchise systems in Australia in 2019.

According to IBISWorld, trading conditions for the pool and spa equipment and service industry are forecast to improve over the five years through 2019-2024 and the market size is set to grow to \$1 Billion. Retail demand for swimming pool and spa equipment is projected to benefit from significant rises in real household discretionary income, positive consumer sentiment and an upturn in dwelling commencements over the next five years. As swimming pool and spa equipment requires a high initial capital outlay, along with ongoing maintenance costs, trends in real household discretionary income are strong indicators of demand.¹ This bodes well for our network and for new franchisees who join our team.

The strength of our industry is further reinforced by insights provided by Roy Morgan. Here, new research shows nearly 2.7 million Australians these days live in a house with a swimming pool, equivalent to 13% of the Australian population and up from 12% the last time Roy Morgan looked at the prevalence of swimming pools around Australia in early 2015².

With the number of pools growing, and the massive amount of time pressure that we all face, the demand for professional help around the home has increased. That is why the demand for Swimart's services is ever increasing – it's also why we're growing consistently year on year. Our franchise system is well placed to leverage these current and future market trends and provides those considering a Swimart franchise with a unique opportunity to fast track their entry into this highly lucrative industry and be supported by a flagship brand.



Joining our network: Your opportunity to make a splash!

We offer a range of opportunities so you can make a splash and join our network as a Franchise Partner. Whether you're looking to establish a new store, convert an existing independent pool store into a Swimart or operate as a mobile business, we have the experience and systems to ensure your entry into our network is hassle-free.



**INDEPENDENT
POOL SHOP
CONVERSION**



**ESTABLISH A
NEW SWIMART
RETAIL STORE**



**OPERATE A
SWIMART MOBILE
BUSINESS**



**PURCHASE
EXISTING**

Swimart franchise opportunities

Swimart store

As a retail store owner, you'll not only benefit from our trusted brand, but you'll also have access to multiple revenue streams. The variety of our products and services means that you'll be able to generate income from the store itself through product sales, as well as through residential and commercial service clients.

We understand that there are different types of pool owners and that they need varying degrees of assistance. With a Swimart retail store you can meet your customers' needs at every level.

There are two main ways to own your own Swimart retail store:

Independent pool shop conversion

The best way to hit the ground running and begin operating your own Swimart retail store is by converting an existing independent pool shop. We help find and negotiate with the current owner and offer incentives to help with conversion costs.

Swimart pool shop

Purchase an existing Swimart where the current owner is looking to realise the value of their investment. You can then grow the business and take it to the next level with the support of our innovative franchise system. You may also have the opportunity to open up a brand new Swimart store in a new territory.

THE AVERAGE TURNOVER OF A STORE IN THE SWIMART NETWORK IS IN EXCESS OF \$1MILLION (AUD)

NEW



Greenfield store

- A new store in a new location
- Gestation period of approximately 12-24 months
- Requires more working capital
- Fresh approach to create a presence in an under-served area



Existing store

- Existing independent or Swimart store
- Purchasing the goodwill of the business
- Tap into existing database and clients
- Earn income straight away



Swimart

Pool care made easy!

☎ 9763 7005

 PARTNER

 PARTNER

What we offer



Home
Servicing



Water
Testing



Advice &
Installation



Pool
Equipment



Equipment
Repair



Pool
Chemicals



Swimart franchise opportunities

Swimart mobile

A Swimart mobile franchise is a fantastic way to dive into the pool and spa industry at a comfortable investment level. The natural progression for many of our mobile franchisees is to add additional service vans to their fleet and then move into a retail outlet. This transition allows them to access additional income streams as they are now a retailer as well as a service provider.

As a mobile franchisee you'll be able to service commercial and residential pools with a wide range of service offerings.

Benefits of Mobile Franchise

- Low initial investment
- Easy to start
- Quicker ROI than store
- Focus on service-based clients
- High gross margins
- No experience necessary





Training & support for your franchise

We're with you every step of the way

We're proud to be leading the way when it comes to providing our franchisees with support and ongoing training. Our bespoke systems and processes will give you the tools to grow a successful business.

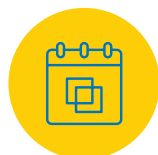
SWIMART TRAINING AND SUPPORT INCLUDES



Modular Training Program

Swimart's modular training is a comprehensive program designed to prepare you for everything that happens in the business. The program is comprised of an initial seven-day onboarding program undertaken at our Sydney Head Office and is then followed by four weeks of intensive onsite training. This onsite / instore training covers everything from water testing, customer service, merchandising and product knowledge. Our training also includes a pathway to the SPASA Cert III Pool Servicing Technician course as well as modules on:

- Sales & Marketing
- Management & Operations
- HR
- Admin & Finance
- Goals & Planning



Ongoing Training Courses

Various training courses provided by both Swimart and vendor partners designed to bring you up to date with the latest pool equipment and chemicals we sell.



Dedicated Support

We're committed to supporting our franchisees throughout their Swimart journey. As a Franchise Partner you'll be supported by our dedicated Franchise Business Manager who will assist with onboarding, training and launch of your business. Our marketing team will also be on hand to assist with local area marketing.

External marketing



MARKETING

Swimart's advertising and marketing support sets the standard for the industry. Our strategic marketing plan was developed in response to extensive research among pool owners, which revealed that consumers were looking for information and product recommendations from people they believed offered pool expertise. With key insights like these we have been able to lead the way when it comes to promoting our brand along with our services and products.

Our network of franchisees receive initial and ongoing marketing support which helps them supercharge their success and tap into new opportunities. Our Marketing Team collaborate with our network to help them maximise their local area marketing initiatives and support them during network-wide campaigns.

Our advertising fund helps ensure that our brand and franchisees are always top of mind when it comes to anything pool and spa related.

On a network level, the Swimart Marketing Team look after:

- **Management of all online marketing platforms: website, social media, SEO**
- **All graphic design and campaign artwork**
- **National PR campaigns**
- **National and local brand awareness initiatives**
- **Seasonal campaigns**
- **Local area marketing programs**

Internal engagement

We also pride ourselves on our comprehensive internal communication channels which give our network the support they deserve to reach their business goals. Our systems include:

- **Collaborative Online Workplace: Raise any questions you have and catch up on the latest Swimart news.**
- **Regular 1 on 1 Business Meetings: We're here to help.**
- **Quarterly State-Based Franchisee Peer Meetings: Learn from your fellow franchisees.**
- **Annual Swimart Conference: Discover our network's achievements over the past year and learn about the roadmap for the year ahead.**
- **Establishment of a National Advisory Committee (NAC): Have a say in the way the business is managed.**
- **Regular Franchise Manager Support: Designed to help you operate a profitable business.**

World class vendor partners

Locked in supplier arrangements underpin the strength of your Swimart franchise. As you'd expect with the industry leader, every Swimart franchisee benefits from our bulk purchasing power.

We're also committed to quality and have a multimillion-dollar R&D department working on new products and technology which automatically filter down to the Swimart network. On top of this we have an exclusive range of products that other companies simply don't have access to. This gives our franchisees an impressive competitive advantage in the marketplace.

WE PROUDLY WORK WITH THE FOLLOWING SUPPLIERS



Your journey

Taking the plunge has never been easier

EACH APPLICANT WILL PROGRESS THROUGH THE FOLLOWING STAGES

1 ENQUIRY: Get in touch!

2 PHONE INTERVIEW: Our Franchise Manager will contact you to discuss your enquiry.

3 DISCOVERY SESSION: Learn more about the Swimart franchise opportunity.

4 DOCUMENTATION REVIEW: We'll send you an Information Request and Disclosure Agreement to complete.

5 VALIDATION PROCESS: Learn more about the Swimart franchise opportunity.

6 FRANCHISE AGREEMENT: You're getting close to joining our team. We'll issue you with a Franchise Agreement to be reviewed by your legal team.

7 TRAINING & ONBOARDING: Get skilled in all things Swimart. Welcome to our team!

8 PRE-LAUNCH MARKETING: Get your business known in your community with the support of our Marketing Team.

9 LAUNCH OF SWIMART FRANCHISE: You're open for business!

Ready to jump in?

We've set the standard for over 39 years thanks to our team of incredible Franchise Partners and their staff. We're committed to exceeding the expectations of our customers by offering them a great range of products, service and advice.

Our franchisees are highly motivated to make the most of their business. When considering an applicant, we hold the following characteristics in high regard:

- **Well-spoken and presented**
- **Passion for customer service**
- **Proactive and forward thinking**
- **Positive can-do attitude**
- **Motivated to grow and be successful**
- **While no pool industry experience is necessary, we look favourably on those who have previous business or trade know-how.**

“With the Swimart model there is enough freedom to run your own business & to implement your own ideas with the support of the franchisor. With some other models that may not be the case”

Ashley Weekes
Swimart Franchisee,
Brisbane 2019 & 2020 SPASA Retailer of The Year

Isn't it time you took the plunge and joined our team!

ESTABLISHED CONCEPT

We've been leading the way for over 39 years.

THE INDUSTRY'S BEST

Leverage the power of our brand, systems and processes to make your dreams a reality.

THE POWER TO CHOOSE

With several franchise options available, it's never been easier to be in business with Swimart.

COMMUNITY FOCUSED

Have a positive impact and make pool care easy for your community.

UNAPPARELLED INNOVATION

Leverage the power of a global leader in the pool industry who is constantly researching new technologies to improve the customer experience.

OPPORTUNITY AWAITS

Contact our National Franchise Development Manager, Barry Conomy, on **0425 213 618** or **barry.conomy@swimart.com.au**.





Come and test the water



With new franchise opportunities now available in all states of Australia and New Zealand we're seeking motivated Franchise Partners who are committed to making pool care easy.

For a private and strictly confidential discussion on how a Swimart franchise could benefit you, contact our National Franchise Development Manager, Barry Conomy, on **0425 213 618** or **barry.conomy@swimart.com.au**



This is not the end... just the beginning!

Barry Conomy ☎ **0425 213 618**

✉ **barry.conomy@swimart.com.au**