

SAMPLE PROSPECTUS

LICENSE to
www.home-sitters.com

Welcome
To Our World

Business Card

1

Pets, pools, plants, post and perimeters

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www.home-sitters.com

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Who are we ?

Welcome to your new **LICENSE** opportunity

Home sitters was established in 2009 by a team of REGISTERED REAL ESTATE PROFESSIONALS in Cape Town

“Our long standing service and reputation in the community earned us the respect and trust of our clients, and it is with this reputation that **HOME SITTERS** was able to provide a much needed value added service to the community”.

Many attempts to provide this service in the past have failed due to the lack of structure, accountability, national exposure, specific target marketing, and sustainable networks.

www.home-sitters.com will be the first personal, on-line, national home care business in South Africa

Welcome to our World

Personal, Professional and Caring (PPC)



An opportunity to “START” immediately

What am I buying ?

1. A unique opportunity to work from “HOME”
2. An opportunity to “PLAN” your working hours
3. An opportunity to “SERVE” your community
4. An opportunity to “EMPOWER” others
5. An opportunity to “NETWORK” with other Franchises
6. An opportunity to “WORK FOR YOURSELF”
7. An opportunity to have a “NATIONAL” foot print
8. An opportunity to “GROW” personally
9. An opportunity for “LOW” start up costs
10. An opportunity for “NO IT” skills required
11. An opportunity for “FUN & SATISFACTION” at work
12. An opportunity to exercise while doing business



Are you ... ?

1. A person who likes animals
2. A good communicator
3. Professional in your approach

Who should apply for this opportunity ?

4. Presentable in your appearance
5. On time for appointments
6. A decision maker
7. A trustworthy & honest person
8. A person who likes animals
9. A person enjoys a “first” contact with clients
10. A person who wants to work from home
11. A person who needs an additional income
12. A person who will commit to building & pioneering
13. A person who enjoys working with a team
14. A person who enjoys challenges
15. A person who is patient
16. A person who likes animals



You will need ... ?

1. A cell phone
2. A local printing company - optional

What do I Need for Success ?

3. A local distribution company if you do not distribute the flyers personally.
4. A vehicle if you work further than 1km from your home, however this is not a requirement.
5. Operating costs of approximately R 500.00 to R 1500.00 per month for 6 months *
1. A personal bank account
2. An email account *
3. A fax to email account number
4. A spirit of determination and success
5. A vision for your life and “franchise”
6. An ability to network and meet with other members
7. A desire to succeed



Firstly

Home Sitters is a personal, professional and caring business, involving personal interaction with all your clients before caring for their most valuable possessions, namely their pets, pool and home. A professional attitude will ensure that the mandate is carried out quickly and successfully.

What am I required to do ?

Secondly

Our easy to use system (no computer required) allows for you to be as professional as you can be, with the emphasis on communication and feed back. The quicker the communication and feed back, the sooner the repeat and referral business will flow back to you.

Thirdly

You will not need a good many clients, BUT many good clients. Good, satisfied clients will refer and repeat their experience with you. This will only happen if the client believes that you have met the (PPC) formula successfully.

Lastly

Fun is the name of this business, if you are nor having **FUN**, then it's not worth doing.





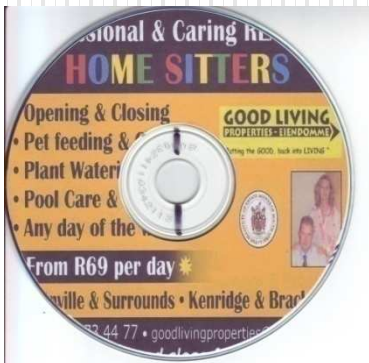
Recommended Quality Standards for Excellence in Pet Sitting

The mission of Pet Sitters International is to serve as the educational and support organization for professional pet sitters. That is what our *Recommended Quality Standards for Excellence in Pet Sitting* are all about. This inventory of values and principles sets the benchmark for professional pet sitters and serves as a set of guidelines for every PSI member to use in making decisions that will lead to improved business practices, increased professionalism, a high standard of ethics and, ultimately, to loyal clients who will contribute to a successful pet-sitting business.

- ★ The sitter exhibits courtesy and professionalism in all dealings with customers, staff and industry colleagues to positively represent the pet sitter and the pet-sitting industry.
- ★ The sitter is bonded and insured.
- ★ The sitter provides references.
- ★ The sitter visits the client's home before the first pet-sitting assignment to meet the pets and get detailed information about their care.
- ★ The sitter displays a positive attitude during the initial meeting and is comfortable and competent in dealing with the animals.
- ★ The sitter is courteous, interested and well informed.
- ★ The sitter provides literature to describe services and communicate fees.
- ★ The sitter provides a service contract that specifies services, fees and time allocated per visit.
- ★ The sitter wants to learn as much as possible about the animals in his or her care.
- ★ The sitter has adequate knowledge and experience in caring for pets and is clearly mindful of their safety and well-being.
- ★ The sitter takes precautions to make sure a client's absence from home is not detectable because of any careless actions or disclosures by the sitter.
- ★ The sitter phones to confirm or has the client phone to confirm that the client has returned home.
- ★ The sitter provides a service rating form for clients.
- ★ The sitter conducts business with honesty and integrity and observes all federal, state and local laws pertaining to business operations and animal care.
- ★ The sitter keeps regular office hours and responds to client inquiries and complaints promptly.
- ★ The sitter has a veterinarian on call for emergency service.
- ★ The sitter has a contingency plan for pet care in case of inclement weather or personal illness.
- ★ The sitter refrains from criticizing competitors.
- ★ The sitting service screens applicants for employment carefully.
- ★ The sitting service provides initial and ongoing training for its sitters.

Sample of License kit

What tools does the LICENSOR provide ?



- CD Starter Kit (include contracts etc)
- * All graphics and designs and logos
- 30 Page A4 success manual
- 1000 B/W post flyers
- 1000 color business cards
- 10 corex public boards*
- 10 window displays*
- 1 email address
- 1 web domain(shared)
- 2 vehicle magnets*
- 1 branded window visor*
- 1 free fax to email number
- 1 personalised badge & shirt*
- 1 R 200.00 refund for prospectus
- 1 License for 1 year for area*



Personal, Professional and Caring (PPC)



Further Learning Available

What studies can I do for further success ?

The **PSI Accreditation Program** provides a solid foundation for every seasoned pet sitter and Franchise owner.

This would be an excellent choice for those who have been in the business for a year or less. This program is available only to PSI Members and affiliates.

Accreditation will give you the **edge on the competition**, as it shows potential clients that you are serious in your commitment to provide quality care for there pets and possessions.

After obtaining a **PSI Accredited Pet Sitter** designation, a PSI member will be certified for 3 years. Members have 6 months to review and prepare for the **open book examination**.

COURSE content will include 4 modules with manuals :
Basic Pet Care, Health and nutrition, additional services (overnight stays, Midday pet walking, pet loss and grief counseling, etc), business and office procedures (client interviews, marketing and promotion, etc)

“Ongoing equipping is part of your success“

Personal, Professional and Caring (PPC)



Summary

Investments range from R 900.00 – R 4900.00 once off

Monthly memberships R 199.00 per month

Additional areas once off R 800.00

Annual membership fees R 500.00

Summary

EXPECTED INCOME & YR TURN-OVER	Year	1	2	3
% Income increase from year 1 to 2 to 3	:	0%	41%	18%
% Turn-over increase from year 1 to 2 to 3	:	0%	20%	12%
% Expense increase from year 1 to 2 to 3	:	0%	-16%	-7.2%
% Increase work required from year 1 to 2 to 3	:	0%	0%	0%

Year 1) Target : R 60 000 Nett / Turn-over of R 91 000*

Year 2) Target : R 85 000 Nett / Turn-over of R 110 000*

Year 3) Target : R 100 000 Nett / Turn-over of R 124 000*

Please Note * :

*Summary based on the 3 samples provided**

*No guarantees are made regarding the samples or the turnovers**

Summary based on continuous advertising as proposed by manual

Summary based on 4 transactions per day with a maximum work week of 7 hours or 1 hour per day.

Summary is based on a CONSERVATIVE estimate – no provision has been made for additional sleepovers, additional services and long term contracts

Summary has not made provision for high days and holidays, but is strictly based on the daily rate of R 69.00 with a 14.5% increase per annum in the daily rate.



Final note

Note from the founders of www.home-sitters.com

Dear friends,

We welcome you to review and study our concept of Home care in the “New South Africa”. No business is without challenges, and no guarantees can be of such a nature that it creates false hope. We invite you therefore to call us for any queries, and we encourage you to ask questions to help us improve our product for the sake of the recipient and franchise owner.

Our business model is a relationship model, which will lead to a transactional conclusion. We at Home Sitters.com value our personal & business relationships and endeavor to put them first. We trust and believe that our business partners will be stewards of such a mandate along with us. We have build this business on the concepts of simplicity, integrity and ease of use. Our desire is to equip and empower people who have a passion for business and a heart for stewardship. To this end, we believe that “all hard work will produce a profit”. We remain yours sincerely

Leigh & Amanda De Wet (083 273 4477)

www.home-sitters.com



**100% satisfaction
guarantee**

**Happiness is a
100% satisfaction
guarantee**



Should you not receive a 100% return on your initial investment in 365 days, we guarantee you a full refund on your initial License fee or the balance thereof *



Application form 2010

What must I do To join

www.home-sitters.com ?

1. Complete the application form provided - TBA
2. Return application form via fax 086 516 3860
3. Select payment option – see investment
4. Provide proof of payment via fax 086 516 3860
5. Receive marketing materials within 14 days
6. Complete training manual study program
7. Complete marketing plan for your specific area
8. Start your own www.home-sitters.com franchise

All applicants will be assessed according to the application provided, compatibility test, and ability to manage the business. Licensor retains the right to deny or accept a license application.



For a FULL 27 page prospective
please contact

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www.home-sitters.com

Cost R 200.00

(Refundable through License purchase price)

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Brackenfell, 7560

Good Living Properties CC

Since 2002

