



***WEIGH*STATION**

MOBILE CARAVAN & VEHICLE WEIGHING



***Franchising
Opportunity***

**HAVE YOU BEEN
WEIGHING UP GOING
INTO BUSINESS FOR
YOURSELF?**

**WELL, WE'VE GOT THE
OPPORTUNITY FOR YOU**

WEIGHSTATION

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Welcome to Weigh Station

Weigh Station is a mobile weighing service focusing on weighing Tow Vehicles, Caravans, Boats, Floats, Trailers, and even Tiny Homes.

Weigh Station prides itself on training and education both with staff and customers, and we consider it our point of difference.

The Weigh Station standard for weighing equipment is all about quality. Where we haven't been able to source the best of the best, we make our own using the best parts available.

The Weigh Station customer experience is more than being provided with just a report. Franchisee's are trained to explain the report results against the legal requirements and then where required, how to discuss and brain-storm options with the customers to rectify any problems.

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- ***We service all areas.***
 - ***We go to the customer.***
 - ***We are the leading mobile caravan weighing service in Victoria and now growing nationally across Australia.***

Why Weigh Station?

Aside from the joys of possibly spending a large part of your day working outdoors on your terms - A Weigh Station franchise offers some appealing business advantages over other franchise opportunities.

Primarily, it's about choice.

On Your Own or Build a team

You have the choice to scale the business the way you want. If you want something just for you without the worry and complexity of managing a team, this business is perfect for an individual but if you have grander plans the business is highly scalable.

Easily Scalable

Many entrepreneurs find the flexibility of a service based business like a Weigh Station Franchise one of its greatest appeals. When you rent or own a bricks and mortar style business, you are locked into a commitment regardless of what the economy and your sales are doing. With a service-based business, it is much easier and faster to scale up or down to meet market conditions or changes in your lifestyle.

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How Are We Different?

Lower Overheads

Operating A Weigh Station franchise business will typically require a substantially lower overhead compared to a large number of other franchise opportunities. This lower overhead means you are able to get traction and realize a return on your investment much quicker.

You are able to launch the business faster because you don't have to find a site, negotiate a lease, fit out the premises, which is the biggest reason businesses don't launch in a timely manner and enable the franchisee to generate income quickly.



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How Are We Different?

Our Point of Difference

*Convenient, personalised and professional weighing service.
We provide a comprehensive printed report on all aspects of the vehicle's weight.*

*Clarification and understanding of industry acronyms.
Areas of concern are highlighted and discussed with our customers.*

Comparison of our customers compliance plate ratings versus their actual vehicle weight.

Ensure their vehicle and/or equipment is safe, legal and compliant.

We provide a weighbridge ticket acceptable by Roads and Traffic Authorities nationally, and Certified Engineers





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The Weigh Station Story

Weigh Station was started in 2018 by Ian McCallum following on from discussions with David Lewis at Weight Check in Brisbane.

Ian and his wife have spent over 20 years towing caravans and camper trailers all over Australia.

His vision for the business was to help caravan owners travel safely and to provide understanding and common sense to the acronyms and complex requirements of road safety legislation.

*Dion Henderson, the now owner of Weigh Station is an existing business owner, emergency services volunteer of 15 years and avid caravanning and 4WD **enthusiast.***

*Dion came across Weigh Station through this work as an emergency service volunteer and purchased the business in February 2021. Alongside his years of knowledge and wanting to keep people and our roads safe, Dion saw Weigh Station as the **perfect business** to be able to use his knowledge, experience and love to incorporate his passion into a business for himself.*

*Dion – Qualified in road rescue as a volunteer, started the **passion** for road safety.*

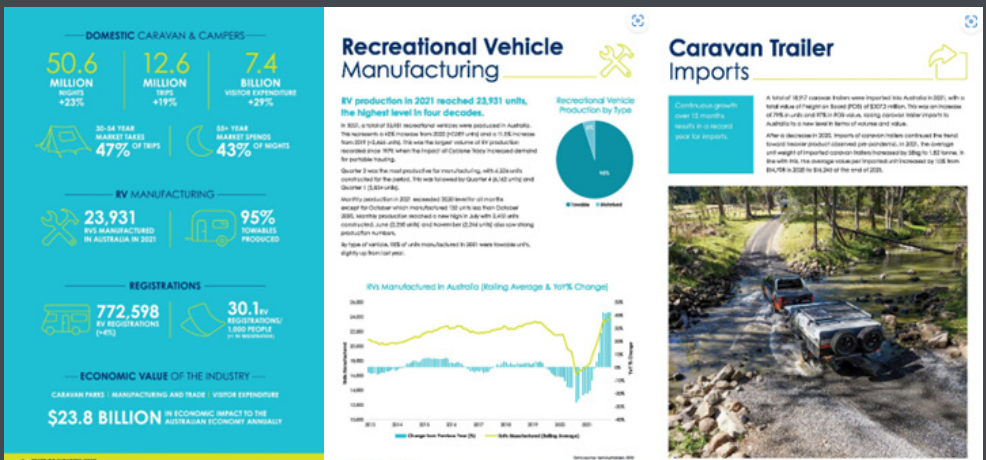
The Market Opportunity

Weigh Station predominately operates within the highly competitive and growing Caravan & Camping Industry.

In the two years leading up to 2022, Covid had an impact on the industry as a whole causing high demand with a reduction in supply though Weigh Station has continued to grow from strength to strength due to our growth not being linked directly to the sale of new vehicles.

Consumers are more concerned about safety with towing, and enforcement agencies are now focusing on caravan and vehicle weight compliance with impacts both existing and new vehicles.

Over the past five years, a variety of economic and demographic factors have supported the Caravan and Camping industry. Travelling in a caravan or recreational vehicle (RV) now represents a popular way of life for Australia's growing population of retirees. "Grey nomads", as they are colloquially known, generally have greater wealth to invest in caravans and RVs, and more leisure time to enjoy extended holidays. In addition, younger families are taking more caravanning holidays, as the relatively weak and depreciating value of the Australian dollar over the past five years, compared to the previous decade, has made overseas holidays comparatively more expensive.



About Our Brand

Our Vision

To be the leading mobile vehicle weighing business Australia wide. Re-defining and improving the experience and information provided for consumers in towing their vehicles safely, legally, and in the most efficient way.

Our Mission

To ensure Weigh Station customers receive outstanding service, comprehensive individualised report and legislative information to ensure that they are safe and travelling legally

We aim to achieve this by offering exceptional training and support to each valued franchisee in the Weigh Station Group.





**Why Choose
Weigh Station?**

Market Leading Business System

Weigh Station partners with ServiceM8 to offer franchisees an all-in-one solution for streamlined business management, including automated customer communication, invoicing, calendar management, and accounting integration saving you time, money and stress.

Training

The training Weigh Station provides sets you up for success. You need a specific background or any specialised qualifications.

As well as on training given we have developed the brand, resources, and procedures to ensure everything from job workflows to people management tools are accessible to all partners in the network, making onboarding and ongoing operations a breeze!



Real People, Real Support

We are a passionate, people focused business. We know what it takes to run a successful operation and we are here to support you. Our philosophy is based on a true partnership which is a win/win proposition. We are in this together and we are here to support you in your journey with us.

We Are Special

When you join the Weigh Station family, you are joining a warm, passionate and authentic family business that is based around teamwork, quality and integrity. We believe we have developed a unique offering, we have a clear vision and a proven concept. Together we will grow Weigh Station across Australia.



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What are we looking for in our franchise partners?

We want our partners to:

Be aligned with our culture

We are seeking partners who not only want to build a profitable business, we're seeking special individuals who want to dedicate themselves to ensuring that all Weigh Station customers receive above and beyond service with attention to detail ensuring they and their families are safe and travelling legally.

Be customer service focussed

Whether you're experienced in vehicle weighing, a budding entrepreneur with a passion to own your own business, or you're an experienced business owner looking for a new venture - what matters most is your desire and willingness to share our vision, and your ability to take personal accountability for the success of your business.

Be champions of our brand!

We are looking for franchisees with a genuine passion in helping our customers ensure their safety on the roads and in making a positive impact in their communities.

We want franchisees who can follow our standardised procedures, who are committed to providing the best possible service and information for our customers, and who will drive the Weigh Station brand to become the market leader.

We don't want just anybody

We want to work with dynamic individuals who are excited to be a part of a growing brand.



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Support

Being part of the Weigh Station team means you're in business for yourself but not by yourself, you are supported 100% of the way. We give you the tools and support to help you grow and operate your own business. Components of our support includes:

MARKETING

Weigh Station has an existing catalogue of marketing materials for you to leverage to grow your business. We will work with you to create a marketing plan to make sure that you're part of all relevant industry events, have all the tools and a strategy to manage your social media, and provide you training on giving a compelling presentation for groups, clubs, and associations. We will teach you the secrets to turning customers into referrers, and how to work with industry partners to drive leads to your business to increase sales..

OPERATIONS SUPPORT

Our operations team are there to help you, with a dedicated Operations Manager who will help work with you to get your territory started and then will work with you to ensure the business is the best it can be. We will primarily focus on Operations support, including training materials and strong systems development.

TRAINING

Our training system, resources and team will train you to be the best you can be, building upon your own personal and professional experience. Training consists of hands-on practical training and guided assistance during your launch period. Our franchisees have access to comprehensive training programs to help train the team. In-field training is delivered on a needs basis at no additional cost.

WHAT'S INCLUDED

*Minimum of five days training in Victoria with our CEO
3 days side-by-side training and support post launch
Operations manual for your business and staff detailing everything you need to be successful. Established CRM system for stress-free and insightful business management*

AGREEMENT TERMS

5 year term

*Franchise Service fee: Based on a flat fee \$350 + GST per week (that means you only have to complete 1 vehicle weigh per week to cover your franchise service fee)
Marketing levy: 5% of Net Weekly sales that is self-administered for you to spend on Local Area Marketing
Initial Franchise Fee - \$45,000 + GST + tools and admin to get started*

INVESTMENT

The upfront investment for a new territory will vary depending if a vehicle is required. Excluding a vehicle, though including the franchise fee, scales, and other associated equipment. the setup cost is estimated to be between \$90,000 to \$100,000 +GST





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Register your interest by sending us an email to info@weighstation.com.au or completing our online franchise application form which is available on our website. Once we receive your inquiry, we'll get together to discuss and answer the many questions you will have about the business. We will then work through the next steps of opening your own Weigh Station!

Put your mind at rest... Get a test!

