

The Hometune Owner-Operator Technician Opportunity

Time to give your financial future a tune-up



The Hometune mobile vehicle service centre

Enter the new age of customer service

By applying telecommunications technology to the vehicle servicing industry, you'll be offering an innovative mechanical service. You'll be tapping a growing demand, servicing the needs of your customers where they want it – on their doorstep.

As a Hometune Owner-Operator Technician, you'll be operating from a truly mobile workshop. The Hometune concept is built around a fleet of dedicated vehicle-servicing vans. Your van is customised with all the equipment and tools you'll need to provide a wide range of mechanical services wherever and whenever the customer prefers.

By accessing instantly relayed bookings from Hometune's state-of-the-art Call Centre, you'll be satisfying the needs of a public that is growing more time and convenience conscious. You will be at the forefront of customer service and operating your own business in association with a market leading organisation.

“Hometune 6-3-0 three thousand”

How many times have you heard that jingle? Even if you don't think you have, when you're in the market for a tune-up or service that music and those words will stick in your mind.

The Hometune concept was pioneered in Auckland in 1978, originally with five vans and five technicians. Initially only tune-ups were offered but now we attend to over 16,000 vehicles a year with full automotive and auto-electrical servicing. The Hometune fleet comprises 22 vans and 26 fully qualified mechanics and auto-electricians.

We pride ourselves on excellence of service and customer relations are paramount.

The Hometune mission statement is:

*To service motor vehicles at our customers' convenience
exceeding their expectations*

OUR SERVICES

As a Hometune Owner-Operator Technician you'll be sweeping aside the reasons people put off their vehicle's next service. They'll have no need to drive to an unfamiliar location, leave their vehicle all day and make special arrangements to get back to collect it. Prices for most services are on a menu basis, offering certainty and confidence for the customer.

Hometune's range of services is specially designed to maximise the utilisation of the vans. As a Hometune Owner-Operator Technician, these are some of the mobile services you'll be able to offer:

Tune-ups	Lube & Oil Changes	Breakdowns	Pre-purchase and safety checks	
Brakes	Batteries	Clutches	Radiators	Problem Diagnosis

Bigger jobs you identify can come into our central workshop in Mt Eden.

Hometune's Gilt Edged Guarantee and MTA membership give customers added peace of mind.

The range and price structure enable you to undertake quick turnaround jobs and make a good profit.

OUR PEOPLE

To ensure that we continue to exceed the expectations of our customers, we recognise our people are our greatest asset. We insist on only employing experienced and fully qualified technicians, sales and administration staff who are not only fluent in their field, but who also understand the importance of customer service.

Hometune invests heavily in training for its staff. The aim is for everyone at Hometune to have the competence and confidence to identify and serve the needs of our customers. All of our technicians are expected to regularly attend seminars on new technologies, products and services. This equips them to provide customers with professional, informed advice that is based on up-to-date industry knowledge.

Managing Director Peter Shaw purchased the Hometune business in April 1998. Experienced in the automotive industry, having gained his Advanced Trade Certificate as well as owning a Nissan franchise, he also has a background in senior management with successful corporates including the Blue Star group. Peter has instilled a more professional, marketing and customer service-oriented culture within the organisation. No excuses are tolerated for sloppy standards. Performance is recognised and rewarded.

GETTING THE BUSINESS

Hometune's name recognition, media presence and sophisticated direct marketing ensure a flow of leads to its fully computerised Call Centre.

Leads are one thing. Capturing, converting, allocating and delivering are another. So Hometune has also invested in developing the sophisticated computer system "Jobtrack".

The Jobtrack database enables us to keep a controlled record of all jobs booked in by the Call Centre. We can track all vehicles by owner, make, model, registration and service history. This advanced database allows the controller to allocate jobs to the technicians as soon as they are booked – again guaranteeing that the customer can be served at *their* convenience.

All members of the Call Centre receive ongoing sales training and have been trained in problem-solving over the phone, maximising the number of sales closed and ensuring technicians are not sent to jobs 'blind'.

OPERATING CULTURE

Hometune appreciates all members of its team and encourages feedback. With the continuous co-operation that has been developed within the organisation over the years, we plan to keep exceeding our customers' expectations in the future. This will ensure Hometune's name continues to be the market leader and a highly respected member of the automotive industry.

The Hometune Owner-Operator Technician Concept

Hometune Owner-Operator Technicians are self-employed businesspeople. By owning your own van you run an independently owned and operated business while enjoying the added value of being associated with a larger service organisation. It's your business, but you're using a system developed and tested by successful operators. Moreover, you enjoy the many benefits of belonging to a brand that is a household name.

The Hometune Owner-Operator Technician system has been developed to allow qualifying technicians to make full use of their skills and potentially earn outstanding rewards.

Our success revolves around maximising the level of repeat business and the value of work done for each customer. Hometune and the technician's goals are the same. The more money you earn the happier we are.

THE HOMETUNE VAN

Your mobile workshop is built around a customised van. Fitted out with equipment, tools, shelving, workbench, compressor and spare parts, your van is an integrated mobile servicing facility complete with EFTPOS terminal. The van is supplied as a turn-key operation – the system is fully set up and ready for you to begin operation.

The van is painted in Hometune colours and logos. You will be responsible for maintaining the van to Hometune's specifications during the term of your contract. Specifications include presentation on a daily basis as well as signage and equipment upgrades.

At the end of your contract you are obliged to give Hometune first option to purchase the van and/or equipment.

THE OPERATIONS MANUAL

The Hometune Owner-Operator Technician concept will be encapsulated in the Hometune manual – a detailed set of guidelines to help new Technicians operate their business successfully.

The Hometune manual clearly divides the roles and responsibilities of the Owner-Operator Technician and Hometune to create a harmonious working relationship.

The manual will set the standards for all Owner-Operator Technicians, ensuring that quality of service is maintained throughout the group.

ONGOING SUPPORT

Hometune is committed to assist our Owner-Operator Technicians. A range of ongoing support services will be provided, including:

- undertaking marketing initiatives promoting Hometune as the leader within its market niche
 - the Call Centre which provides qualified and fair allocations of bookings across all Hometune vans
 - technical support only a phone call away
 - regular contact with the Team Leader for your area
 - regular ongoing feedback on your performance
 - suggestions for improving your operation
 - networking opportunities with other Owner-Operator Technicians
 - training in technical, selling and customer service skills.
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THE OWNER-OPERATOR TECHNICIAN'S RESPONSIBILITIES

The Owner-Operator Technician-Hometune relationship is a commitment from both parties to mutually help one another on the path to business success

In general the Owner-Operator Technician:

- Owns the business operation and as such is responsible for servicing bookings provided by Hometune, maximising the number of bookings for the next service, selling additional services to customers.
- Adheres to Hometune's procedures and standards.
- Implements and maintains an accurate administrative records.
- Provides regular information and reports as required by Hometune.
- Regularly restocks the van with parts and consumables.

The Benefits Possible

- A high share of labour sales and parts margin
- Reward related to skills and effort
- Building a secure future
- The chance to influence your income by picking up future bookings, up-selling and generating a customer following
- Setting and monitoring of standards of all technicians by Hometune
- A Manual to guide you
- Ongoing training
- A Team Leader to consult
- Potential taxation advantages in operating from home

Entry costs for Hometune Owner-Operator Technicians include paying for the fitted-out van plus sufficient working capital. Owner-Operator Technicians will need approximately \$15,000 to \$35,000 (depending primarily on age of van) to begin operation. Owner-Operator Technicians already possessing some of the required tools or equipment will need less.

Owner-Operator Technicians also have the option of financing the van and equipment package as opposed to purchasing.

OWNER- OPERATOR TECHNICIAN PROFILE

Foremost you must have the desire to succeed. You've strong interpersonal skills. You're someone who likes to meet people, listen to their problems and provide solutions.

You will be a first class tradesman.

You'll also need to be prepared to follow Hometune's systems, guidelines and standards.

Hometune is committed to helping its Owner-Operator Technicians succeed. We're an exciting business opportunity attracting the attention of top technicians. By only appointing top calibre candidates, Hometune is building a dedicated and skilled Technician team, the value of which is harnessed by all Owner-Operator Technicians.

Ask yourself these questions:

- Am I self-reliant and disciplined?
- Do I enjoy dealing with the public?
- Do I have the drive to make a Hometune business succeed?
- Do I have access to the necessary funds?

If you answer yes to all of the above questions then we want to talk to you.

THE NEXT STEP

Now that you have been given an overview of the Hometune opportunity you have to decide whether this type of business venture is suitable for you. Particularly, are you yourself suited to operate a business within the guidelines given and to the standards expected ?

If you're interested in enjoying the benefits of owning and operating your own Hometune van, and you possess the drive to succeed, then contact Peter Shaw without delay.

Remember, purchasing your own business is by no means an action that you should undertake without full and thorough consideration.

We recommend that you gain independent professional advice from your accountant and solicitor to ensure that you fully understand the proposition

Please feel free to contact us with any queries you may have regarding the enclosed material.

CONTACT DETAILS

Andrew Kerslake
Managing Director
Hometune

101 Mt Eden Road
Mt Eden

Auckland

Phone: (09) 630 3000

Fax: (09) 630 3003