

A Stroud Homes Timeline for Your *Future Success*



Deposit

Pre-Checks

\$4,000 + GST

- Your fully refundable deposit is paid
- We gather your details and conduct a background check
- Both parties will carry out any due diligence checks



Franchise
Agreement Signing

Stage 1

\$14,000 + GST

Payable **upon signing** of the Franchise Agreement

- Signing of Franchise Agreement
- You receive your new laptop
- Initial commencement merchandise will be posted to you
- You'll meet with suppliers to begin localising your system
- You will be learning to make sales
- If an existing Stroud Homes Display Centre is not available for you to use, you will seek a temporary office to be working from until your new Display Centre is open



Marketing
Launch

Stage 2

\$18,000 + GST

Payable **60 days past signing** of the Franchise Agreement

- You will begin working from another Display Centre or your temporary location
- Lease an A3 colour printer & scanner
- Print and compile your A3 Sales Set folders
- Local Stroud Homes website & social media accounts launched
- SEO & Google Adwords launched
- First enquiry received, first Preliminary Agreement and first contract signed

First Slab Laid!

During this period, training continues while you engage with customers and make sales. Minimal overheads are incurred while you await your first home's construction. Once the first slab is laid and the Stage 3 deposit is received, we proceed with grand opening preparations.



Grand Opening
Preparations

Stage 3

\$18,000 + GST

Payable when the **first slab** has been laid

- Secure a venue for your final office location - your new Display Centre
- OnSite Companion access & training
- Display Centre fit-out to commence upon signing of lease
- Purchase of full Databuild license
- Full implementation of Onsite Companion



Grand Opening

Stage 4

\$18,000 + GST

Payable when the **second slab** has been laid

- Ongoing overheads will have commenced
- Your Display Centre fit-out will be complete
- You will no longer require a temporary office, with all customers now meeting in your new showroom
- Your Display Centre will be "soft open" for a minimum of 4 weeks, allowing you to ensure all Stroud systems are running smoothly
- Your Display Centre will host it's grand opening day



Franchise Agreement
Paid In Full

Stage 5

\$18,000 + GST

Payable when the **third slab** has been laid

- When payment for Stage 5 has been received by Head Office, the Franchise Agreement is considered paid in full.

Congratulations! You will now be...

- Familiar with all Stroud systems
- Gaining momentum in your Stroud business
- Working on expanding your sales team, if you have not already