



Tereza Murray
FRANCHISING

Franchise Prospectus

Who We Are

For the past 10 years, Tereza Murray Franchising (TMF) has been disrupting the franchise consulting space.

- + We made franchising an affordable growth alternative for small businesses facing increasing costs and challenges trying to operate within employee structures. While our counterparts were presenting franchise system development as a complex and expensive undertaking, we developed a solution that removed both those barriers and quickly started to gain momentum with exponential growth from our first year.



Whilst the TMF brand continues to be recognised as a leader in franchise development, we needed a co-brand that represented our own growth and expansion into other types of consultancy and models.



We believe **'TMPlus'** maintains ties to the TMF brand whilst representing our growth and expansion in other areas of business consulting.

Where **We're** Heading



Until now, our focus has been solely on franchising and growth model development despite consistent enquiries from business owners also seeking general consultancy and support in a range of areas.

Our decision to welcome Franchise Partners (Growth Partners) to share in our success is based largely on:



Enabling us to increase our client capacity



And broaden the type of support and consultancy we can offer to businesses



Our Growth Partners will benefit from our significant brand strength, world-class technology and systems, strategic partnerships and a leadership team dedicated to your success.



Join An Innovative Team

As a Growth Partner with TMPlus, you will join an organisation dedicated to driving sustainable business growth through streamlined, affordable, and effective strategies.

+ As experts in growth models and strategy, we have developed a highly successful approach that removes complexity and resource-intensive processes for our clients.

We recognised many years ago that these challenges are often the barriers faced by small business owners looking to scale. We have made it our mission to make growth models and effective strategies affordable and achievable for small businesses and deliver support that leads to measurable success.

As leaders in the consultancy space, we take pride in our results-driven approach. Each year, we work with between;



A testament to the significant impact we are making in the industry is that;

over the past



our clients have collectively sold well over

100+ Franchises across Australia & New Zealand



despite the challenging economic climate

We are proud of the success we have helped our clients achieve and are committed to continuing this momentum by partnering with business leaders who are ready to take the next step in their own growth journey.

The TMPlus Franchise Opportunity

Forget what you think you know
about franchising.

A common misconception is that franchise structures are rigid and overly prescribed. The truth is that the franchisor determines how much or little control they have over all areas of the relationship and franchise operations.

So what's our approach to the relationship?



Collaborative

Our Growth Partners will be key contributors to the wider strategy of the business; our partner network will regularly meet and review existing and new services to ensure TMPlus remains at the forefront of our industry.



Supportive

The TMPlus Growth Partner network and leadership team will meet regularly to collaborate and share information and insights to benefit the group.



Innovative

We take our reputation as industry leaders seriously. We will never rest on our laurels; as a team, we will explore new markets, technology and opportunities to benefit the collective and help our Growth Partners grow substantial businesses.



Inclusive

Our Growth Partners are business leaders from a wide range of industries and backgrounds. Our clients want down-to-earth, real-world experience over titles and formal qualifications.



Flexible

Our Growth Partners will have the scope to build a substantial consulting business, providing clients with tailored solutions while having access to our comprehensive growth model resources and programs.

Who You Are

Our Growth Partners are dynamic individuals with strong backgrounds in:

- **Business consulting**
- **Business management**
- **Business ownership**
- **Business development**



- + Experience in providing strategic business leadership and guiding others through challenges is essential.
- + Those with a history of owning or managing a business will bring valuable insight into operational efficiencies and leadership, delivering positive outcomes for clients.
- + Additionally, professionals skilled in business development will excel in identifying growth opportunities and driving revenue expansion for clients. Importantly.
- + **If you're the right fit, we'll teach you the rest.**



How We Support You

The support provided by Head Office is divided into two categories:

1. **Support that is included in your monthly fees**
2. **Optional support you can access for an additional cost**

This approach recognises that each Growth Partner is different and brings a diverse set of skills and knowledge to the table.

Inclusive Head Office Support +

1. Comprehensive sales assistance and support from Tereza Murray
2. Client meeting attendance – strategic advisory
3. Brand marketing
4. New leads and enquiries
5. Warm leads (existing database)
6. Call centre
7. Facebook Business Page monitoring and support
8. Landing page on the TMF/TMPlus website



Tereza



Steve



Scott Goodwin
NZ Legal Partner



Olivia Hitchens
AU Legal Partner



Leah



Caressa



Yas

Optional Head Office Support +

1. Operations Manuals and document writing
2. Customer billing
3. Client document review updates
4. Strategic advisory for clients
5. Marketing services



Our Extensive Training Program

- + Experience in franchise systems is not essential; business acumen and leadership skills are.

Much of your initial training will take place 'on the job' over the first 6-12 months; our leadership team will provide extensive coaching and assistance to ensure you gain the necessary knowledge and skills for franchise and license model development.

Training Areas:

- > The sales process from enquiry to onboarding
- > Conducting a comprehensive discovery meeting
- > Strategy meetings
- > Feasibility assessments
- > Administration tasks
- > Technology platform
- > Process writing
- > Document writing
- > Marketing and promotion
- > Head Office support options



Who We Work With

- Small Business Owners (-25 employees)
- Individual operators
- Start-ups at concept stage
- Established businesses wanting to move away from an employee model
- Businesses that require a franchise model for a specific area of their operations
- Established franchises systems



+ What You'll Offer Clients

- Franchise development
- License development
- Business Builder Programme
- General consulting
- Strategic marketing advice
- Franchise network support
- Tailored training programs
- Franchise recruitment support
- Strategic planning
- Feasibility assessments

Some Of The Benefits Of JOINING TMPlus

+ Brand Strength

We help more business owners franchise and grow their companies than any other consultants in the market. Joining TMPlus will provide you with a strong point of difference and advantage in the business consulting space.

+ Sales Support

Our comprehensive long-term approach to sales training ensures that Growth Partners are set up for success. We provide extensive practical coaching through the sales process, including individual sessions and attending calls and meetings with you. We want our Growth Partners to thrive, so training is tailored to individual needs.

+ Proprietary Software

Our exclusive TMPlus software provides you with an online environment to manage the client relationship and consulting process, ensuring everything you and your clients need is in one easy-to-manage place. Spend less time on document management and more time working hands-on with clients to build your TMPlus operation.

+ Diverse Client Profiles

We work with a wide range of clients and industries. Typically, our market is divided into 70% trades and service-based businesses and 30% hospitality and retail clients; you'll be empowered to expand your impact across various sectors and tap into lucrative, high-growth markets.

+ Operational Support

Growth Partners will benefit from the full support of a well-resourced Head Office equipped with world-class systems and the latest business management technology and tools. From tailored training programs to real-time data insights and operational tools, Head Office provides Growth Partners with everything they need to build a successful consulting business, fostering growth, innovation, and profitability in every step of your journey.

+ Generous Territories

Your exclusive territory will be generous, providing enough market coverage to build a substantial and sustainable consultancy business.

+ Building Your Brand

Head Office will help you build your own brand and identity within TMPlus through personalised marketing strategies, a Facebook business page and a personalised landing page on the TMPlus website. We also provide a marketing resource library and sales templates that will be personalised for you.

+ Recurring Income

Our payment plan model benefits not only our clients but also our Growth Partners. Monthly repayments mean you can rely on steady returns from your very first client.





Tereza Murray
FRANCHISING

Leading Franchise
Consulting Services +
Growth Model Experts



Specializing in a range of small business growth models, including franchise systems, licensing, Co-Ownership Model and business growth strategies. Our highly experienced team delivers effective and realistic strategies that work for where your business is now and where you want to take it. We don't sell unnecessary courses and complexity that can derail your goals at expense before you ever get off the ground. We keep it **straightforward, simple, affordable and effective.**

As Australia's leader in effective growth models and franchising small businesses, we provide the most market ready packages available and award proven support that any other agency to assist with growing your small business.

Read on...

Many Of Our Client

Our clients Have

Transform the market with TMPlus

Are you ready to become a disruptor in your local market and help business owners transform their operations? Position yourself at the forefront of the growing franchise industry and enquire about the TMPlus opportunity today!

Want to know more?

Book a call with Tereza