

The **TIMBER** DOCTOR

The **STONE** DOCTOR

Franchise Opportunity Information Guide

Australia/New Zealand



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Franchise Information Overview

Own a proven business with modest start-up costs, immediate income, and unlimited growth potential.

The Doctor Services Group offers motivated entrepreneurs the chance to run a proven business with a niche, in-demand skill — delivering real results and strong income from day one.

Be in Business for Yourself, Not by Yourself

As a Timber & Stone Doctor franchisee, you'll enjoy the freedom of being your own boss, with the confidence of knowing you have a trusted brand, expert training, and ongoing support behind you. No prior experience is needed — our systems and training will give you everything required to succeed.

A Proven Franchise Model With Modest Start-up Costs

Your investment includes:

- An extensive and unique training programme
- Access to exclusive systems, products, and programmes
- Ongoing business, operational, and marketing support
- A low-cost entry into a high-demand service market

What We Do

Timber & Stone Doctors specialise in the repair and restoration of timber, tile, laminate, stone, and other speciality surfaces — helping customers extend the life of their surfaces and reduce expensive replacements.

Join Our Growing Network

We're proud to welcome new franchisees into our highly skilled and supportive family. With strong demand across Australia, New Zealand, and the United States, the Timber & Stone Doctor brand is growing rapidly — and we'd love for you to be part of it.

We enrich lifestyles and enhance comfort by extending the life of wood, stone, and speciality surfaces, creating a more sustainable future. At the heart of our company are the values of innovation, commitment, and community.



About Us

The Doctor Services is a mobile service franchise that specialises in timber, stone, tile and specialised surface repairs and restoration.

The Timber & Stone Doctor is a sister company to The Leather Doctor, which started with humble beginnings as a one-person operation in Brisbane, Australia in 1989. The company has grown to offer surface repairs and restoration across Australia, New Zealand, Dubai and the USA.

With 35+ years of experience, we've developed specialised skills and processes that set our technicians apart.

Timber & Stone Doctors undergo intensive and ongoing training to ensure that they are highly skilled and are able to complete repairs and restoration to the highest possible standards.



Company History Timeline



2002

National Potential

Dean Reid, Geoff's son joined the business, buying the Gold Coast South franchise. Geoff and Dean saw national potential for the business and purchased the Master Franchise rights for Victoria. They began creating uniformity across the franchise with uniforms, the company's first website and branded vans. Dean remains a co-owner, Director and CEO of the business to date.



2010

Furniture Retailer Collaboration

The network had grown to 40 franchisees, Australia wide. The company began to do work for national furniture retailers. This was the first time a mobile repair service was available around Australia and furniture retailers were quick to jump on board.



2013

Fabric Doctor Brand Launch

The franchise brand of The Fabric Doctor was established. All Doctor franchise licenses were offered to existing franchisees to allow them to expand their business and skill set offering. Each brand was also sold as a stand alone franchise.



1988

Business Formation

The first form of the business began in Brisbane, Australia by John Glass. John saw the concept of vinyl welding to repair car interiors and thought that would work well in the Australian market. He started as a sole trader with no branding, simply repairing car dashboards and interiors.



2005

Business Ownership Change

Geoff and Dean purchase the entire business. At this time there were 7 franchisees, including themselves, covering Brisbane and the Gold Coast. The first franchise sale under their management was made in Perth, WA.



2013

50 Franchisee Milestone

Franchise numbers hit 50 this year. As franchise numbers grew, so too did the need for collaborative and face to face interaction via conferences. Conferences continue to be an important part of the company's culture, helping keep franchisees connected and innovation alive.

1988

1995

Concept Formation

Darryl Binch bought the business from Mark and decided to franchise the concept. He registered the business name as 'The Vinyl Doctor'.



2011

Leather Focus

Leather continued to grow as the main source of work for the business. The decision was therefore made to adjust the brand, reflecting the growing expertise in leather. The business was now The Leather Doctor.



2012

Timber Doctor Brand Launch

After identifying a need for a business that could service timber and specialty surface repairs, the franchise brand of The Timber Doctor was incorporated. The first franchise was launched in Perth, WA.



1998

The 'Geoffs'

Geoff Reid, a friend of Darryl Binch, bought the fourth franchise territory in Brisbane. Geoff remains a co-owner and Director in the business to date.



2011

Middle East Launch

Dubai based removal company, eMovers, purchased The Leather Doctor Master License for the Middle East.



2014

Middle East Expansion

Leather Doctor numbers continue to grow in Dubai, reaching 30+ team members. The Dubai team adopted an employee model, involving each team member being trained in a specific skill set rather than individual franchisees learning all aspects of the business. This demonstrated the importance of adapting our business model to fit each country and culture.



Company History Timeline



2020

Success Through A Pandaemic

Covid 19 restrictions would take effect only days after we held our 2020 annual conference on the Gold Coast. The company provided both financial and strategic support to franchisees throughout lockdown which enabled franchisees to continue operating and completing work from their homes. By supporting each other through this time, the company came out of the Covid challenge stronger and with greater franchise interest than ever before. Over the 2 year Covid pandemic, 20 new franchisees joined the business - a testament to the viability of the business and it's services, even during major disruption and economic downturn.



2022

Timber Doctor Growth

The Timber Doctor franchise was growing fast. As such, it was time to give the branding and vehicles a fresh look. Continuing with the theme of the other 'Doctor' brands, the new design focused on the logo with stylised timber panels in the background.



2019

GCC Master Franchise

A Master Franchise licence was granted for the GCC, empowering the team in Dubai to franchise throughout Saudi Arabia and Qatar.



2022

+100 Franchisee Milestone
During 2022, rapid franchisee growth continued, with total franchisee numbers surpassing 100 across Australia and New Zealand.

The **LEATHER DOCTOR**

The **FABRIC DOCTOR**

The **TIMBER DOCTOR**

The **STONE DOCTOR**

2023 January

Stone Doctor Brand Launch

The Stone Doctor brand was launched, as a complementary brand to The Timber Doctor, resulting in a quad license offering.

2025

2015

70 Franchisee Milestone

Franchise numbers in Australia grew to over 70 during 2015.



2021

New Zealand Launch

With the majority of territories in Australia sold, New Zealand was ready for launch. The company secured trademarks for its 'Doctor' brands in NZ. The first territories were sold as combined Leather, Timber and Fabric Doctor franchises in Auckland.



2024

USA Launch

International expansion continued into the United States. Huntington Beach, California would become the very first territory established for The Leather Doctor in the USA,



Franchise Opportunity

The Timber & Stone Doctor is a market leader in timber, stone, tile and speciality surface repairs and restoration. We're a mobile franchise, servicing both residential and commercial customers, to help their furnishings and finishes live longer.

Timber, tile, stone and speciality surface finishes are everywhere, meaning there is a potential for business everywhere. From timber floors, stairs and doors, to timber furniture and tables, and from tiles around pools to stone bench tops or laminate finishes, the market potential for our technicians is expansive and continuously growing.

With such a vast pool of potential work, the unique skill sets of Timber Doctors are in constant demand. For decades, The Timber & Stone Doctor has not just grown, but thrived through economic downturns and also during the pandemic. The need for our services and unique skill set is constant.

Since 2012, The Timber Doctor has been building and refining an offering that gives franchisees an opportunity to own and operate their own successful business.

We offer the most comprehensive timber, tile, stone and speciality surface repair and restoration skills to our franchisees, equipping them with the knowledge and resources to be industry leaders, no matter their location.

The strength of the Timber & Stone Doctor business model, our experience, and our commitment to offer the highest quality repairs and restoration has contributed to our growth and success in markets across the world.

Start a business of your own, with a low investment requirement

When you purchase a Timber & Stone Doctor franchise, you're not just 'buying a job'. You're joining a team that is well supported, with systems and processes that have been formulated and refined for decades. Franchisees become part of our family – they're not just treated as a number.

A Timber & Stone Doctor business represents a fantastic opportunity for motivated individuals, families or business partners to quickly, yet professionally start up a business of their own. What's more, it does not require a large amount of money or any experience to begin. We provide in depth 5-day training program to start, followed by extensive ongoing support and training as needed.



Decades of operations in an ever-growing number of markets has demonstrated the viability of a Timber & Stone Doctor business. We offer a considerable business opportunity, at a reasonable buy-in price and low on-going fees. It's why we're a market leader.

Franchise Partnerships

Anyone can learn to be a Timber & Stone Doctor – no previous experience is necessary. What matters most is that you're motivated and possess a willingness to learn.

Our comprehensive training program equips franchisees with the necessary skills to successfully operate and grow a Timber business.



Our franchisees come from a wide variety of education levels (from high school to PhD) and backgrounds. We welcome individuals, couples, families, and business partners into our network. All franchisees undertake a comprehensive 5-day training program that involves detailed and hands-on learning in both a training facility as well as out in the field.

Don't worry if this is your first time operating a business. All aspects of successfully operating a Timber & Stone Doctor business are covered, from marketing and operations training, to quoting, scheduling, and systems training.

This is more than a job — it's a lifestyle business offering freedom and flexibility.

When you purchase a Timber & Stone Doctor franchise, you're tapping into decades of experience, skills and knowledge, forming a foundation for you to operate a business to suit your income and lifestyle goals.

Who is an ideal franchise partner?

On top of loving DIY, construction or art, we're after team players who are driven, have brilliant customer service skills and are hungry to build a successful business. We have franchisees who want the simplicity of no employees and minimal overheads, husband and wife teams who take on separate roles in the business to complement one another and then there are multi-unit franchisees who are driven to build empires.

To run a successful Timber & Stone Doctor Franchise, you'll need good time management skills, strong work ethic, and be able to work to a schedule. You should have excellent communication, people skills, and a genuine commitment to quality customer service. We're also looking for franchise partners who are passionate about being their own boss and building their own business, so you'll need to be organised and motivated.

Timber & Stone Doctors come from a diverse range of backgrounds, including:

- | | | | |
|-------------------------|--------------------------|----------------------------|---------------------------|
| • Accounting | • Education and Training | • Marketing | • Sales |
| • Advisors | • Emergency services | • Manufacturing | • Service Staff |
| • Artists | • Hospitality | • Mechanics | • Sign Writing |
| • Banking and Finance | • HR | • Operations and Logistics | • Teaching |
| • Building/Construction | • IT | • Postal Services | • Trades and Services |
| • Carpentry | • Military | • Plumbing | • Transport and Logistics |
| • Corporate Management | • Mining | • Retail | |

Why Choose The Timber & Stone Doctor?

One of the greatest benefits and most common reasons people buy into a franchise system is because all the hard work to establish a business and test its rigour, has already been done.

It means you'll always have someone to call and ask for advice. It means you'll benefit from the collective learning of franchisees all over the world. It means that you're buying into an organisation that has exceptional training and support processes, and most importantly, it means you can be confident that you're taking on a business where the structure and systems have already been tested and have been proven to work.

To maintain our market leader status and to ensure continuous improvement, The Timber & Stone Doctor team are constantly working on ways to develop processes at both a franchisee and head office level. We pride ourselves on our well-developed training and operational systems, and the support in which we offer our franchisees to encourage their success.

We're Needed	Offering a mobile service that assists customers to repair and restore their timber, tile, stone and speciality surfaces rather than replacing them is pivotal in an ever changing economy. Timber & Stone Doctor services offer considerable savings to customers via the ability to repair rather than replace.
We Thrive	With such a vast pool of potential work, the unique skill sets of Timber & Stone Doctors have are in high demand. For decades, Timber & Stone Doctor businesses have not just grown, but thrived through economic downturns and also during the pandemic. The need for our services and unique skill set is constant.
We Evolve	Our decades of experience, systems, products and training facilities enable us to evolve, developing new processes and techniques to cater to changing furnishings.
We're Niche, Yet Diversified	Timber & Stone Doctors are in the fortunate position of being able to offer niche services across a hugely diversified set of industries. Their potential for work is staggering. Their set of skills and services are unique and our services cannot be automated or outsourced, they require genuine craftsmanship and hands-on skill.
We're Sustainable	The Timber & Stone Doctor helps keep timber, tile, stone and speciality surfaces out of landfill. We advocate repair and restoration over replacement.

When it comes to choosing the right franchise, having a reputable, recognised brand is key. Our brand is our reputation. It dictates how clients find us, how people feel about our franchisees and determines their confidence in using our services.

The Timber & Stone Doctor strives to deliver a brand that is at the top of its game, setting the standards for an industry and leading the pack for the delivery of timber, tile, stone and speciality surface repairs and restoration. Our Franchisees are our brand advocates. They live and breathe the brand and have helped to shape it to be the group it is today.

Become a Timber & Stone Doctor Franchisee

Be Your Own Boss!

The Timber & Stone Doctor is a well-established, trusted brand. Franchisees enjoy access to exceptional training, well tested processes and a vast network that can provide ongoing support.

Our Timber & Stone Doctor Franchisees tell us time and time again why they love being a part of our family. The most common responses include...

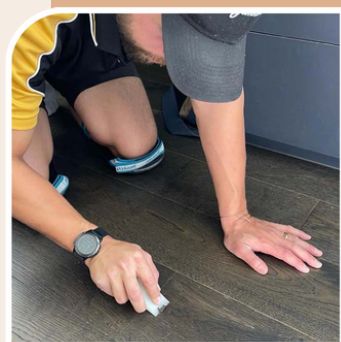
- I'm in control of my schedule and lifestyle
- I have variety in my day - no two are the same
- I receive extensive and ongoing support and training
- I have the ability to save customers money (by not replacing)
- I can grow my business as big and as fast as I want
- I can easily network with other franchisees for support
- I have an exclusive territory to service and grow
- The support from head office is exceptional

What does all this mean for a prospective Timber & Stone Doctor franchisee?

It means The Timber & Stone Doctor is a stable, reputable, success-orientated, committed company. Our goal is to work with franchisees to develop their business in a way that achieves their goals.

By following our franchise system, you can:

- Launch a business knowing that it is backed with decades of experience and best in class training and support
- Learn unique skill sets that will enable you to repair and restore timber, tile, stone and speciality surface furnishings
- Learn how to identify business opportunities, generate leads and develop repeat business
- Develop a business that suits your personal work/life goals, balancing the needs of you and your family with that of a successful business
- Develop new skills that will enable your business to diversify, evolve and grow
- Remove the need for expensive overheads such as an office or shopfront fit-out – by operating a mobile service



Services You'll Offer To Customers

Timber Doctors offer an array of indoor and outdoor timber maintenance and repair services. They're also skilled in undertaking repairs to speciality surfaces such as laminate, tile, stone, porcelain, and high gloss surfaces.

You'll work across both residential and commercial sectors, meaning you'll be able to assist with timber repairs during or post renovations, repairs in strata, managed or holiday properties, repairs in caravans and boats, assistance with timber repairs for furniture businesses or removalists or in rental properties as well as private work in homes or businesses.

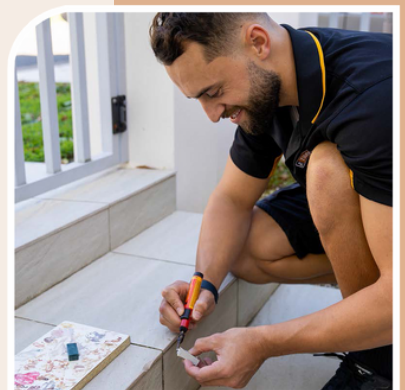
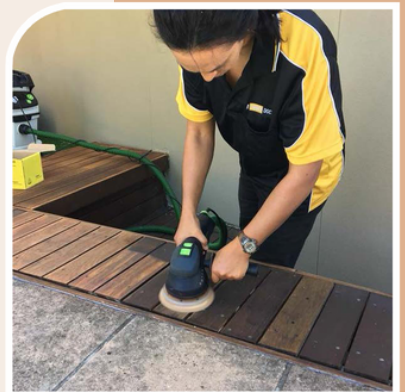
The services Timber & Stone Doctors are trained in, include:

Timber Floor Restoration and Timber Furniture Repairs

Timber Doctors are skilled in timber furniture, timber flooring and timber finish repairs and restoration. Whether it be a timber table that needs repairing, filling in a dent or scratch on timber flooring or window frame, mending a timber front door or repairing the legs on timber dining chairs, we're able to help.

Timber Doctors assist with indoor timber furniture and flooring repairs and restorations, including:

- Repairs to chips, scuffs, splits, scratches, stains and dents to timber staircases, panelling, chairs and frames,
- Repairs to broken or damaged timber joinery and cabinets
- Repairs and maintenance to real and artificial timber flooring
- Repairs, restoration and preservation of timber furniture, to include cleaning, sanding and re-staining as well as repairs to chips, scuffs, splits, stains, cracks, burns and dents
- Removal of watermarks and stains from timber surfaces



Services You Will Offer To Customers ... continued

speciality Surface Refinishing, Repairs and Restoration

Timber Doctors specialise in intricate surface refinishing, repairs and restoration. Learning how to undertake repairs to surface damage, dents, grazes and scratches on speciality surfaces such as laminate, tile and high gloss finishes are all part of the training.

Outdoor Timber Furniture Repairs and Restoration

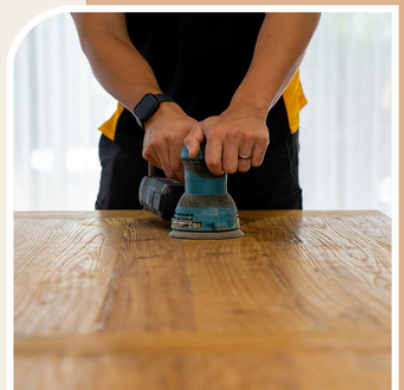
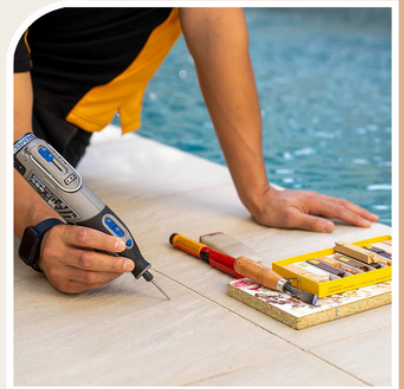
Changes in seasons can wreak havoc on outdoor timber furnishes such as tables, doors and seating. Intense heat or intense cold, combined with storms and rainy seasons results in outdoor timber furniture and finishes coatings being stripped which leads to fading and cracking. The accumulation of this damage often leads to the requirement for outdoor furniture repairs and restoration.

Timber Doctors are able to assist with outdoor furniture repairs, restoration and preservation, to include:

- cleaning, sanding and re-staining
- repair of dents, chips, scuffs and water marks

Timber Construction

For those Timber Doctors who come from a construction or building background and hold the appropriate licences and insurances, the ability to undertake services such as timber decking, pergola, fencing, feature screening and staircase construction is also possible.



Stone Doctor licence

When purchasing a Timber Doctor licence, you will also receive the rights to The Stone Doctor franchise. Essentially receiving two franchises for the price of one licence, you gain additional skills that will enable you to work across all hard surfaces, setting you apart from competition.

Stone Doctors are trained in the repair of dents, chips, scuffs, burns and water marks on stone, granite and marble surfaces.

Stone Doctor services can be undertaken across all sectors where stone, marble or granite surfaces are present - the opportunities are extensive.

Training and Marketing Support

Training related to providing stone repair and restoration services is given during your initial training block. Ongoing training and support is also provided. From a marketing point of view, dual branded collateral (Timber Doctor and Stone Doctor) and van signage is supplied upon commencement, enabling you to immediately begin promoting your full range of services to customers.

Equipment and Products

The purchase of necessary stone repair equipment and products are included in the total investment overview.

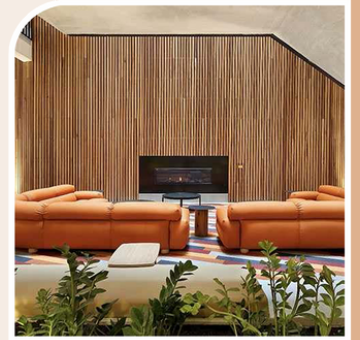
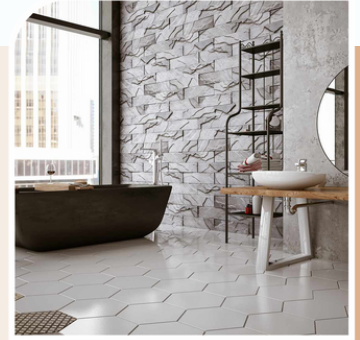


Industries You Can Service

Timber Doctors are trained in services that are flexible and scalable, meaning businesses are able to adapt and evolve to the ever changing landscape. The ability to work across all things timber, tile, stone and speciality surfaces means the serviceable industries are vast. With the multitude of individuals or businesses that have at least one of these finishes in their residence, comes diversity in the work you can do, and reduces the risk of relying on a single market.

Examples of industries or companies that often require Timber Doctor services, include but are not limited to:

- Bars & Clubs
- Boating & Marine
- Cafes & Restaurants
- Construction Sites
- Offices & Buildings
- Hotels & Casinos
- RVs, Motorhomes & Trailers
- Restaurants & Cafes
- Residential
- Schools & Universities
- Theatres & Cinemas
- Offices & Corporate Spaces
- Holiday & Rental Housing
- Moving Companies
- Warranty Companies
- Insurance Companies
- Furniture Stores
- Real Estate Agents



Franchise Start-up Costs

Low-risk, high-ROI, service-based franchise opportunities are in high-demand.

We believe that The Timber & Stone Doctor is one of the best investments out there. Smart entrepreneurs are investing in a Timber & Stone Doctor franchise to secure a business of their own that they can grow to suit their business goals and financial futures.



The price to become a Timber & Stone Doctor is \$80,000 (plus GST where relevant), which includes the licence fee, training, supply of a full product kit, marketing collateral kit, van signage and legal fees. This figure represents exceptional value for money.

Not included in this figure, is the purchase or lease of a white commercial van, travel to the Gold Coast (QLD) for training, accommodation during training, or the basic set up costs of business registration.

Franchisees are required to purchase a suitable white, commercial van. As a mobile service business, your van is your 'office' and not only carries the branding of the business, but is used to transport all your tools and products and also any furniture that you may need to take offsite for repair. Vans being considered must be in good condition and working order.

When you're ready to become a Timber & Stone Doctor, we will work with you to review van options. Whilst the branding of a van is included in the start-up investment total, the purchase of the van itself, is not.

What are the ongoing fees?

Unlike most franchises, we don't take a percentage of your revenue. You keep what you earn, paying only a low, flat monthly fee. This way, Timber & Stone Doctor franchise partners are encouraged to earn as much revenue as they can and grow their business without "penalty". There is also a fixed monthly marketing fund contribution that is exclusively invested into driving leads and brand awareness to franchisees and their territory.

Are discounts offered for multi unit purchases?

Yes! Discounts on the licence fee as well as significant set up savings are offered to franchisees who are looking to invest in multiple territories. The Timber & Stone Doctor franchise model promotes scalability and unlimited earning potential. Franchisees are welcome to secure multiple territories, depending on their financial situation, level of ambition, and commitment to growing their business.

Franchise FAQs

How long is the term of the agreement?

The term of a Timber & Stone Doctor franchise agreement is 5 years, with ongoing options to renew for a further 5

Do I need a shopfront or premises?

No. The beauty of a Timber & Stone Doctor franchise is that it is a mobile service business, operated via your vehicle. There are no large overheads you are locked into such as rent. We do however, recommend that you have access to a shed or warehouse space to be able to undertake larger jobs (out of a customers home or workplace) as needed.

What marketing programs are in place?

Upon commencing, we work with franchisees to brand their van, customise and print marketing collateral, establish local online listings, social media profiles and google ads. Our marketing program helps develop lead generation as well as brand awareness. There is also a monthly marketing fund, supporting lead generation in the franchisees territory. Franchisees also have access to inhouse support to assist with and generate collateral and strategies to undertake additional local area marketing.

What training will I receive?

Extensive and in-depth training is a very important part of the induction process for new Timber & Stone Doctor Franchisees. As many of the Timber Doctor Franchisees do not have any prior experience in this type of work, our 5 day intensive training program has been designed to ensure that all new franchisees feel confident in performing the services they will be required to offer once operating their own business.

How do I price my services?

Franchisees follow a recommended pricing structure but can adjust their pricing according to specific market conditions and local competition.

What type of vehicle do I need to operate the business?

Franchisees are required to purchase a suitable white, commercial van. As a mobile service business, your van is your 'office' and not only carries the branding of the business but is used to transport all your tools and products and also any furniture that you may need to transport offsite for repair. Vans being considered must be in good condition and working order. At the point you are ready to become a Timber & Stone Doctor, we will work with you to review van options. Whilst the branding of a van is included in the start-up investment, the purchase of the van itself, is not.

Do I need to work weekends?

No, not if you don't want to! You are in control of your schedule, enabling you to work around your personal life. The hours you work, and your work/life balance is up to you.

continued over page

Franchise FAQs ... continued

What are the Timber & Stone Doctor territory sizes?

Timber & Stone Doctor franchises are territory based, meaning a franchisee is given exclusive rights to service a defined, mapped area. A Timber Doctor territory will comprise a minimum population of 300,000. The geographic span this population comprises will depend on if the territory is in a densely populated city, or in a more rural location.

What type of experience do I need?

You don't need prior experience to succeed as a Timber & Stone Doctor. What matters most is that you're motivated and possess a willingness to learn. Our comprehensive training program equips franchisees with the necessary skills to successfully operate and grow your business.

What kind of ongoing support will I receive?

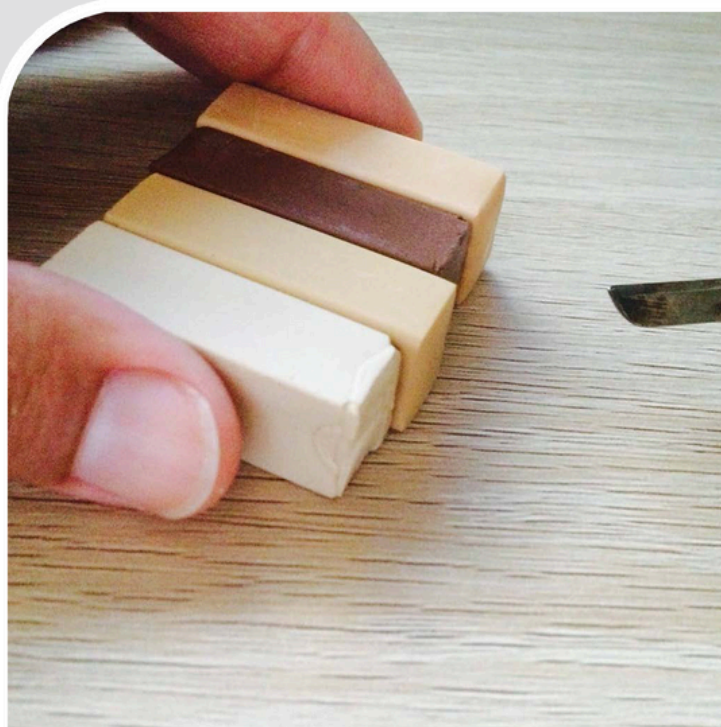
Following the formal training program, The Doctor Services Head Office team, consisting of operations, marketing, and training teams are on hand to help you smoothly transition into independently and successfully running your own territory. They are always available to answer questions and ensure that you are able to expertly service your customers. Timber & Stone Doctors are granted unlimited access to an exclusive training platform, providing an extensive array of videos and programs to ensure they are able to perform all necessary skills and services to the highest possible standards, and that they are able to access information on new skills or techniques as required.

What type of customers will I have?

The exciting news is that potential customers are everywhere... because timber, stone, tile and speciality finishes are everywhere! From homes, offices, restaurants, schools, businesses... the list keeps going! The skills sets that Timber Doctors are trained in gives the ability to establish a highly diversified business with many industry touch points.

What business insurances and licences are needed?

Timber & Stone Doctor franchisees are required to register their business, supply an ABN and hold public liability insurance prior to training commencing.



start-up Package – what you get for your investment

When you purchase a Timber & Stone Doctor franchise, you're provided with all the training, tools and knowledge needed to begin a successful business operation.

With our system, you receive:

- A tried and tested business, that's ready to go
- Easy entry and unlimited growth potential
- Low running costs – as a mobile service, there is no need to acquire an office or shopfront – you can run the business from your home/van
- Low overhead operation
- A proven, successful business model
- Low cost, fixed franchise fees with no fee indexing as your earnings grow
- 5-days of in-depth training
- Extensive training on timber, tile, stone and speciality surfaces
- Ongoing and personalised support, training and business coaching
- An exclusive territory to operate with a minimum population of 300,000
- A robust kit of products, tools and supplies when you start
- Flexibility to work the hours and earn the income that suits you
- Assistance with lead generation and marketing systems
- Professionally designed marketing material collateral package
- Customised van signage
- Uniforms
- Access to proprietary systems, portals and business management systems

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It's why we're a market leader.



What is the earning potential of a Timber & Stone Doctor?

The short answer.... It's up to you!

Your income potential is unlimited. Many of our franchisees choose a balanced lifestyle business, while others scale aggressively to maximise revenue. Top franchisees in Australia and New Zealand are consistently earning over \$25,000 per month.

The amount you can earn as a Timber & Stone Doctor depends on how you choose to operate your business. Some franchisees value lifestyle flexibility, setting their own hours, working around family or personal commitments, or easing into retirement.

Others go all in, running a full-time business focused on maximising income and scaling their operations. Whichever path you take – or if you land somewhere in between – the Timber & Stone Doctor model can be tailored to fit your goals.



Multi Territory Operations

Success as a Timber & Stone Doctor comes in many forms. For some ambitious franchisees, this means purchasing multiple territories and having family, friends, employees or contractors come on to assist in their operations. Having multiple territories allows you to maximise your marketing efforts and grow your business quickly, across a larger area.

What are the advantages of owning a multi-unit franchise?

Owning and operating a multi-unit franchise model with The Timber & Stone Doctor is affordable. It's actually not much more expensive than buying into a single territory. That's because many of the start-up costs that go into starting a Timber & Stone Doctor franchise are covered in the initial territory investment, and do not apply (or are far smaller) when purchasing a second (or third) area.

The price to become a Timber & Stone Doctor is \$80,000 (plus GST where relevant). Additional territories are each charged at \$30,000 (on top of the initial territory purchase price). This affords a discount of \$22,000 for each additional area and represents a monumental saving - helping franchisees realise their ambition to be multi-unit franchisees.

Population-based

Timber & Stone Doctor territories are designed based on mapped territory, with a minimum of 300,000 people. Franchisees have the option of purchasing adjoining territories to become multi-unit franchisees. This strategy helps to maximise the power of marketing efforts and customer referrals, giving a larger geographical reach for franchisees, and also a greater population to service.

Ambitious? Expand into multiple territories and grow your business empire with discounted licence fees.

Locally loyal

Word-of-mouth is essential in growing a service-based business. When customers experience Timber Doctor workmanship and service, they often share their experience with friends, family and co-workers. If those friends, family or colleagues live in an area which is owned by a different Timber & Stone Doctor, there is an obligation to refer the business on.

If you own the licence however, the referrals stay with you. By owning multiple territories, you not only enjoy the yields from your marketing efforts in your primary territory, but you also gain leads and business from customers in the adjoining territories you own.



Training & Marketing Support

Investing in a Timber Doctor Franchise Is Like Joining A Family – We’ve Got Your Back

Starting off properly in any business is important. For a new Timber & Stone Doctor Franchisee, our training and marketing processes ensure they're able to confidently offer the services customers will require and are able to successfully operate and build their business. Our processes have been built and refined for decades, and we're confident that what we offer is best in class.

Here's What Our Training and Marketing Support Looks Like:

Training

Extensive and in-depth training is a very important part of the induction process for new Timber & Stone Doctor Franchisees. As many Franchisees do not have any prior experience in timber, stone or tile work, our 5-day intensive training program has been designed to ensure that everyone feels confident in performing the services they will be required to offer to operate their business.

All training is conducted at our purpose-built training centre alongside a highly skilled and experienced Training Manager who also runs their own successful franchise.

After the completion of training at our in-house training facility, franchisees spend time in their territory with the Training Manager, to familiarise themselves with the day-to-day requirements and operations of running your own successful Timber & Stone Doctor franchise.

Ongoing Support

Following the initial training period, all Timber & Stone Doctors are granted unlimited access to:

- A team of training managers and head office staff to assist with all aspects of business operations, skill set training and marketing support
- Exclusive training platforms, providing an array of videos and upskilling information
- Franchisee forums, enabling all franchisees to collectively engage in knowledge and skill sharing
- Training Workshops

Training workshops are regularly held to assist with up-skilling, providing additional technical assistance, discussing business and marketing strategies. We encourage all franchisees to join these workshops with the mindset of continuous improvement.

Training & Marketing Support... continued

Exclusive Product Range

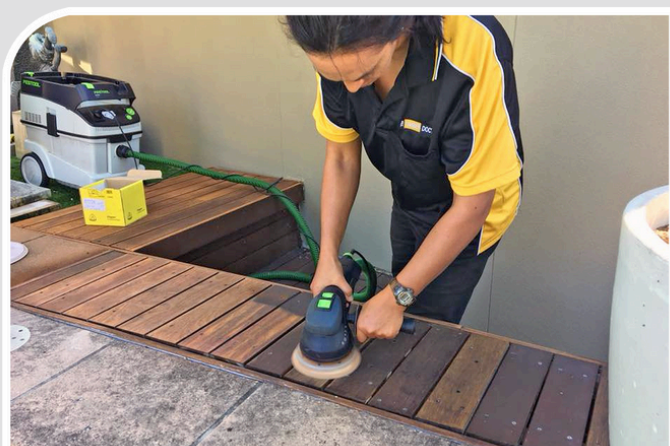
Our product ranges provide franchisees with a range that is built on the foundation of vigorous testing and application in the market. Franchisees can be confident that they're using high quality, fit for purpose products that are developed specifically for the work they're undertaking every day.

Extensive Marketing Support

The Doctor Services Group has an in-house marketing team consisting of specialists who are tasked with advising and assisting with strategic marketing development and implementation to help franchisees grow their business.

The Timber & Stone Doctor approaches marketing across both a national level and local franchisee level to ensure on brand and accurate messages are consistently delivered to customers. Our marketing program ensures that we are helping all Timber Doctors to attract both new clients as well repeat business from existing clients. The marketing touch points engaged work to ensure that The Timber & Stone Doctor are the first point of call when customers require timber or speciality surface repair or restoration assistance.

Upon start-up, the marketing team work with franchisees to set up van signage, branded collateral, and a host of customised digital marketing and advertising platforms. Each month, franchisees contribute to a fixed monthly marketing fund that is exclusively invested in driving leads and brand awareness to them.



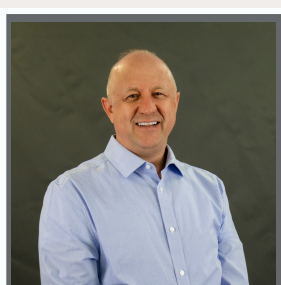
Meet The Team

The Timber & Stone team of training, operations and marketing professionals come with extensive franchise experience. In fact, some of the head office team members also own a franchise, giving them the unique ability to understand the realities of a franchisee's day-to-day operations as well as the requirements and expectations of customers.

As a Timber & Stone Doctor team, we're committed to excellence for our customers, franchisees and industry partners.

We're proud to have a brilliant family of franchisees that make up our business. That's right – we consider our franchisees family. We're focused on ensuring they have the best skills that enable them to offer customers the best possible service and workmanship.

Head Office - Senior Management Team



Peter Matheson

Global Operations



Julia Bellise

Franchise Marketing
Manager



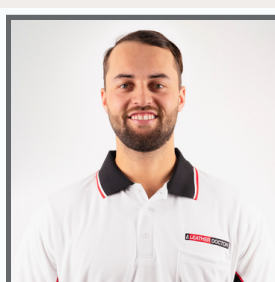
Kristy McLachlan

Head of Finance
& Legal



Scott Parker

Sales Manager



Isaiah Cowley

Trainer &
Franchisee

Process and Criteria

We're committed to working with the right people to represent our brand. That's why our selection process focuses on both personal engagement and financial readiness. We want franchise partners who are motivated, professional, and aligned with our values.

By working closely with you through each step, we ensure you have the information, support, and confidence to make the best decision for your future.

Step 1 – Introductory Call

At a time that works for you, we'll schedule a quick 30-minute call. This is where we get to know your goals, background, and motivation for owning a Timber & Stone Doctor franchise. We'll also confirm territory availability and provide detailed information for you to review.

Step 2 – Video or In-Person Meeting

Next, we'll set up a video call or face-to-face meeting (depending on your location). Here, you'll learn more about who we are, how our business model works, and what becoming a Timber & Stone Doctor franchisee can provide for you. You're welcome to invite family or friends to join this meeting.

Step 3 – Research & Discovery

We encourage you to connect directly with existing franchise owners. They can give you first-hand insights into the business, why they joined, and what day-to-day life looks like. This step also includes a mutual evaluation to ensure the opportunity is the right fit for both sides.

Step 4 – Secure Your Territory

When you're ready to move forward, you'll pay a 10% deposit to secure your chosen territory. This triggers the franchise agreement and ensures your market is locked in. The remaining balance is due prior to training.

Step 5 – Training & Launch

We'll schedule your training dates at our dedicated facilities, where you'll receive hands-on instruction in Timber & Stone Doctor services, business systems, and marketing. You'll leave training fully equipped and ready to launch your new business with confidence.

What Do Our Franchisees Say...?



**Damian
O'Connor**

The biggest benefit of being a Leather Doctor is the time and flexibility it provides me outside the normal hustle and bustle of working 9 to 5. It creates a greater degree of flexibility to do what I want to do rather than be bound by the clock.



**Matt
Van Rensburg**

Becoming a Leather Doctor was a career change for me. An escape from the long hours, stress and pressures of a senior executive corporate job. I wanted to be my own boss and have a business that was tried & tested – a business which would give me the flexibility to determine my work hours as well as ability to take time off to travel.



**John and Amy
Baxter**

With two kids under two, we made the decision to leave the workforce and become business owners... and it was the best decision we've made. Owning a franchise has given us the freedom and flexibility to work and live how we choose. Every day is different with something new for us to experience.



**Erika
Ware**

I was ready for a change in career and the opportunity to join this network really appealed to me. The idea of belonging to a family community who will support me as I grow my business is great. The ability to continually develop as a technician is appealing, as well as being able to have uncapped earnings.



**George
Kondrat**

There were quite a few things that attracted me to this business - the brand and how well regarded it is, the length of time the business has been operating and the opportunity to provide services that are unique and in high demand. I've now got the work/life balance that I was craving, but could never have in a corporate role.



**Hayley & Marty
Brownrigg**

Our goal was to find a business that suited our lifestyle and gave us more time with the kids - family is more important than anything else. The affordability to get into The Leather Doctor business, be able to build it and make it our own and have a huge support network behind us was a very attractive.

What Do Our Franchisees Say...?



**Jodie
Higgins**

I really enjoy bringing finishes and furniture back to life rather than it being replaced. This franchise works, it's family based and it has helped me develop a very successful business. My son now works with me. Coming into this business has been the best decision for me and my family.



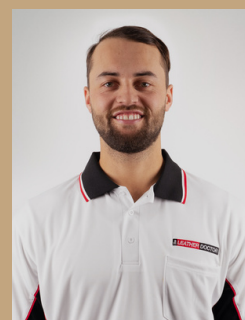
**Nic
Purcell**

The opportunity to do something different in a growing industry really appealed to me. Coming from a banking background, I was excited to move into a new field where I could learn new skills and be my own boss. The structure of the Timber Doctor business, the support staff, the opportunity to grow and be apart of something that will grow across New Zealand is exciting.



**Tyson
Merciece**

The best part of being a Timber Doctor is having the freedom to take on my personal goals, like riding. I love the sense of ownership that comes with being a Timber Doctor and the variety of work that I'm exposed to.



**Isaiah
Cowley**

The idea of having my own business, being flexible, working my own hours all just seemed really appealing to me. There's not really anyone else doing this kind of work - it's very specialised, so I've been able to build my business up quickly.



**David & Paulina
Williams**

Owning a franchise has become a financial vehicle for my wife and I to retire early. Working our own business gives us the freedom to use our time as an investment, creating our own perpetual income. Our children work with us in the business now, which is also something we really enjoy.



**Matt & Rosie
Van Rensberg**

Becoming a franchisee was a career change for me. An escape from the long hours, stress and pressures of a senior executive corporate job. I wanted to be my own boss and have a business that was tried, tested and trusted – a business which would give me the flexibility to determine my work hours as well as ability to take time off to travel.



Are you ready to own a proven business in a high-demand industry? Let's start the conversation today

Are you ready to become a part of a well-established, highly regarded timber, tile, stone, laminate and speciality surface repair and restoration franchise?

Scott Parker (Sales Manager) will be in contact with you by phone to review the information contained in this document and answer any additional questions that you have. Alternatively, please contact Scott directly on 0426 994 940.

We're looking forward to speaking with you and are excited that you're interested in joining our rapidly expanding franchise network.