

The Dixon brand has been known since 1959, winning over 100 Industry awards. We are one of Australia's largest home builders, producing approximately 700 homes per year for the past 2 years in a soft market. A significant factor in our success has been the decision to expand the brand throughout the country by including selected builders operating as Franchisees.

SALES SYSTEM Do you spend countless hours quoting on jobs? Get your life back! With over 2000 customisable designs fully costed for your region; you can spend more time on the things you enjoy, like your family or your golf swing. Once set up quotes will be a breeze taking no longer than an hour in most cases.

PURCHASING POWER Finding it hard to compete with the big builders on price? Our team benefit from the group purchasing power, we negotiate rates with our suppliers based on the large volume of homes being built by the group. Join us and you can become one of the big builders.

MARKETING AND ADVERTISING Our proven Marketing and Advertising strategies work. Dixon Homes has over 1000 House & Land Packages on realestate.com.au and domain.com.au creating superior brand awareness and generating hundreds of enquiries each week. Our in house marketing team upload your packages and produce brochures and flyers guaranteeing the best possible result for the minimum outlay. There is no requirement for an expensive display home.

SUPPORT/NETWORKING Network with other Franchisees and share ideas at our conferences. Presentations from industry experts and suppliers will assist you to work on your business, ensuring you achieve your goals. On going support, drafting services- and training is provided by a dedicated support team who are committed to your success, we are only a phone call away!

SOFTWARE Our Computerised Business Management System encompasses job control, computerised estimating, C3S system- web based project management with Supervisor and Client Interface, web based maintenance with client interface and documentation proven checklist and letter templates.

WEBSITE Our dedicated team maintain your profile on our website www.dixonhomes.com.au, updating your special promotions and uploading your House & Land Packages. Our Facebook page and monthly E-Newsletters ensure our customers are always in the know with what is happening at Dixon Homes.

CUSTOMER SERVICE Once your marketing campaign starts one of our friendly team of professionals will promptly reply to all new customer enquiries and arrange a suitable time for an appointment at your office; saving you time and money, taking calls and qualifying customers.

PROFIT We are all in business to make money, by following the system and replicating the proven model our franchisees are better placed to take advantage of the profits to be made throughout varying market cycles. As a group our build numbers have been consistent over the past two financial years 12/13 and 13/14. Most other building companies have experienced significant downturn during this period. To further assist with profitability our Franchise fees are amongst the lowest in the industry (50% less than most other Franchised Building Systems).

PLAN FOR THE FUTURE By investing in a Dixon Homes Franchise you will be building a business that can be on sold in the future. We train you how to work on your business not in your business, assisting you to build a valuable and saleable asset.

WHAT NEXT Franchise territories are geographically selected based on population and approval numbers. We only have one Franchisee per area - once it is sold that area seldom becomes available again. Enquire today about your region before it is too late.

www.dixonhomes.com.au

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or fill out the Franchise Enquiry form on our website