

Home service key to growth



NIGEL AUSTIN

SINCE venturing into the home services industry in 1972, Bill Vis and VIP have become national leaders of the franchise industry, providing an invaluable service to hundreds of thousands of consumers.

Their company, VIP Home Services, has grown into a giant of the franchise industry from the difficult proving ground of Adelaide.

It has 1050 franchisees in Australasia with a turnover of just more than \$100 million and more than 2000 people directly employed across the business.

Mr Vis and former wife Rose have built VIP into the third largest franchise business in Australia by number of franchisees and the largest based in South Australia, but its owners believe they are barely scratching the surface.

The rapid and continuing growth in demand for home consumer services is behind their confidence in the future.

VIP has helped spawn the Australian franchise industry with others such as the Jim's Group following in its footsteps.

But Mr Vis said it's not about being the biggest, but having franchisees for life. VIP has quite a few franchisees who have been with it for 20 years and one for more than 25 years.

Mr Vis said it was the first franchise company to operate in the home services sector in Australia and has benefited from the fast-growing trend towards home services.

"We were the pioneers, although we didn't have it right initially because we set up 69 franchisees in our first year in 1979, but we didn't have training systems initially," he said.

In those early days, a smattering of franchise companies existed, such as McDonald's and Bob Jane's, but there were few examples for VIP to learn from, Ms Vis said.

VIP's main divisions are home cleaning, commercial cleaning and lawns and gardens, while it has window cleaning, carpet cleaning and handyman divisions, VIP Poolcare in Western Australia and VIP Money.

Mr Vis said the potential was enormous because society was



ON BOARD: Bill and Rose Vis run VIP.

Picture: TOM LEE

changing and with 56 home services that could be franchised, the sky was the limit.

Generation Y offered further scope. "The biggest limiting factor to our growth is the number of suitable people we can attract," he said.

"We could employ 100 people as franchisees tomorrow if we could find the right people."

With an average purchase package price of \$20,000 to \$40,000 for its various franchises, and with revenue of

\$80,000 to \$140,000 less costs, the figures stack up for many people.

Mr Vis said it had some franchisees employing up to 15 people and turning over \$800,000, while at the other end of the scale there were franchisees working part-time to suit their lifestyles.

Mr Vis was included in the Franchise Council's Hall of Fame in 2003, while Ms Vis was named Franchise Woman of the Year in 2005.

Aged C
places in
and Care
respite c
Under th
to delive
greater c
Consum
A total of
through t
Governm
communi
control ov
Importar
as defined
submitted
flexible ca
Consume
Common
CDC unde
APPLICA
Further infc
at www.het
CLOSING
All applica
2.00pm M

What are t Traineeshi

The IRSD trai
care and prima
as trainees in t
arrange for the
suit the busine:

The IRSD trai
business, admi
The IRSD train

Who can ap

Aged and prim
Islander people
done by downlo
click on the Ten

What will b

The Department

• waage includi