

# Franchise Prospectus



Take the next step.  
Build your career, build  
beautiful homes, build your  
future with Trident Homes.

LOYAL.  
COMMITTED.  
RESPONSIBLE.



**TRIDENT HOMES®**

*Designed for living. Built for life.*





## Trident Homes Core Values



### Loyal

Work collaboratively and respectfully with customers, partners, suppliers & employees.



### Committed

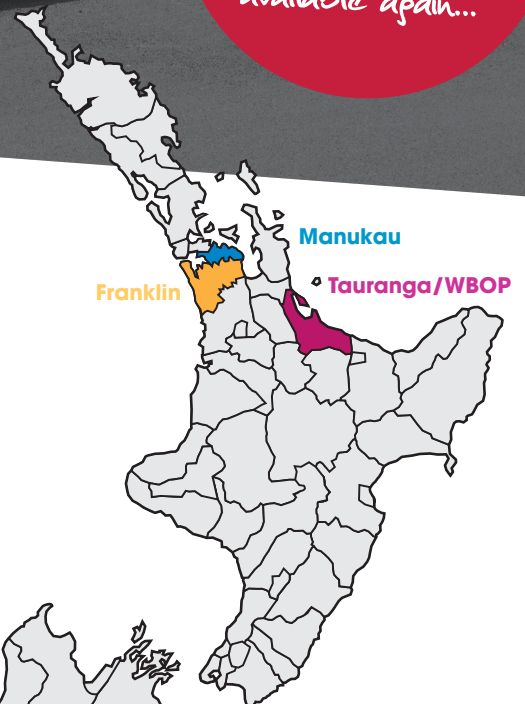
Dedicated to the success of our customers, partners and employees.



### Responsible

We are driven to do things right and we meet our commitments.

Once a Franchise area is sold it very rarely becomes available again...



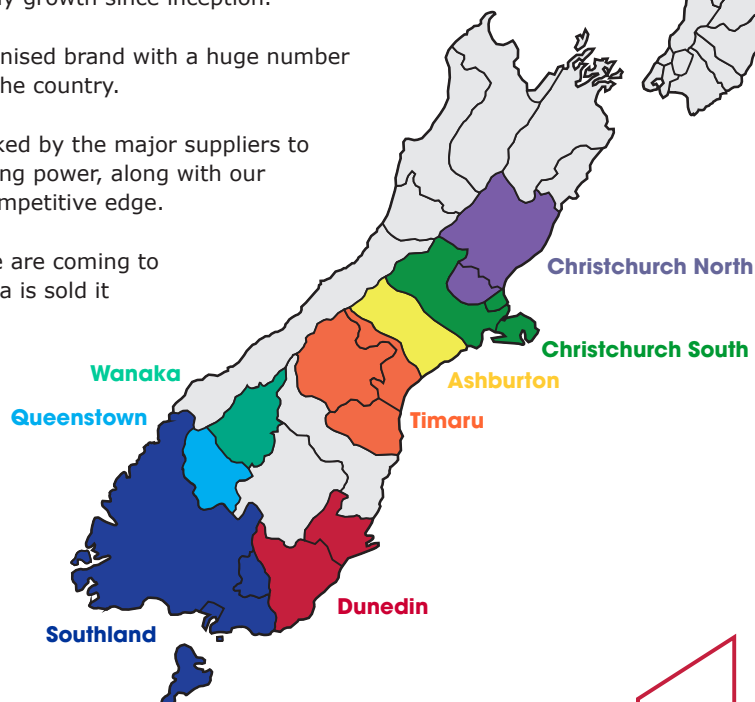
## About us

Since 2012, our New Zealand owned and operated Franchise network have applied their vast experience of the building industry and understanding of our unique environment. The business has gone from strength to strength, with steady growth since inception.

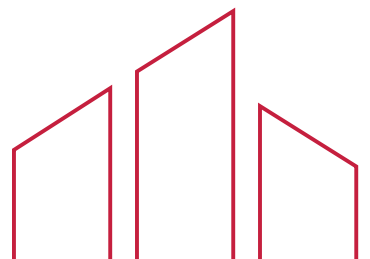
Trident Homes is a trusted and recognised brand with a huge number of satisfied clients in regions across the country.

The Trident Homes brand is also backed by the major suppliers to the building industry. Our group buying power, along with our systems and processes gives us a competitive edge.

Trident Homes is here to stay and we are coming to your area soon. Once a franchise area is sold it very rarely becomes available again!



Franchise areas available in light grey



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### Want to contact us?

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Phone: 021 330 732  
Email: [dpickles@tridenthomes.nz](mailto:dpickles@tridenthomes.nz)

or contact:

Neil Hawker, Christchurch  
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[www.tridenthomes.nz](http://www.tridenthomes.nz)





## Why join the Trident Homes Family?

Today's new home building market is an immensely complicated and competitive business for sole traders. For those battling on their own or in small teams it can be almost impossible to compete with large operators.

Challenges include marketing yourself, rushing around quoting jobs, overseeing design plans, creating contracts or administering and chasing unpaid invoices. A work-life balance and fitting in the things you are passionate about can often take a back seat to the relentless pressure.

If you are feeling like there must be more to life and a better way to get ahead while continuing to do what you love then this could be the opportunity you have been waiting for.

When you become a Trident Homes Franchisee you no longer battle through all the challenges alone.

Trident Homes Franchisees join a large team of like-minded colleagues and walk into a business that puts you on the same playing field as your competitors.

The Trident Homes Franchise model makes it simple – we help you every step of the way with proven systems and processes that remove the guess work and provide a complete blueprint for success.



## Benefits of becoming a Franchisee

- As a Franchisee you will surround yourself with a team of qualified people to manage all the tasks you were previously battling alone.
- Become part of a national well respected brand which is partnered up with the major suppliers to the building industry in New Zealand.
- Enjoy a support network of experienced business owners ready to provide help, advice and support on a daily basis.
- A nationwide marketing campaign drives enquiries and leads while positioning Trident Homes as a leader in the home build industry.
- A full service marketing team provides comprehensive support for promotion at a local and national level.
- Benefit from the vast knowledge within the Trident Homes group where everything is at hand to help you succeed. Full use of a software system proven to work.
- The standard designs offered provide the perfect starting point - however there are no limits allowing your clients to bring their own ideas for you to create their dream home.
- Your clients will love getting a professionally built home using the latest products and technology at the most competitive price, built on time, on budget and fully guaranteed.



## How is Trident Homes *different?*

We believe being part of the Trident Homes Team is more than just owning a Franchise Business... much more, it's about people, building neighbourhoods and communities, it's about creating wealth, family values, it's about lifestyle and belonging.

Trident Homes are very selective about who we invite into our team. Our due diligence processes are very thorough to ensure we engage well respected conscientious people. It requires values, enthusiasm, ambition, teamwork and leadership, if this sounds like you, check it out...If you're up for it!



Owning a Trident Homes Franchise  
is an investment in your future.

## Franchise opportunity

There are currently Trident Homes Franchises across the North and South Island and there are several great opportunities still available which we are looking to fill. For more information on the Franchise territories available, check out our website **[www.tridenthomes.nz](http://www.tridenthomes.nz)**

We want to offer you the chance to secure your future with a Trident Homes Franchise. Join a thriving business that enables you to spend more time with your family and enjoy a work-life balance all while your business ticks along. It's even easy to check in remotely from anywhere, any time for complete peace of mind.

## What does it take to own a Trident Homes Franchise?

Being a resident, having a business in or having good knowledge of the proposed franchise area is an advantage.

Other key attributes we look for include:

- Computer literate
- Motivated, organised and energetic
- A team player and good people skills
- Ready to take on the next challenge and step up in your career



The only way to do great  
work is to love what you do.



## Meet the Franchisors

### Neil Hawker David Pickles

Neil is passionate about the building industry and creating stunning homes for New Zealanders is in his blood. Having completed an apprenticeship in the carpentry industry in 1977, Neil went into business as a sole trader builder at age 22.

He cut his teeth contracting new builds, completing alterations, additions and general carpentry with a small team for a further 23 years.

In 2000, Neil ventured into a large well-known building Franchise in Christchurch, taking on the directorship and management side of the business. It presented the perfect opportunity to hone new skills. With a large team they built approximately 400 residential homes across 8 years.

His next step would be to sell the Franchise in 2008 in order to move back to developing homes on a smaller scale for a further 7 years.

With a solid understanding on what was needed to create a successful and profitable business, while also delivering homes of the highest standard, the natural progression was to bring this all to life creating a new Franchise. This new Franchise would allow others like Neil who were trade qualified and had ambitions to carve out their own future to be part of an exciting new business.

#### Sporting achievements:

Two times NZ Representative in short track ice speed skating - 1978/79  
Competition Barefoot Water Skier - 1980/90

Hobbies: Slalom and barefoot water skiing, mountain biking, walking and rock'n'roll dancing.

David completed an apprenticeship in Carpentry and Joinery with Joseph Roland and Neil Hawker in 1989. After completing his training the desire to see the world pulled David overseas where he travelled Europe on his OE. His carpentry skills came in handy and he used his trade in numerous countries to finance his travels.

Upon his return to New Zealand David's entrepreneurial drive led him to begin his own building business as a sole trader - David Pickles Building & Roofing Contractors. Over the next 10 years he secured a loyal clientele that engaged him to do work ranging from minor alterations, rot repairs, light commercial work, roof replacements and new housing.

From the array of different types of work he completed it was with new housing that David found his passion. When an opportunity arose in 2001 to purchase a house building Franchise in his local area it took little convincing for David to align himself with an exciting new home building brand!

Seven years and around 130 houses later it was time to sell the Franchise. David didn't want to move away from the industry he loved so the next project was to be one close to his heart. He built his own home, then moved on to building new homes for his extended family.

With his extensive knowledge of the new home building industry David was approached to join as an equal partner in an exciting new venture - Trident Homes Ltd, It just so happened the founder was Neil Hawker, the same man David completed his apprenticeship with all those years ago!







## Meet our Franchise Systems Manager and Advertising & Marketing Co-ordinator

*Lisa Kappely Deanna Hawker*

Lisa is born and bred in Oamaru and loves the town. She says it has absolutely everything going for it. Geographically wise it is close to the mountains & lakes & ocean and only an hour away from a city. And of course is where Trident Homes Head Office resides.

Lisa's role within the Company is Franchise Systems Manager. Her role is to help new Franchisees set up their offices and systems and carry on with this support on a daily basis.

She has been with the Company since it was formed back in March 2015.

When Lisa left School, she started working in a Solicitor's Firm for a few years then moved onto an Accountants Office where she stayed for a lengthy time.

Then she took on the role of Administrator/Accounts for a highly respected Housing Company in New Zealand, owned then locally by David Pickles.

He eventually sold his business and she carried on with her role within this company until she started her family.

A few years later David & his business partner Neil Hawker approached me to work for them in my current role of which I thoroughly enjoy.

Lisa, her husband Mike and their 7 year old daughter, Isla, have built their home on a small hobby farm 11 years ago. This keeps her pretty busy and fit while still running around after Isla with all her after school activities but we always make time for a spot of camping to be able to unwind.

Deanna completed a Diploma of Graphic Design and Digital Media straight out of high school at 19 years of age and began the journey into the design and print industry.

After her studies Deanna worked in a print and photocopying shop because of the limited jobs in the design industry at the time. She ventured further into the print and photocopying industry with a job offer from a well known New Zealand company as a Customer Trainer travelling to businesses in Christchurch and all over the South Island, teaching customers how to use their small and large office photocopiers and printers.

This career was enjoyed over the next 5 years until a new job opportunity arose to get back into the design industry at an established creative design studio in Christchurch. Deanna's roles were Junior Graphic Designer and Admin/PA. Sadly after 2 years the company had some major staff and structure changes which led to her leaving and returning back into the print industry with another well known NZ company.

During this time Deanna was introduced to Trident Homes through her Father Neil Hawker & co-owner David Pickles, she was helping out with their design work part time as a contractor and after 1 year she was offered a full time position with the company which she was very excited to accept.

Deanna is the Advertising & Marketing Co-ordinator focusing on all things related such as: social media, internal & external design work, marketing material, web, local & national advertising and our range of informative booklets available.

She is active with a range of sports such as, water-skiing, snowboarding, gym, pilates, mountain biking and more!

# Frequently asked questions

## What experience or qualifications do I need?

Having a Trade Qualification in Building/ Carpentry would be an advantage as being a member of the Master Builders Association is a requirement. If you are not in this position, consider partnering up with a qualified builder. Other advantages but not necessities, would be to have had previous self-employment experience, a good understanding of the building industry and related trades, a great communicator, good computer skills, a willingness to learn and a desire to be the leader in your own business.

## How many hours a week will I need to work?

We are looking for ambitious, capable people who are not afraid of hard work. The most work comes in the beginning while you are setting up your operation and learning the systems. As time progresses, the ability to surround yourself with competent people administering the different roles within your franchise will enable you to focus on the things you are passionate about while your team get on with the day to day stuff.

## What will I get for the purchase price? What is included?

- Exclusive territory
- Partnerships with major suppliers to Trident Homes
- National purchasing power
- Access to full exclusive software package
- Access to all documentation as required to run a company
- Access to all marketing material
- National brand marketing
- Conferences

## What support will I receive?

We are here to help you succeed and grow a highly profitable business. Full training is provided on our software package, we help setting up your location and office layout. We can assist with staff training too. Once you are up and running we continue to work alongside you with ongoing support and training as and when required.

## What training is provided?

- Sales
- Estimating
- Administration
- Site management
- Business management
- Plus more!

## What is the cost to buy a Franchise?

Price on application, contact

David Pickles, Oamaru  
Phone: 021 330 732  
dpickles@tridenthomes.nz

Neil Hawker, Christchurch  
Phone: 027 532 1191  
nhawker@tridenthomes.nz

## The most asked question How much money can I make?

Trident Homes Franchise owners have an unparalleled opportunity to develop a sizable and profitable business. Income is derived from the volume of work completed which is the by-product of the systems and support in place and the honesty and integrity with which you operate your business.





Working for yourself does  
not mean working by yourself.

## Ready to join the team?

If you are interested in joining the Trident Homes team we would love to hear from you. Our process is designed to provide you with all the information you need to make your decision and it also gives us the chance to get to know one another.

- 1 Send us an email or give us a ring to register your interest and identify your proposed area.
- 2 Next we will arrange an appointment to meet and discuss your future plans and aspirations.
- 3 Once we've got to know one another, signing a confidentiality form will enable us to give you all the details about becoming a Trident Homes Franchisee
- 4 Next we ask you to fill out an application form which will entitle you to a period of 10 working days to do your due-diligence.
- 5 When all the boxes are ticked, we will provide the Franchise Agreement.
- 6 Once approved, we will visit the proposed Franchise area to help you establish a location for the office as well as looking around the area at potential opportunities for business.
- 7 Time frames, training schedules and general set up procedures are all instigated to assist opening your Franchise as quickly as possible.
- 8 **We are with you every step of the way and ongoing support and training is provided as required.**



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