



Hi to any potential franchisees,

I have been operating in consulting engineering businesses for over 20 years in Australia, New Zealand, South East Asia and in the United States of America. I have been managing these sorts of firms for nearly a decade and lately I went on to develop SEED. It has operating for 3 years in continuous growth; it is resilient and profitable whilst other established businesses have failed in the general turndown.

SEED works in the following areas extensively:-

1. Building Services engineering – HVAC, Electrical, Fire, Hydraulic
2. Sustainability engineering –LEED/Green Star Submissions, ESD reporting
3. Modelling – heat loads, HVAC calculations, energy, thermal comfort, daylight, CFD, odour nuisance studies etc
4. Certification of innovative products
5. Forensic resolution of building services problems
6. Commissioning Management & Remote Building monitoring

Since leaving the “large firm, corporate scene” to do my own thing, I have enjoyed a take-home pay several times higher than previous, greater autonomy in the work and the lifestyle benefits of working from home. For the right candidate, this can be yours also.

I think I have developed a scalable model which will suit applicants with the following qualities:-

1. Experienced in engineering management and/or business development
2. Strong concept development skills
3. Ability to take risks and reduce them to acceptable levels
4. Capable in multidisciplinary engineering leadership
5. Proficient in English and in English documentation

Over the next twelve months, I am developing the current SEED model into a franchise opportunity and I am searching for interested parties anywhere in the world.

The successful candidates may fall into any one of the following categories:-

1. You want to start your own consultancy business
2. Your firm wants to expand it's own consultancy business
3. Your firm wants to own a dedicated division that can provide these skills.

Having started up several consultancies and run my own business, I know how difficult it can be. What I am offering is something like the following:-

1. An off-the-shelf brand complete with back of house support
2. We have a lot of experience in sustainability and refurbishment projects
3. Our back of house support includes transparent accountancy that allows everyone to see how the business is going, insurance, certifications for quality assurance and for environmental management,
4. Back of house also includes customer service systems and knowledge management researchers
5. We offer the ability to step in for short durations allowing you to take a [short] holiday



## LETTER TO POTENTIAL FRANCHISEES

These elements are often the most difficult in starting a consultancy business.

The envisaged process for business operation is as follows:-

1. You seek and win work in your natural business environment
2. If you wish, we can offer concept advice
3. You manage the client, manage information flow and relationships.
4. We manage the technical aspects of the engineering work to either our current standards or specific standards you have.
5. You oversee the construction phase with your own team.

The things that I am after include:-

1. An alliance with like-minded engineers around the world
2. Access to engineering experience I don't have
3. A long term partner or team player who can happily run his/her own business also offer business support and advice if requested.

A franchise agreement will be developed soon, but the features I currently believe are necessary include:-

1. An agreement to work together using the SEED protocols/branding
2. You need to focus on what your local market needs.
3. A [small] initial fee which allows us to meet and spend time in your market. We need to understand the local market, the people we are working with and we need to explain how SEED operates.
4. A commitment fee which bonds the candidate and SEED to make a go of the local business during the trial period.
5. An ongoing quarterly fee which covers concept support, website maintenance updating your own page, ISO certification, insurance, consultancy, accountancy and knowledge management resources.
6. An exit strategy – we believe what we have developed is resilient & profitable enough that you won't want to leave, but perhaps you may need to leave for other reasons.

If you are interested in participating in this offer, please send me an EOI with the following information:-

- 1) Name, address for formal communication and preferred contact method ( phone, email etc)
- 2) Your CV & previous business experience
- 3) Your views on what should be included in the franchise model or franchise agreement

My email address is [rob@seedengrs.com](mailto:rob@seedengrs.com)

Warmest regards

Rob Lord