



# BE YOUR OWN BOSS!

Australia's regional areas are ideal for an ATM franchise. Traditionally, regional areas are poorly serviced by the larger ATM players in the market, and when you add to this the removal of bank ATM services in these areas it certainly leaves great opportunities for a local based business owner to provide the convenience of cash to their local area.

We have 17 franchisees located across Australia and we are looking for more people interested in working for themselves and owning their own business.

We pride ourselves on our franchisees providing their clients with personalised service, a wealth of industry knowledge and the benefits of a well recognized and respected brand. Your success will be reflected by your ability to build relationships with event organisers and other business owners. Your phone and your laptop will be your office. Whether you set up at your kitchen bench, in the car or an office is up to you.

This isn't a 9 to 5 business, you work your own hours during the week growing and managing your business. Weekend commitments will be dictated by your event start and finish times but most of the time you'll be managing your equipment from your phone.

## ABOUT US

ATM2GO was the first franchised ATM business in Australia and we are a 100% Australian-owned company. Our focus is on providing exceptional and

personal service to our clients. We achieve this through a franchise network of business owners that all have a vested interest in the service they provide their clients. We don't dabble in ATMs with a range of additional add-ons, we just do a really good job of managing our core business which is our event and fixed ATMs. As such, we do consider ourselves experts in our field! While a number of other companies will claim that they are experts in this field, our three-person strong management team have more than 45 years' experience in the ATM industry between them, which is pretty hard for most of our competitors to match.

Our event ATMs include our trailer model (two ATMs mounted on a trailer) or single ATMs that are ideal for indoor events or for outdoor events with limited space. The key to our success has been not only reliable and well-presented machinery but also our well recognised brand. ATMs need to be easy to find at an event to ensure that they get maximum usage.

The retail or fixed ATMs require less labour, often work 7 days a week and are not affected by bad weather. Regular maintenance of machinery and maintaining relationships with merchants is the key to keeping these sites long term.

Our franchisees use and maintain their own ATMs. This not only keeps their machinery in top condition but also makes them extremely knowledgeable when it comes to providing advice to merchants considering adding an ATM to their business.



## CASH SOLUTIONS FOR EVENTS AND BUSINESSES

Call 1300 ATM2GO (286 246) • Website [atm2go.com.au](http://atm2go.com.au) • Email [info@atm2go.com.au](mailto:info@atm2go.com.au)





# FRANCHISE BUSINESS MODELS

## PREMIUM REGIONAL FRANCHISE

This model will have you managing events and securing fixed sites in your territory. With this model you are running hard - you are working full time and will need a healthy amount of cash to attend events and invest in further fixed sites.

- Defined territory
- Leads from website and 1300 number
- Full-time commitment
- Event and retail ATM opportunities
- Investment from \$69,050 (+ stock)
- Includes 1 x trailer with two ATMs plus two stand alone machines

## FIXED ATM FRANCHISE

This model limits you to only installing retail (or fixed) ATMs in your territory. This model is not as labour intensive as the Premium Franchise option, but you do need to allocate time to knock on doors or use your extensive network to find venues to place your ATMs. You also need to be available seven days a week to field calls if there are any issues with your machines.

- Retail ATM opportunities only
- Part-time commitment
- Investment from \$60,250 (+ stock)
- Includes 5 x ATMs

## ALL FRANCHISE OPTIONS INCLUDE:

- A well known brand and marketing material.
- Legal deployment agreements for fixed sites.
- Flexibility to work from home.
- Expert ATM industry and compliance knowledge.
- Ongoing technical support.
- Access to our online portal to view the status of your ATMs remotely at anytime.
- Tailored CRM program to manage your equipment, events and fixed sites.



## CASH SOLUTIONS FOR EVENTS AND BUSINESSES

Call 1300 ATM2GO (286 246) • Website [atm2go.com.au](http://atm2go.com.au) • Email [info@atm2go.com.au](mailto:info@atm2go.com.au)



## WHO ARE WE LOOKING FOR?

We are particular about who we grant franchises to. We are passionate about what we do, and we are looking for people with the same passion and enthusiasm.

We provide the systems to make your business easy to manage day-to-day and we teach you how to program and maintain an ATM. But to be successful, you need to be extremely personable and have the ability to deal with people from all walks of life.

You also need to bring enthusiasm and a hunger to make your business a great success financially.

## WHY CHOOSE AN ATM BUSINESS?

With ATM2GO, you are not tied down to a shop front or regular business hours. We take the hard work out of running an ATM business for you - we supply new equipment, spare parts, tech support and guidance regarding events, fixed ATM placement and day-to-day issues. ATM2GO is an ATM business opportunity, not an ATM investment opportunity.

There are schemes where you can invest in ATMs and someone else will place and manage these ATMs on your behalf. This is not what we offer. You will be an active player in the development and growth of your own business.



## WHERE TO FROM HERE?

Our **Expression of Interest** form is the first step to get the ball rolling.

After we receive back your completed Expression of Interest, we will send you through an **Information Pack** - this provides more detailed information including how you get paid. These details are confidential, which is why we need the Expression of Interest form to be signed by all parties that we will be discussing the business with.

**Questions, questions and more questions!** After you've received this documentation, we expect you will have plenty of questions for us which we will be delighted to chat to you about. Ideally, at this stage, you will make a trip to our Brisbane office to meet our team face-to-face (and if time allows some of our local franchisees).

**Application Form** - If we have answered all your questions and you are keen to get going, we'll ask you to complete an application form and pay a deposit.

**Franchise Kit (Generic)** - once we have your application and your deposit, we will send you through a generic agreement to run your eye over. We won't start preparing your legal documents, until you have reviewed the generic agreement. At this stage, if you decide not to proceed then your deposit is fully refundable.

**Let's get going!** Once you have reviewed the generic and you are ready to get started we'll instruct our lawyer to start preparing documents, and we'll chat to you about the time-frame we'll need to get your equipment ready and get you started.

**Training** - At this stage we'll also schedule your training. Our training is done at Head Office and covers the equipment side of things, as well as back of house administration (our CRM, our online system to manage your ATMs, marketing toolbox etc). We need to allow two days for initial training. From start to finish, the average time to get a franchisee up and running is 12 weeks.

## CASH SOLUTIONS FOR EVENTS AND BUSINESSES

Call 1300 ATM2GO (286 246) • Website [atm2go.com.au](http://atm2go.com.au) • Email [info@atm2go.com.au](mailto:info@atm2go.com.au)





# FREQUENTLY ASKED QUESTIONS

## WHY SHOULD I PURCHASE AN ATM2GO FRANCHISE?

In a nutshell, it's a great balance of work and lifestyle with a rewarding income to boot! We won't lie, it's not for everyone. Although we find it second nature to juggle home and work life throughout the week, there are plenty of people who, for different reasons, can't or don't want to work weekends.

We could rattle off a list of other reasons why we think you should buy a franchise but we normally let our franchisees do the talking for us. After we have had an initial chat, we are more than happy to pass on our franchisees' details so you can ask them directly what they love about working as part of the ATM2GO team.

## DO YOU HAVE A SEPARATE MARKETING FUND?

No, our on-staff marketing co-ordinator juggles our website updates and social media with advertising artwork and brochures as part of our franchise fee. However, franchisees are expected to allocate their own funds for local area marketing projects in their territory.

## DO I REQUIRE ANY ATM EXPERIENCE?

No. What we do need are really driven people. Previous business experience is certainly well regarded but is not essential.

## WHAT IS THE TERM OF THE FRANCHISE AGREEMENT?

Our franchise agreements are for five years with an option to renew for a further five years.

## DO I NEED MORE CASH ON TOP OF THE FRANCHISE PURCHASE PRICE?

Yes. The money that goes into your ATMs is yours, so you do need cash on top of your purchase. We refer to this additional cash as stock.

## HOW DO YOU CALCULATE YOUR FRANCHISE FEE?

Our service fee per transaction includes your franchise fee. Your other source of income is hire fees for events, which we don't deduct a franchise fee from.

## CASH SOLUTIONS FOR EVENTS AND BUSINESSES

Call 1300 ATM2GO (286 246) • Website [atm2go.com.au](http://atm2go.com.au) • Email [info@atm2go.com.au](mailto:info@atm2go.com.au)