



SHEERGUARD SA™

your clear security solution

SHEERGUARD FRANCHISE OPPORTUNITY



-  CLEAR
-  STRONG
-  SAFE

082 929 6848
sales@sheerguardsa.co.za
www.sheerguard.co.za



"BE THE GAME CHANGER"

Security: A Billion Rand Industry

By Claire Mawisa

On release of the Victim of Crime Survey on 14th February 2017, statistician-general Pali Lehohla announced that South Africans spend R45 billion a year on private security measures – compared to R30 billion that the government allocates to SAPS.

Lehohla also shared that 50% of all households in South Africa make use of physical protection at home, and 11.4 % of households employ private security firms.

He added that households upgrading security measures like walls, razor/electric fencing and buying increasingly aggressive dogs increased from 49% in 2011 to 51.2% in 2016. With all these measures taken, have we become prisoners in our own homes?"

Crime in South Africa up in 2022/23

<https://www.statssa.gov.za/?p=16562>

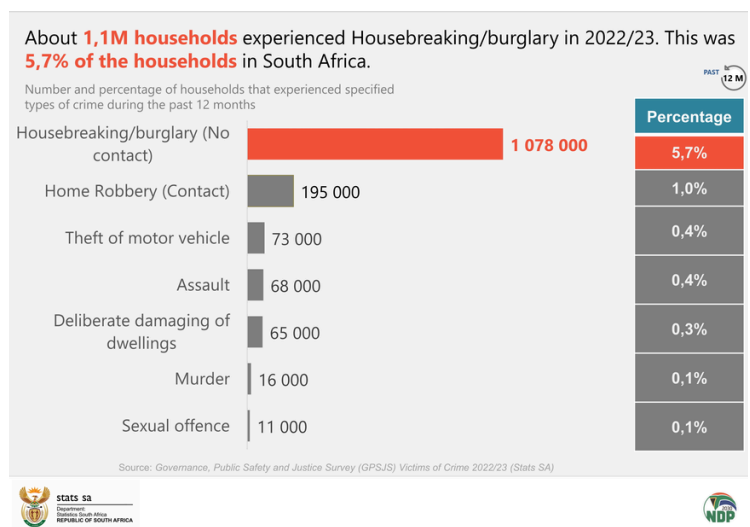
New data released by Statistics South Africa shows that household crimes such as housebreaking, home robbery and theft of motor vehicles experienced in the twelve months preceding the interview increased compared to 2021/22.

Housebreaking is the most common crime experienced by households in South Africa. A total of 1,1 million households experienced housebreaking incidences in the 2022/23 period.

An estimated 1,6 million incidences of housebreaking occurred, representing 5,7% of all households in the country.

"Home robbery" is regarded as a violent crime because people are at home when it takes place as compared to "housebreaking" (burglary), which occurs when the family is away from home.

The second most common type of crime experienced by households in SA is home robbery, affecting 195 000 households. An estimated 238 000 incidences of home robberies occurred in 2022/23, representing 1,0% of all households in the country.



WHY BUY A FRANCHISE?

By Ricky Walton Franchisor - SheerGuard SA

"If you don't build your dream, someone will hire you to build theirs"

I often get asked what the benefits of buying a franchise are as opposed to just going out and spending hard earned/ borrowed money on starting a business from scratch. Well, what I do know is that everyone is different and most people don't realise what it takes to just go out there and start a business. For those who are looking to take control of their future, here are a few valid and logical points for you to help you arrive at a decision.

Which one?

The first and most important tip about buying a franchise is to find something which appeals to you, suits your temperament and is within your skill set.

Why us?

It is never too late to set a new goal or to dream a new dream! Owning your **OWN BUSINESS** is an affordable reality with a SheerGuard SA Franchise.

- Developed for Owner/ Operators with minimal staff requirements, who do not require retail space
- Fast growing and sustainable industry
- Low initial investment
- Healthy profit margins
- Established and credible track record
- Low stock holding
- Highly scalable business
- Low administration required
- Onsite and off site training to get you up and running within your first month
- ROI 12-18 months

Advantages

SheerGuard is a progressive security company specialising in the design, supply and installation of the world's strongest Clear Burglar Bars and Transparent Security Gates!

- Low risk
- An established business
- Proven and successful business model
- Tried and tested branding, marketing, product, sales and operating systems
- Ready when you are
- Known and trusted supply chain
- Brand loyal customers
- Benefits of franchises trademark
- Leverage deals off existing track record and reputation
- Support structure
- Share ideas and be part of a team
- Quicker road map to profitability and sustainability
- **Less likely to FAIL!**



FRANCHISE OPPORTUNITY

Thank you for enquiring about owning a SheerGuard Franchise within our well-established and rapidly expanding brand!

Please read through the overview below, which includes the set-up costs.

If owning a SheerGuard Franchise is **CLEARLY** for you, please complete the attached application form and return to sales@sheerguardsa.co.za

About SheerGuard SA

SheerGuard SA offers a wide range of innovative security solutions which are tailored to our clients' needs, without compromising on the aesthetics. We are the sole distributor of Exolon® Polycarbonate in Southern Africa and specialise in the design, supply and installation of Clear Burglar Bars and Transparent Security Gates.

SheerGuard SA proudly serves homeowners and commercial businesses across Southern Africa, with 13 franchises in South Africa and 1 international franchise in Namibia, bringing the total to 14 franchises.

Why SheerGuard SA

Operating prototypes

SheerGuard currently has 12 operating locations, which are run and operated by the franchisees, across Southern Africa, and Namibia. Their success in the business and brand has been achieved as a result of focused expertise on quality and service.

Profitable businesses which are operationally sound

The SheerGuard model runs smoothly with very few employees and a reasonable workload for an owner-operator. SheerGuard has a 100% customer satisfaction policy that results in rave client reviews and referral business.

Cash requirements reasonable

The cash requirements are extremely reasonable for a start-up, which includes the franchise fee, training, industry specific tooling, marketing material, branded clothing, and initial stock requirements.

Sufficiently credible

The core business model to be used as the basis for the franchise system has shown steady growth and has a strong management team in place with an unrivaled and extremely credible history.

Integrity and commitment

SheerGuard is focused on providing a structured and consistent service to home and property owners. In building the SheerGuard business model, the team built an organization based on a commitment to the customer and a focus on quality service and products.

FRANCHISE OPPORTUNITY

Support

SheerGuard continues ongoing research and development, which will stream down to each franchise location. With these great areas of support, becoming a SheerGuard franchisee could not be easier!

The central hub at SheerGuard HQ efficiently oversees inventory, orders, accounts, billing, and group marketing, enabling our Franchisees to concentrate on sales and installations.

Qualifications

No formal qualifications are required. Anyone motivated and skilled in communication can learn this business, especially those with backgrounds in sales, management, business ownership, marketing, or home improvement fields like contracting or carpentry. The key trait we seek is proficiency in sales and marketing.

Additionally, franchisees should be committed to excellent client service and follow our established methods for building relationships with homeowners, property owners, and businesses in their market.

Investment

Becoming a franchise owner will take some initial investment up front. The following overview showcases the initial investment needed to open your own SheerGuard business, including costs on the low and high ends.

- ROI is between 12-18 months
- Profit Margin +-50%

The total **Investment breakdown is as follows:**

- SheerGuard territory license R 190 000.00
- Branded marketing kit which includes 8 x branded golf shirts, 4 x branded caps, 1 x 3mx3m gazebo, 2 x sharkfin flags, 2 x popper banners, 2 x directors chairs, 1 x table cloth, brochures, business cards, flyers and website page valued at R20 000.00 which is included in the licence fee
- A full set of samples valued at R 10 000.00 which is included in the licence fee
- Launch once training is complete valued at R20 000.00
- Training R 80 000.00 – 3 weeks in JHB (Accommodation, food and transport for your account)
- Specific Tooling for onsite cutting and fitting +- R 40 000.00
- Vehicle branding +- R 20 000.00 depending on which your vehicle type
- Liquid capital for general start-up and initial running expenses R 85 000.00
- A purpose vehicle ie: bakkie/van newer model that you have purchased

Ongoing monthly fees

- 6% Royalty Fees on turnover excluding VAT
- 3% Marketing Fees on turnover excluding VAT
- R 399.00 VAT inclusive p/m for Customer Relationship Management system/account
- R 92.00 VAT inclusive p/m for Office 365 Exchange Online Plan 1
- R 5 000.00 per month minimum spend, excluding management fees, to local area Google CPC advertising on specific lead generation
- Insurance for Product and Public Liability (minimum amount of R1 Million)

NEXT STEPS

New Franchisee procedures:

Once we have received your completed application form and both parties have agreed to proceed, a payment of R3,600.00 is required. This fee is payable to Franchising Plus, an independent external company, and covers the cost of an online franchise-specific psychometric assessment.

Should your results indicate a strong alignment with our franchise model, we will proceed to the next stage of the process.

Training

Training will be conducted at SheerGuard SA HQ over a three-week period. The program will provide comprehensive instruction on all aspects of operating your franchise successfully, covering both theoretical and practical components.

Moving forward Steps as follows:

1. You will receive a Disclosure Document providing a comprehensive overview of our franchise model, including the organizational structure, solvency certificate, financial model, and product list. A signed copy of this document must be returned to proceed.
2. The license fee of R190,000.00 is payable, which includes:
 - A Marketing Kit valued at R20,000.00
 - A set of Samples valued at R10,000.00
 - A Launch Package upon completion of training, valued at R20,000.00
3. Once the full payment has been received, the Franchise Agreement and its Annexures will be issued. You will have a 10-business-days (2-weeks) cooling-off period to review, sign, and return the agreement.
4. Upon receipt of the signed agreement, a training fee of R80,000.00 will be due.
5. Once the training fee has been received, training dates will be scheduled, and workshop documents will be emailed to you.
6. A list of all Franchise requirements will be provided, including details of the required tool kit and arrangements will be made for your vehicle to be booked in for branding.



The SheerGuard Family



Our VISION is to be the trusted market leader providing innovative Security Solutions to the Southern African market.

Our MISSION is to deliver quality premium products driven with service excellence and integrity - offering safety with beautiful aesthetics.

SheerGuard Values

S Safety & Security
H Honesty
E Excellence
E Effectiveness
R Reliability
G Gratitude
U Uniqueness
A Accountability
R Responsibility
D Dependability



Franchisee Testimonials

Below are a few of our franchisee testimonials endorsing our SheerGuard SA business model and training program:



SheerGuard Sandton - Samantha McEwan

Having come from a completely different industry to home safety, I thought it would be a challenge, but once I bought my franchise my mind set changed! I have had complete support from SheerGuard SA head office, from the start up, with step by step assistance, to fully qualified leads which I have had a high success rate with and have already built a strong referral list with the relationships I have with my current clients. Any obstacles that have come along have been swiftly overcome with the personal, efficient support from the SheerGuard SA head office. The return on investment has exceeded my expectations, and I am confident that this year will turn over even more profit. We believe that in this exciting South African economy it is vital we provide not only a premium product, but a complete solution which is both strong and stylish.

We want to contribute by adding exactly that and hopefully more. Quality, style and light allowing safety into your home. In order to provide this my franchise team and I live by the following values: Clear – Passion Strong – Relationships Safe – Product These reasons make me realize what I choose to do makes a difference. “Follow my life -long passion which is to drive a successful, meaningful business which is most importantly rewarding and valuable.”

SheerGuard Durban North - Mark and Hunter Brown

After months of searching for a successful Franchise brand in South Africa to buy into, SheerGuard SA was my No. 1 choice. By joining an experienced Franchise organisation, SheerGuard SA never ceased to amaze my son and I by making us feel like part of the family from day one.

SheerGuard SA has afforded my son and I the opportunity to grow the SheerGuard SA brand on the Dolphin Coast and be able to work as a father son team. By joining the Franchise my son and I went through an intensive training programme. This included sitting in a training room and being taught sales techniques, the history of Exolon® and fully understanding the product range to finally being able to do installations with an experienced installation team.



The training was beyond anything we could have expected and taught us so much and made us feel confident in the decision we made to buy into the franchise. This training was superb and has given us the knowledge and ability to supply the best possible service and products to our customers.

Blowing our minds further Ricky and Kelvin came down to the Dolphin Coast and assisted in launching SheerGuard SA. The training was extremely informative and the knowledge that Ricky Walton owner of the SheerGuard SA Franchise shared with my son and I will always be imprinted in our minds.

Franchisee Testimonials



SheerGuard Cape Town Southern Suburbs - Jonathan Skorpen

I joined the SheerGuard Family in 2016. I was an indigenous landscaper for over 13 years with my own little team working for myself. It was up and down but enjoyable, often stressful but fulfilling, creating outdoor spaces for wonderful people. Working for myself was tough and lonely at times.

I had an incredible mind change after meeting Ricky Walton (Rocket man) as he is affectionately known, for his attitude, incredible foresight, and amazing leadership skills. I did not need much convincing to buy into this incredible company and the SheerGuard brand. I still feel that I work for myself, however, I never feel alone, like many days in landscaping.

Our products are innovative and premium, always advancing, changing the old security look to stronger yet aesthetically pleasing, creating beautiful features out of security solutions and our customers love our products. I am happy, consistently busy, work very hard and never feel alone. The incredible Head Office staff have my back, as do the other franchise owners. I'm proud to be part of this world-class TEAM!

PRODUCT RANGE



Clear Burglar Bars



Transparent Security Gates



Primate Barriers / Monkey Bars



Child Safety Barriers



MeshGuard Windows & Gates



MozziGuard Insect Screens

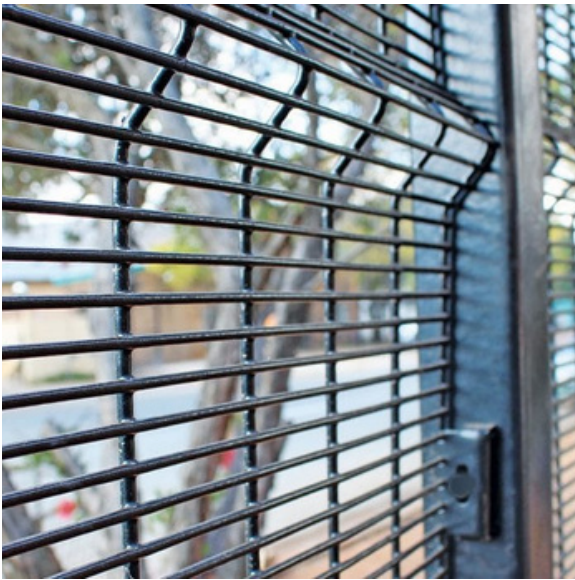
PRODUCT RANGE



Expandable Security Gates



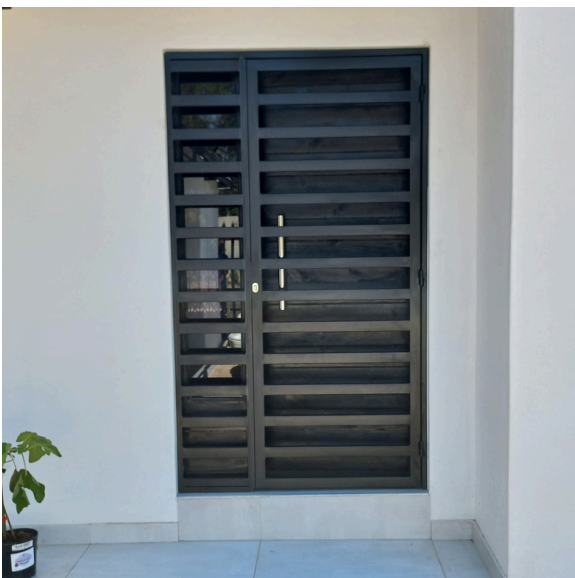
Secure Shutters



SheerView Fencing



RolaGuard Rotational Security Spikes



Steel Gates



Blinds