

## James' Home Services Prepares To Go West

Queensland-based home services franchisor, James' Home Services, is set to expand its concept into Western Australia with a revised strategy for master franchising. Although established for 25 years, the company was acquired in 2015 by entrepreneur, Mike Dowling, who successfully revamped the business. Earlier this year, Wollermann Franchise Developments (WFD) carried out a review of the business, in anticipation of taking the James' Home Services business into Western Australia.

WFD recommended a different approach – one based on its experience of the changing market for recruiting master franchisees. Rather than seeking one master franchisee for a single high initial territory fee, WFD recommended dividing the business into six smaller master franchises – one for each of the six service divisions of the James' business. With a focus on depth rather than breadth, each master franchisee then becomes fully immersed in the development of their one particular division rather than owning and managing six different business skills from house cleaning to dog washing.

With a larger number of service-focused master franchisees buying the divisional master franchise for a smaller initial fee, the incentive is to hit the ground running and to recruit local area franchisees in just one service. In the case of Western Australia, WFD is recommending that James launch the brand with JHS Interior Cleaning, as this is the service with a high appeal to people seeking a proven and popular franchise business.

With the endorsement of Mike Dowling, the Master Franchisor, WFD expects to be appointing the JHS Interior Cleaning divisional master franchise for Perth, and WA, by the end of 2018.