

# atm2go

## BE YOUR OWN BOSS BASED IN BRISBANE'S BEAUTIFUL BAYSIDE!

This existing business is up for sale as the owners have committed their time elsewhere.

ATM2GO has been operating in the Bayside area since 2012. Our brand is well known in south east Queensland and if you are based in Brisbane then the chances are you would have seen our machines at events both large and small over the last couple of years.

The event side of the business has been established in Brisbane since 2011, and while we have always encouraged our franchisees to have a mix of fixed sites in their fleet, there are more opportunities today than there has ever been due to the banks removing their machines.

This business has counted all the big events in the Bayside area as their clients over the last number of years. It benefits from these clients rebooking year after year, as they are very happy with the service these local franchisees have provided.

### 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.

Because our franchisees are a part of the local community, they provide unrivaled local service, particularly in some of our smaller cities and regional areas where our larger competitors don't have the staff or the spare parts on the ground. 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 [enquiries@atm2go.com.au](mailto:enquiries@atm2go.com.au)

## TERRITORY

The Bayside territory extends from Murrarie all the way down to Shailer Park, and including all the areas out to the coast.

## EQUIPMENT

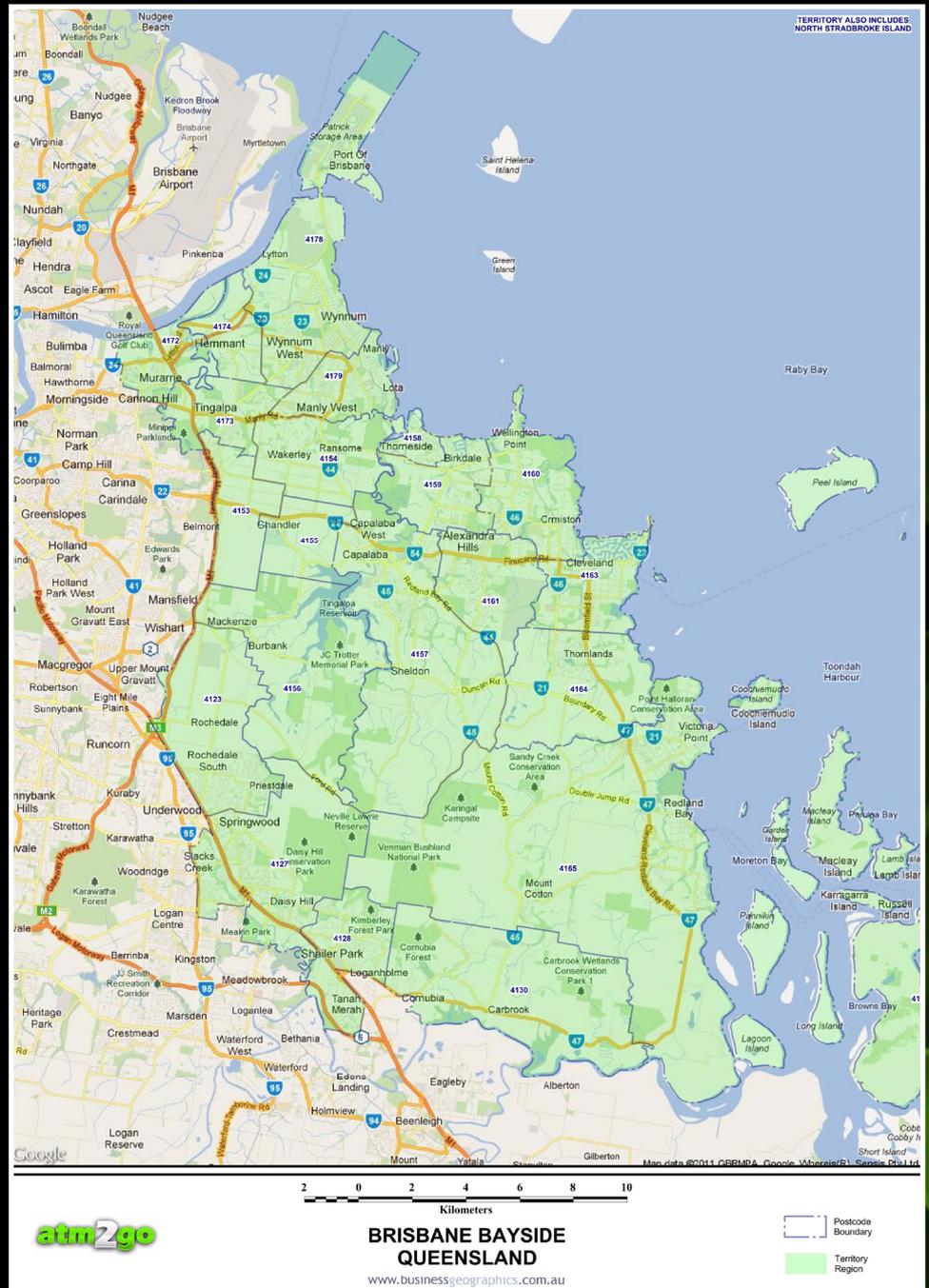
- 1 x ATM2GO trailer (includes 2 x ARGO 12 ATMs, marquee, feather banner and A-Frame sign).
- 1 x event ATM (Argo 12)
- 1 x fixed ATM located at the Sleemans Aquatic Centre.

## COST

The asking price is \$51,000 which includes the Bayside territory and equipment.

While the current franchisee only has two years left on the first five years of their agreement, this price includes a new franchise agreement which gives you five years plus a further five year option.

On top of the purchase price, there are also training and documentation fees. Training is conducted at our head office in Brisbane.



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## 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 head office to meet our team face-to-face.

**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 \$5,000 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.

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# FREQUENTLY ASKED QUESTIONS

## DO I NEED ANY ATM EXPERIENCE?

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

## 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.

For current commitments you would need \$170,000.

## 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.

## 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.

## 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 respect this and we do ask our prospective franchisees to have a good think about whether this would work for them.

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.

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