



# DAVID REID HOMES AUSTRALASIA



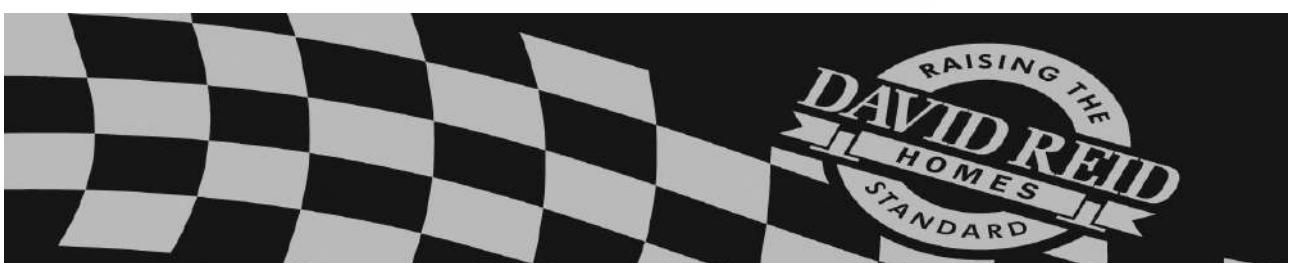
## Franchise System

Thank you for your enquiry regarding a David Reid Homes Business Opportunity.

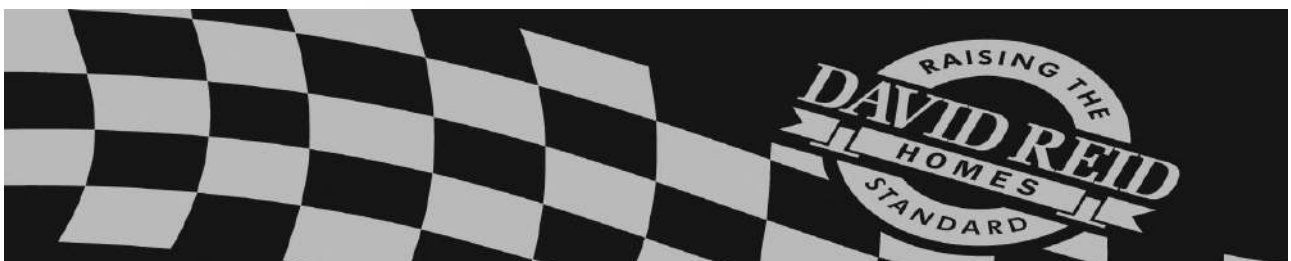
This booklet is to give you an insight into owning your own David Reid Homes Franchise Business. It covers an overview of how this Company started and how you can become part of a successful profitable business.

You will find all relevant paperwork necessary to start your application for a David Reid Home Franchise area.

As a David Reid Homes Franchise, you get the benefit of our great experience as well as our multi award winning designers, builders and interior consultants.



1. Ken Beissel - Managing Director & CEO
2. Company Overview
3. Company Profile
4. Why Buy a Franchise?
5. David Reid Homes Franchise Programme
6. New Franchise Checklist
7. Franchise System Overview
8. Confidentiality Agreement Form
9. Franchise Application Form
10. What to do now?
11. Recent Media Material
12. Example of DRH Brochures



Once you have read through this booklet, you will no doubt, have many other questions to ask.

So please do not hesitate to contact Ken Beissel our CEO.



**Ken Beissel**

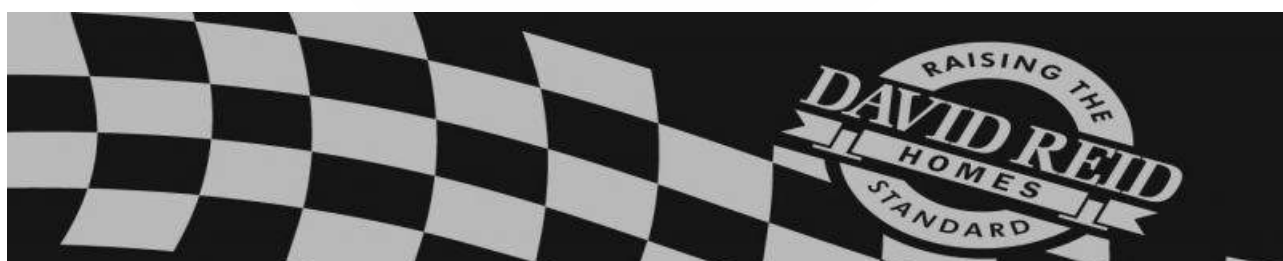
Managing Director & CEO

**David Reid Homes Australasia**

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7/3986 Pacific Highway

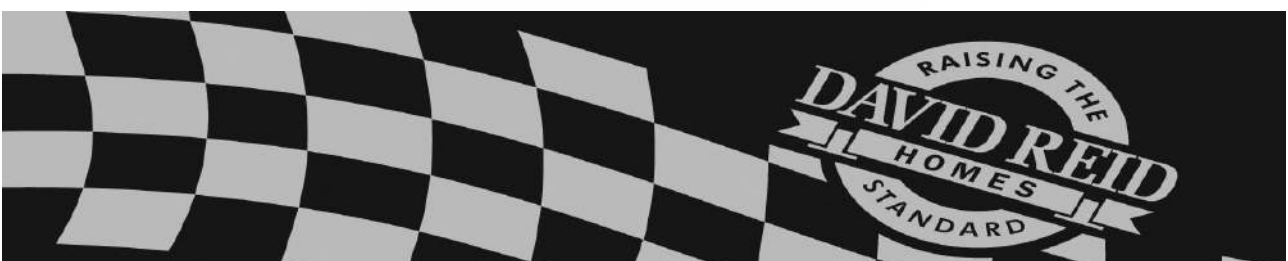


From small beginnings 18 years ago, the design and Build company 'David Reid Homes' is now recognised to be at the fore-front of design, quality and service in the building industry, as judged by its peers.

The Company's philosophy is to thoughtfully create the best possible home for the individual client, suited to its unique site, to definite price and time frame. The success of the company is based around key people and relationships. David Reid Homes has an experienced focused team and their commitment to quality has led the company to developing some of the most advanced in-house systems for specifying, costing and project management within the building industry.

The company is focused on quality and customer service, along with those strengths, add leading edge IT support and an investment in key people.

***To continually "Raise the Standard" of design, innovation, quality, service and value to levels which others can only aspire"***

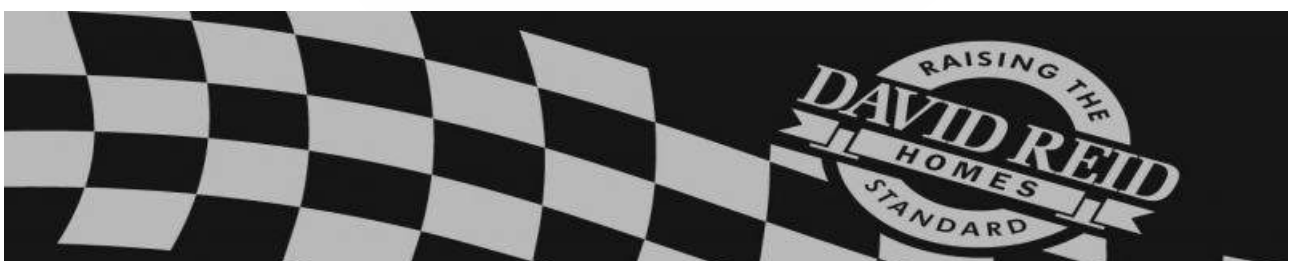


David Reid Homes offers you a robust business that in one incredibly comprehensive package gives you:

- A recognised brand, profile and reputation
- Leading edge building and project management systems
- Original floor plans, designs and modelling
- Website
- Policies and procedures
- Legal documentation
- IT Systems
- Sales & Administration process and training
- 24/7 access to support structures and mentoring
- Internal storage system housing a plan library, photos, marketing and procedure manuals.

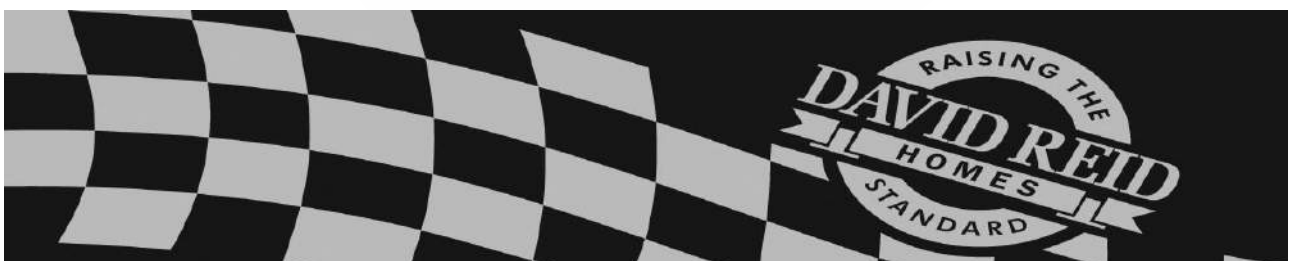


- A chance to be part of an award winning iconic home building franchise.
- A robust business in one incredibly comprehensive pack-age.
- More than just a franchise, a business that you'll work on, not just in.
- An easy, cost-effective professional edge in the luxury home building market.
- Advanced IT software programs to support your business.
- Bulk buying Supplier benefits to save you \$\$\$\$
- A support structure within the company of key individuals, set up to mentor and assist the development of new franchisees.



## Get the David Reid Homes 'Edge'

- EASY** From Concept to completion, David Reid Homes will provide you with best mix of user friendly marketing tools and building management systems.
- SUCCESS** You get instant access to proven business model—designed to deliver successful building outcomes on time and on budget in any geographic region.
- COST EFFECTIVE** You would be required to invest substantially more money to create your own 'comparable' David Reid Homes model.
- SUPPORT** You will have access to a team of experts backing you up 24/7
- QUALITY** You will enjoy being part of a team that produces luxury homes built with a craftsmanship that will stand the test of time.



If you are seriously considering becoming a David Reid Homes Business owner, we will arrange an initial overview meeting at our Head Office which will take around 3 hours.

Once you have signed your Franchise agreement, we want to get you up and running as quickly as possible, so your intensive training will be over 2 half days with ongoing training from that point on.

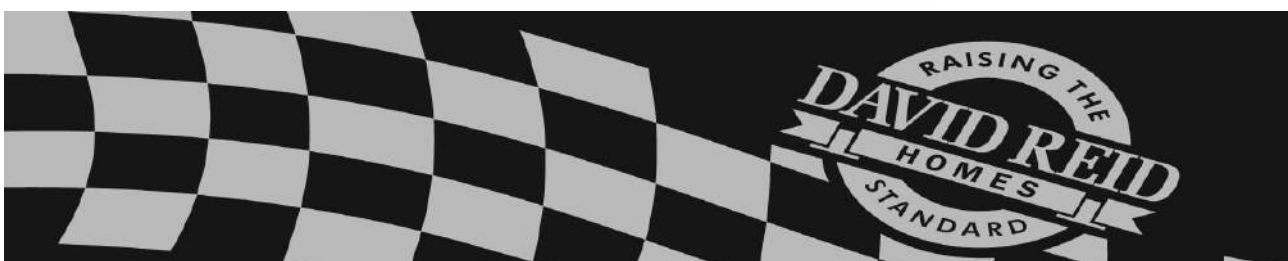
The induction Program includes the following:

### **1.0 Plans**

- 1.1** DWG working drawings
- 1.2** PDF working drawings
- 1.3** 70 mm standards
- 1.4** Standard construction details
- 1.5** Inclusions– drafting information

### **2.0 Bill of Quantities**

- 2.1** Design Range Plans
- 2.2** Databuild training
- 2.3** Help files and back up manuals



### **3.0 Pre-Tender and Contracts Overview**

**3.1** New Home Proposal

**3.2** New Home costs sheet

**3.3** Contracts overviews and additional addendums

### **4.0 Advertising**

**4.1** House & Land advertisements

**4.2** Television advertisements

**4.3** Sample advertisements/tutorials

**4.4** New advertising direction

**4.5** Small sample ads for real estate sections

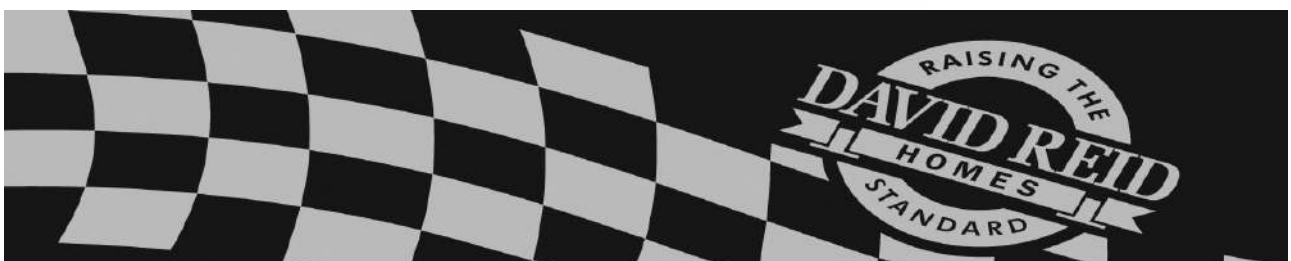
**4.6** Handling the media overview

### **5.0 Sales**

**5.1** Sales training slide shows

**5.2** Sales paperwork & memos

**5.3** Sales office layout



## **6.0 General Employment**

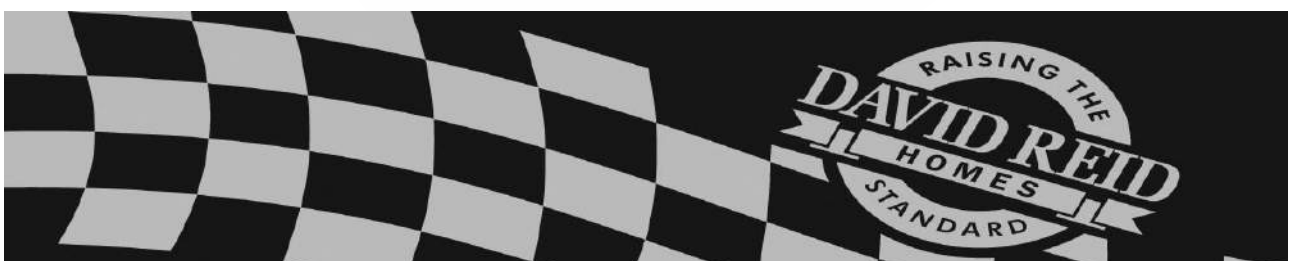
- 6.1** Employment agreements
- 6.2** Advertising for staff

## **7.0 Marketing/Promotion**

- 7.1** House & Land Brochures
- 7.2** Standard letters & Point of Sale
- 7.3** Inclusions—brochure versions
- 7.4** Display Homes check list

## **8.0 Finance**

- 8.1** Loan Checklist
- 8.2** Client Information checklist
- 9.3** Quick qualifier



## **9.0 Administration**

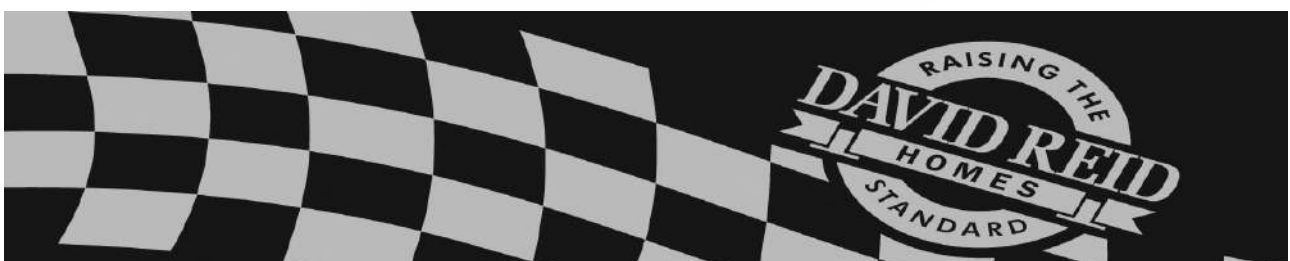
- 9.1** Logos
- 9.2** Standard letters
- 9.3** Rebates, display discounts and supplier contacts
- 9.4** Colour selection
- 9.5** Specification
- 9.6** Draft Agreements

## **10.0 Construction**

- 10.1** Construction checklist system
- 10.2** Workplace health and safety
- 10.3** Hand over paperwork

## **11.0 Maintenance**

- 11.1** Letters
- 11.2** Warranties



## **12.0 General Information**

**12.1** Display locations

**12.2** Franchise contact lists

**12.3** Surveys

**12.4** Signage

**12.5** Franchise reporting and ordering

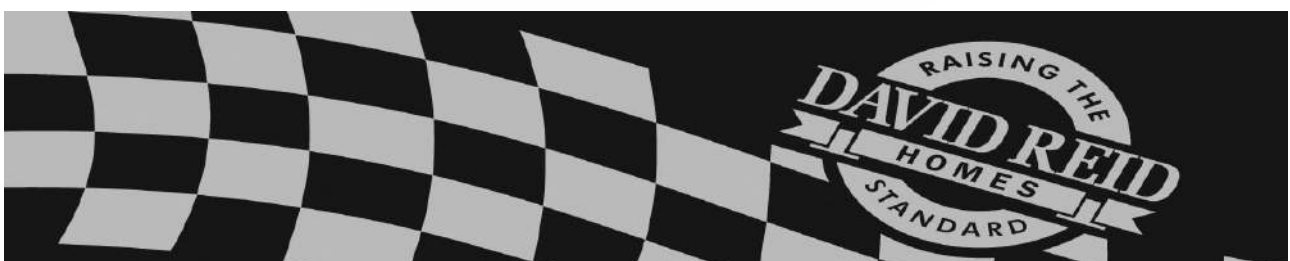
## **13.0 Software Information**

**13.1** The DRH Storage system

**13.2** Plan Library

**13.3** Online uniform and stationary ordering

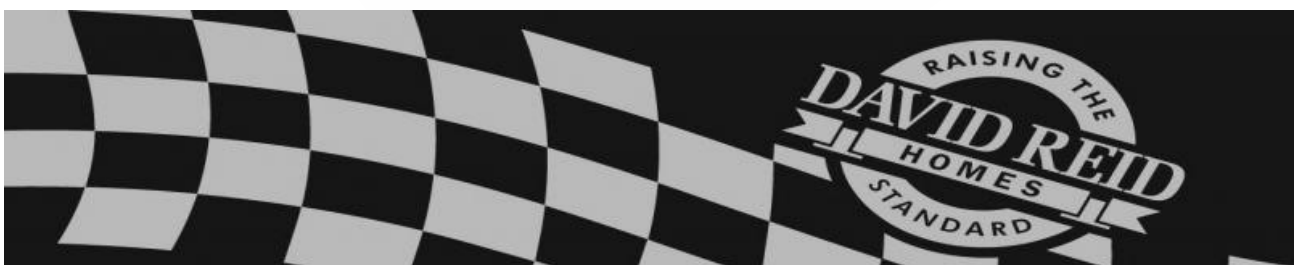
**13.4** Remote access to Databuild



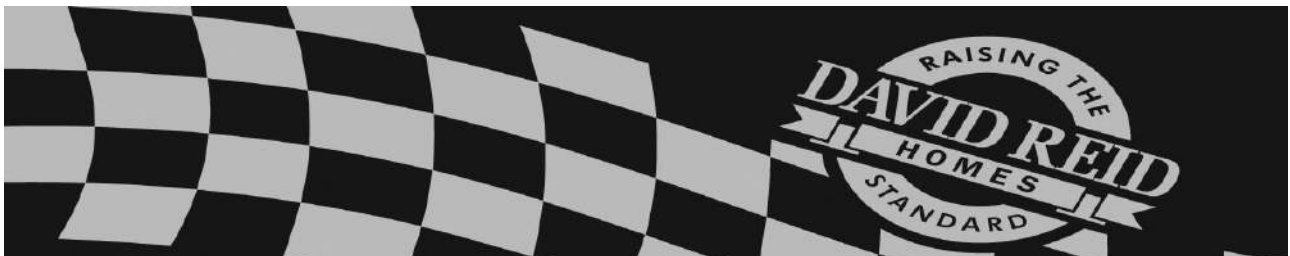
The following pages provide you with a list of documentation that is available to franchisees.

These are available as hard copies and soft copies through our online storage system.

While every effort is made to ensure the relevance and accuracy of all these documents, you must take independent qualified legal advice as to the suitability and validity of these documents under legislation, which may apply in your franchise area.



TITLE	DESCRIPTION
DWG& PDF Working Drawings 30 & 90mm	CD containing working drawings for the <b>standard range</b> of David Reid Homes drawn with 30 mm frames (need a cad programme to open the files)
DWG & PDF Working Drawings 70mm	CD containing working drawings for the <b>Investor Range</b> of David Reid Homes drawn with 70mm frames(cad)
DWG & PDF Working Drawings 70mm	CD containing working drawings for the <b>Luxury Range</b> of David Reid Homes drawn with 70mm frames( cad)
DWG Standard Detail	CD containing drawings of standard details for David Reid Designs.
PDF Construction Detail	PF of non-dimensioned standard construction details for David Reid Homes range.(includes porticos, niches etc)
Inclusions—Investor range	List of standard measurements and details for people drafting plans for David Reid Homes (i.e. States bathroom tile heights, mirror sizes etc)
Inclusions—Standard range	List of standard measurements and details for people drafting plans for David Reid Homes (i.e. States bathroom tile heights, mirror sizes etc)
Inclusions—Luxury range	List of standard measurements and details for people drafting plans for David Reid Homes (i.e. States bathroom tile heights, mirror sizes etc)
Link to Plan Library	A Link to our online Plan library that houses concept drawings and Plans.
Link to FCP Online	Link to access and purchase DRH Plan brochures.

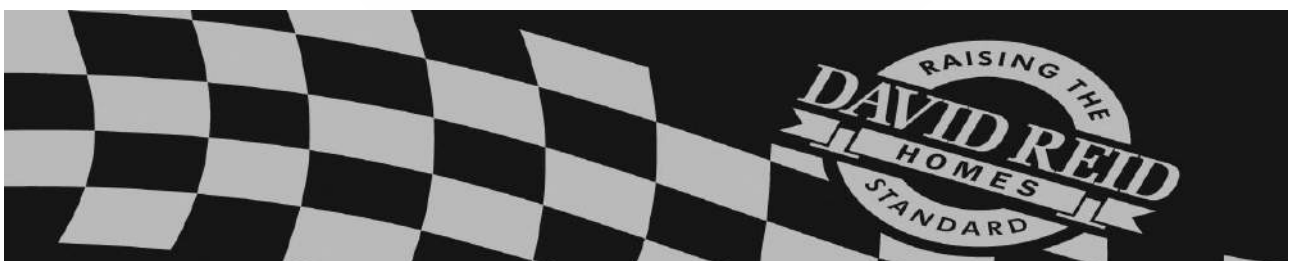


TITLE	DESCRIPTION
Master Designs	A CD of Bill of quantities for all master designs for Franchise Builders.
DRH Company Model BOQ's (Databuild)	The Standard David Reid Homes 'Company Model' that includes an item price file as a comprehensive 'starter kit'. Includes instructions and samples. Updating the price file to local pricing will produce local selling costs for the Master Designs.
BOQ Word Documents	All designs have been transferred from Databuild into standard Microsoft Excel documents as 'hard copies' of the BOQ's for use with other estimating procedures.

## Advertising

TITLE	DESCRIPTION
House & Land Development	Press Ads format including house and land package price, floor plan, promotional offer reference and contact details.
Promotional Tutorials	Examples of newspaper tutorial and advertising used or opening new display homes.
Advertising templates	Templates and specifications for advertising
Media	Information on how to handle media reports
Sales & Marketing issues	Helpful hints on how to get additional valued advertising when negotiating with print media outlets.

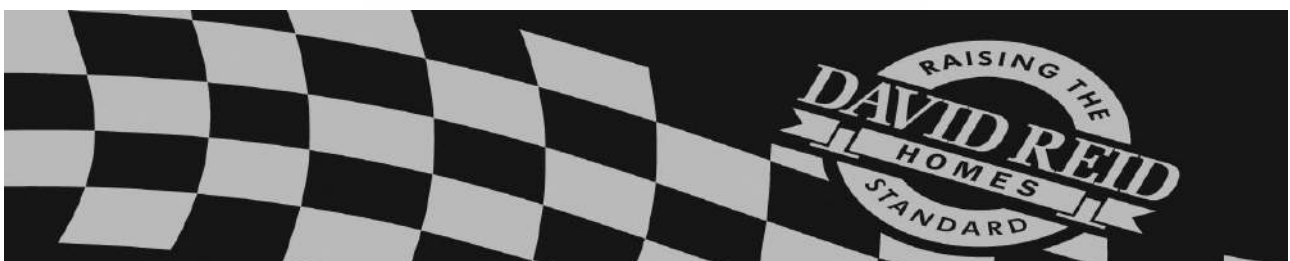
NOTE: You are required to forward proofs of all adverts to David Reid Homes to ensure consistency of advertising and also provide assistance to you.



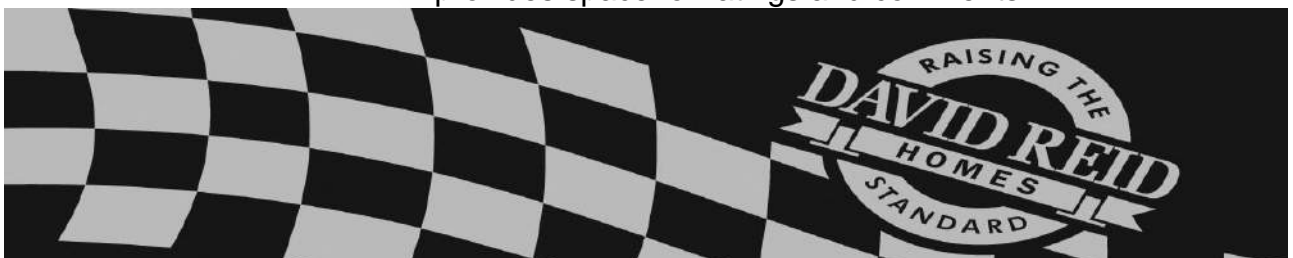
TITLE	DESCRIPTION
Sales Process	Full Sales Manual outlining the sales process from initial enquiry through to signing over to the construction manager.
DRH standard letters	Standard letters and enquiry forms
Letters & Forms	Full set of standard forms and letters

## Finance

TITLE	DESCRIPTION
Finance Introduction	Introduction letter explaining the process and what loans are available
Loan checklist	Details needed to process a loan application
Client information sheet	Client's personal information, needed for processing of loan.



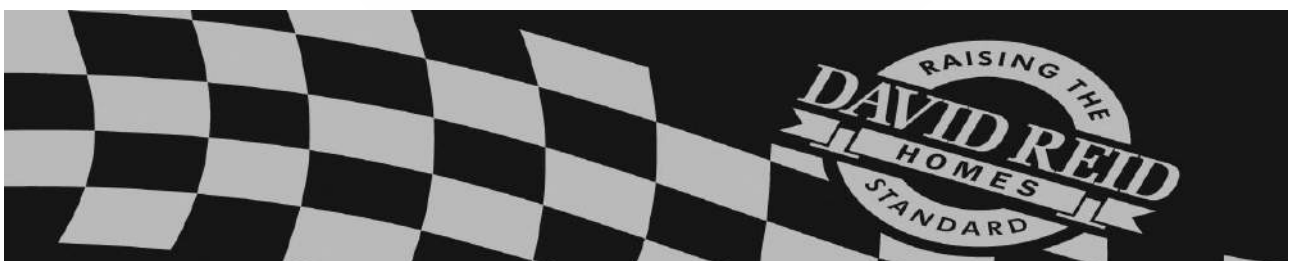
TITLE	DESCRIPTION
	Samples of newspaper advertisement( including layout and Sales Position adverts copy). Has been used by franchisees and received good responses
Employment application	Provides for contact details and gives authorisation to check referees.
Sales Job description	Job description detailing responsibilities, key skills, communication, administration and limits of authority.
Construction Job description	As above
Office staff job description	As above
Interview questions	List of questions to ask during an interview along with back-ground on things to look for when interviewing prospective employees.
Interview review form	Provides a series of boxes for ticking or crossing depending on the candidates rating against key performance indicators
Overall candidate assessment form	Allows for comments and rating of candidates and includes a procedure for further action.
Telephone reference check form	Self-explanatory
Payment structure	Details and quantifies commissions. States who is responsible for what costs (i.e. display home telephones) and what work is required for the commission to be paid.
Personal record	Form for recording detailed personnel information on all new staff
Employment agreement	Employment agreement or a sales person appointed as an employee. Includes a schedule of duties and a bonus scheme.
Performance Assessment	Form, which identifies key performance indicators and provides space for ratings and comments.



TITLE	DESCRIPTION
Copy of Manual	A full leather folder for the client to house their plans, warranties and contracts with instructions of progress.
6 and 12 month maintenance letters	Details needed to process a loan application.
Trade warranties	Clients personal information, needed for processing of loan.

## Administration

Copyright	Australian Copyright Council (ACC) information overview Copyright agreement between the builder and the client to Copyright Agreement acknowledge that all one-off plans developed by the builder is copyright to David Reid Homes.
Display Office Presentation Material	Display standard portable display banner of home facades and plans for the display office.
Protocols	Email, General, Individual, New vehicle, office, phone, uniform and Plans Protocols.
IT Set Up	Email signature format, setting up archive files , and email set up instructions.
FCP Online storage	Set up and use of online ordering system
Storage systems	Set up and instruction on The Box and Plan Library

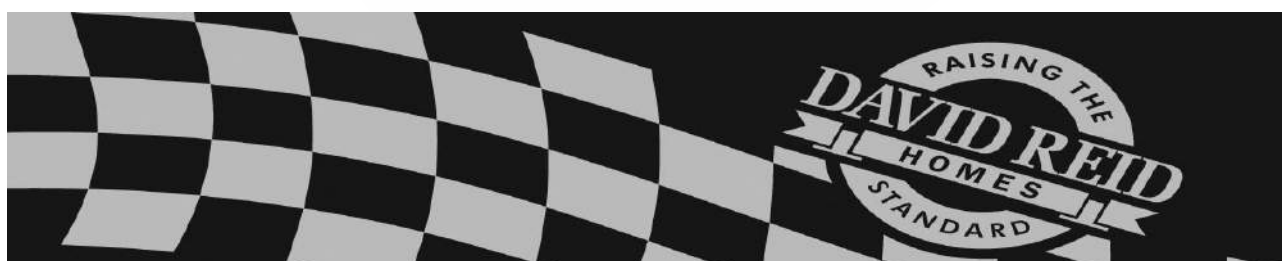


# General Information

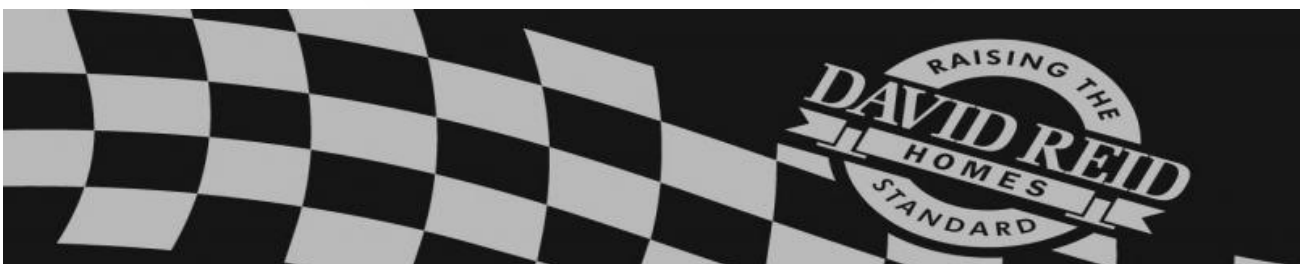
TITLE	DESCRIPTION
Franchise Listing	Full contact list of David Reid Homes Head Office, Territory Directors and Franchisees emails, addresses and phones.
Induction	Agenda of induction training and topics covered
Client questionnaire	Detailed survey for given to clients at hand over.
Sales reporting	Blank sales report to be completed by each franchisee monthly showing all sales and recording building approval information when sales meet this milestone.
Building activity statement (excel)	Report to be completed by franchisees each month stating how many slabs they have poured for the reporting month.
Business Plans	Developing your business plan

# Marketing/Promotion

Client Letters	Soft copies and hard copies of client letters and referrals
Marketing Letters	Display Home hand outs
Brochures	Flyers for all Display Homes and Designer range
Marketing Protocols	All Marketing protocols and information to assist the Franchisee



TITLE	DESCRIPTION
Car signage files	Cut files for vehicle signage
Acrylic reception signage	Details of acrylic signage for the office reception
External Office signage	Files and photos of office frontages including door etching.
Banner signage	Artwork for Banners in various sizes
Builders sign	Art work of corflute builders sign
ABC Signage	Instructions and demonstration on ordering signs online.
Display Home signs	Artwork and pictures of display home signs
House & Land Packages	Art work of signs used to sell packages and blocks
General Signage Protocols	David Reid Homes corporate colours using the Pantone Matching system



## CONFIDENTIALITY DEED

**THIS DEED** is made on the \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_.

### **BETWEEN**

**David Reid Homes (Australasia) Pty Ltd** of 1/3896 Pacific Highway, Loganholme, in the State of (“the Company”)

### **AND**

\_\_\_\_\_ of

C/- \_\_\_\_\_ in the State of (“the Recipient”).

### **RECITALS**

- A. The Recipient has requested certain information concerning the Company (“**the Information**”) to assist it in its appraisal of the Company and its decision whether or not to participate in a David Reid Homes Franchise (hereinafter collectively referred to as “**the Business**”).
- B. The Company wishes to protect the Information which it regards as valuable and confidential.
- C. The Recipient acknowledges and agrees that all written and oral Information contained, or embodied in any medium, previously now or hereinafter furnished by the Company to the Recipient or a Related Body Corporate is the confidential and valuable property of the Company and that the Company’s business operations could be damaged if any of the Information is disclosed, such damage not being able to be sufficiently remedied by an award of damages.

**THIS DEED WITNESSES** that in consideration of the Company providing the Information to the Recipient and of the mutual promises contained in this Deed the parties agree as follows:-

1. In the construction of this Deed, unless the contrary intention appears:-

**(a) "Related Body Corporate"** means, in relation to a body corporate, a body corporate which is related to it within the meaning of *Section 50* of the *Corporations Law*.

**(b) "Information"** means all information passing from the Company or a Related Body Corporate to the Recipient relating to the Business from the date of the Deed, including but not limited to trade secrets, drawings, know how, techniques, source and object code, business and marketing plans and projections, arrangements and agreements with third parties, customer information and customer information proprietary to customers, formulae, customer lists, concepts not reduced to material form, designs, plans and models.

**(c) "Related Entity"** means any company, trust or other entity which is controlled by the Company or the Recipient (as defined in *Section 15* of the *Corporations Law*).

In this Deed: -

(a) Reference to:

(i) one gender includes each other gender;

(ii) the singular includes the plural and the plural includes the singular;

(iii) a person includes a body corporate;

(iv) a party includes the party's executors, administrators, successors and permitted assigns;

(b) If a party consists of more than one person, this Deed binds them jointly and each of them severally.

(c) A party which is a trustee is bound both personally and in its capacity as a trustee.

(d) "Including" and similar expressions are not words of limitation.

(e) Where a word or expression is given a particular meaning, other parts of speech and grammatical forms of that word or expression have a corresponding meaning.

(f) If an act must be done on a specified day which is not a Business Day, the act must be done instead on the next Business Day.

3. Subject to **Clause 4**, the Information shall be kept confidential by the Recipient and shall not be photocopied or otherwise reproduced without the express written consent of the Company.
4. The Recipient shall not (directly or indirectly) disclose, divulge or provide the Information to any person without the prior written consent of the Company, provided however that such Information may be disclosed to:-
  - (a) a limited number of directors (as defined in *Section 9* of the *Corporations Law*), officers, and employees of the Recipient on a strictly "need to know" basis; or
  - (b) the legal representatives, accountants, financiers and advisers of the Recipient,  
  
(together the "**Recipient's Representatives**") who are specifically assigned to work on the evaluation of the Business and who owe a similar duty of confidence in relation to the Information.
5. The Information shall not be used by the Recipient, nor shall the Recipient permit it to be used in a manner or for a purpose detrimental to the Company, or otherwise than for an evaluation of the Business.
6. The Company may at any time cease to supply Information to the Recipient if the Recipient is in breach of this Deed and in particular, but without limitation, if the Recipient uses, or the Company believes in good faith it will use, or will be likely to use, the Information otherwise than for an evaluation of the Business.
7. The Recipient acknowledges that the Company is free to disclose any Information to any other person, should it so desire, and in those circumstances would not be under any obligation to notify the Recipient.
8. The Recipient must ensure that all Information remains the exclusive property of the Company and, when not in use, is securely stored.
9. In the event that discussions relating to a possible David Reid Homes Franchise should cease, for any reason whatsoever, the Recipient shall, within **three (3) days** of receipt of notice by the Company, promptly deliver to the Company and shall not retain, nor permit the Recipient's directors, officers, employees, legal representatives, accountants, financiers or advisers (or any Related Entity) to retain, any and all originals, copies, notes calculations, summaries or extracts of the Information.
10. The Recipient further agrees that unless required by law, it will not disclose, nor permit to be disclosed the fact that it is considering or has considered a possible David Reid Homes Franchise, or any terms or conditions of such action, or the status thereof.
11. The Recipient agrees that should they not proceed with a David Reid Homes Franchise, then for a period of **two (2) years** from the receipt of the Information the Recipient or any Related Body Corporate or Related Entity associated thereto shall not interview, solicit to employ, or employ any employee, contractor, consultant or advisor of the Company.

**12.** The Recipient shall not:-

- (a) manufacture any product or use any process based on the information without the consent in writing of the Company; and
- (b) use or disclose to a third party any aspect of the Information for the purpose of contacting or contracting with any employee or client of the Company or a Related Body Corporate.

**13.** The Recipient shall assume responsibility for the actions of its consultants and employees and any Related Body Corporate or Related Entity who have access to the Information and shall ensure that the consultants, employees, Related Body Corporate and/or Related Entity shall be similarly bound by the obligations created under this Deed.

**14.** The Recipient agrees, understands and confirms that it may not assign, transfer or otherwise dispose, in whole or in part, of any of its rights hereunder. This Deed shall extend to and be binding upon the parties and their respective legal representatives or successors.

**15.** This Deed shall **not** be deemed to include any Information:-

- (a) which at the time of its first disclosure to the Recipient is in the public domain;
- (b) which after disclosure to the Recipient comes into the public domain otherwise than by disclosure and breach of the terms hereof;
- (c) which the Recipient can prove was in its possession at the time of first disclosure to the Recipient by the Company and was not acquired directly or indirectly from the Company; or
- (d) which the Recipient received from a third party, provided that it was not received directly or indirectly from the Company in breach of an obligation of confidence owed by the third party to the Company.

**16.** The Recipient hereby acknowledges and agrees that the Company makes no representation or warranty, express or implied, as to the truth, accuracy, relevance, completeness or usefulness of any Information, whether oral or written; communicated to the Recipient, and that the Company shall have no liability, in negligence or otherwise as a result of the Recipient's use of or reliance upon the Information.

**17.** The Company accepts no responsibility for any interpretation, opinion or conclusion that the Recipient may form as a result of examining the Information.

**18.** The Recipient acknowledges that any opinions expressed in the Information are based on the knowledge and approach of the persons forming the opinion at the date that the opinion was formed and may have ceased or may in future cease to be appropriate in light of subsequent knowledge or attitudes.

**19.** The Recipient acknowledges that any unauthorised use or disclosure of the Information or any part of it in breach of this Deed will cause material damage to the Company. Consequently the Company has the right, in addition to any other remedies available at law or in equity, to seek injunctive relief against the Recipient and any of the Recipient's Representatives or Related Body Corporate or Related Entity in respect of any breach of this Deed by the Recipient or any Recipient's Representatives or Related Body Corporate or Related Entity.

- 20.** The Recipient indemnifies the Company from all claims, costs, expenses, losses and liabilities (including, without limitation, in connection with the enforcement of this Deed) as a result of or in connection with any breach of the Deed by the Recipient or any Recipient's Representatives or Related Body Corporate or Related Entity.
- 21.** If the doing of any act, matter or thing under this Deed is dependent on the consent or approval of a party, or is within the discretion of a party, such consent or approval may be given or such discretion may be exercised conditionally or unconditionally or withheld by the party in its absolute discretion.
- 22.** Any notice given under this Deed must be in writing, signed by a person duly authorised by the sender, and addressed to the intended recipient at the address last notified by the intended recipient to the sender. The notice will be taken to have been given when delivered, received or left at the notified address. If delivery or receipt occurs on a day when business is not generally carried on in the place to which the notice is sent, or is later than 4.00pm (local time), it will be taken to have been duly given at the commencement of business on the next day when business is generally carried on in that place.
- 23.** This Deed contains the entire agreement of the parties with respect to its subject matter. It sets out the only conduct relied on by the parties and supersedes all earlier conduct by the parties with respect to its subject matter.
- 24.** This Deed may be amended only by another deed executed by all parties.
- 25.** No failure to exercise and no delay in exercising any right, power or remedy under this Deed will operate as a waiver. Nor will any single or partial exercise of any right, power or remedy preclude any other or further exercise of that or any other right, power or remedy.
- 26.** The rights and obligations of the parties will not merge on completion of any transaction under this Deed. They will survive the execution and delivery of any assignment or other document entered into for the purpose of implementing any transaction.
- 27.** Each party shall bear its own costs arising out of the preparation of this Deed.
- 28.** This Deed shall be governed by and construed in accordance with the laws of the Australian States.

**SIGNED, SEALED AND DELIVERED**

**EXECUTED** by **Name of Party:**

Signature of Director

Signature of director/secretary

Name (BLOCK LETTERS)

Name (BLOCK LETTERS)

**EXECUTED** by **Name of Party:**

Signature of Director

Signature of director/secretary

Name (BLOCK LETTERS)

Name (BLOCK LETTERS)



# Application for a Franchise

## PERSONAL DETAILS

### Applicant one

### Applicant two

Surname:	
First Name(s)	
Date of Birth	
Occupation	
Current Address	
Home Phone	Work Phone
Mobile Phone	Email

Surname:	
First Name(s)	
Date of Birth	
Occupation	
Current Address	
Home Phone	Work Phone
Mobile Phone	Email

### Solicitor

Name of Firm  
 Contact  
 P O Box  
  
 Phone  
 Fax  
 Email


### Accountant

Name of Firm  
 Contact  
 P O Box  
 Phone  
 Fax




Colourful cushions and artwork add homely feel to the neutral palette. The living areas are light and bright due to large windows and open-plan style

# green living

*This passive-solar -designed house in the countryside is at one with nature*

**L**ocated in a regional town in northern New South Wales, this modern, eco-friendly dwelling is not typical of the country. Built by the homeowner, Dan Wilks of David Reid Homes, creating this house

was as much about building his dream home as it was about creating a body of work that exemplifies what he, as a builder, is capable of.

In particular for Dan, this meant displaying the advantages of passive solar design and a “green” way of building. Dan is passionate about the subject and has completed his HIA Greensmart course. He was eager to prove the theories in his own home.

According to Dan, two of the most important aspects of building are orientation and insulation, and along with these the house has undertaken cross-flow ventilation, shading, and passive solar design in the pursuit of a greener way of living.

“The orientation aspect is a classic example in our case. We have positioned our house a little north-east,” says Dan’s wife, Kylie. “This is perfect for our passive design, but our view

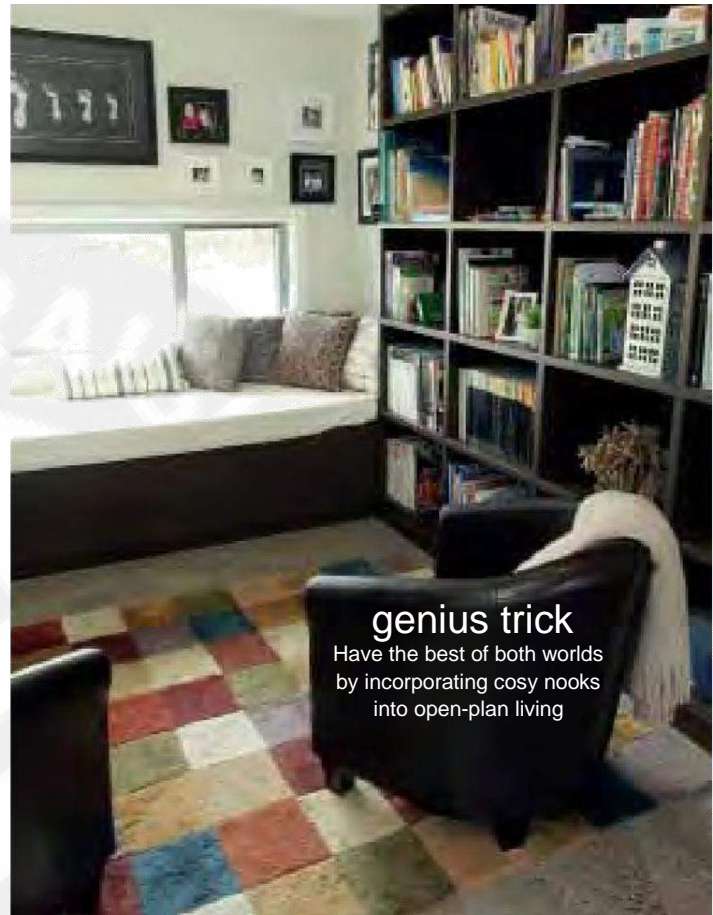
of the town is more to the east. Most people think that’s the direction your house should face, but although our house isn’t facing the town, it doesn’t mean we don’t get to enjoy a view of it,” she explains.

The interiors are fresh and simple. A neutral colour palette of white, light and dark grey, and browns from the timber elements, is made vibrant with the occasional splash of colour from a cushion, rug or piece of artwork.

“A simple colour palette allows the texture of different materials to become the feature,” says Kylie, adding that the block walls give the house a structural grounding. Big, north-facing 4m x 12m glass doors are another family favourite and let the tranquil bush view take centre stage.

The house has been custom-designed to suit the family and, according to Kylie, “The design was about meeting different aspects of our life and future life.” This means that important areas such as the business hub and kids’ areas can be closed off if need be. “We can shut the door of the office and walk away,” says Kylie. The guest

Well-designed stairs can be a standout feature



**genius trick**  
Have the best of both worlds by incorporating cosy nooks into open-plan living

The kitchen features a blonde wood and clean white palette. With separated bench spaces it suits the family's needs



## RAISING THE STANDARDS

It takes skill, vision and determination to see a building project through from beginning to end. For the people at David Reid Homes, these attributes have seen the company expand nationally. Operating in all areas of Australia, David Reid Homes has been dedicated to creating inspired homes for clients all over the country for many years.

The company's philosophy, "to continually raise the standard of design, innovation, quality, service and value to levels which others can only attempt to aspire to", resonates through every department. In certain situations, clients prefer to draw

inspiration from existing designs; David Reid Homes has an extensive portfolio of concept designs to help home owners make the right decision. "Our suite of concept designs has been exclusively created so you can see how design, aesthetics, materials and technology can make a difference in your new home.

From IT to architecture, the close-knit team at David Reid Homes persistently works together to form the perfect home for every client. This dedication to its art has seen the company receive a number of awards around Australia.



*"I have been a builder for over 20 years and now I am the South East Queensland franchise owner for David Reid Homes.*

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## BUSINESS OPPORTUNITIES

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experience, as well as gaining access to our multi-award winning team of designers, builders and interior consultants. We see our franchisees as our partners and select the right partners to ensure the continued success of our business.



For more information contact Ken Beissel

**Call 0412 889 286**

[www.davidreidhomes.com.au](http://www.davidreidhomes.com.au)

# David Reid Homes

With the backing of an international brand and the flexibility of a local office, David Reid Homes creates contemporary homes that continue the raise standards.



## David Reid Homes scores Beissel as Australian CEO

*BUILDING industry executive and rugby league stalwart, Ken Beissel, has switched corporate teams to join housing franchisor David Reid Homes Australia as CEO.*

Mr Beissel takes the reins with a game plan to expand the David Reid Homes Australian franchise network from its current line-up of six to “70 or 80 within three to four years.”

His track record in both the business and sporting arenas suggests this objective is no ‘pie in the sky’.

As general manager of franchising and development for Cavalier Homes from 2001, Mr Beissel was credited with helping to make that home builder one of the Pacific region’s largest with upwards of 100 franchises throughout Australia and New Zealand.

Twice he was named in the Housing Industry Association’s ‘top ten’ list of movers and shakers in the building industry.

In the world of rugby league, Ken Beissel is the creator of the now famous ‘Pie in the Sky’ campaign which, in 2011, will see a Legends All Stars game attract crowds of up to 10,000 to his small NSW Riverina home town of Hay.

His can-do attitude is clear in his choice of the ‘Pie in the Sky’ name for his grassroots regional football development scheme.

It emerged after Country Rugby League boss Terry Quinn, to whom he had initially proposed the concept for boosting bush participation, dismissed it as “pie in the sky stuff”.

David Reid Homes was founded across the Tasman in 1993 and is now one of New Zealand’s largest building groups, currently with 27 franchises and hundreds of ‘gold medal’ housing awards to its name.

The David Reid name is also going global with franchising offices established in the Middle East, United Kingdom, United States and India.

“David has been trying to headhunt me for quite some time to take his Australian operation to a new level,” Mr Beissel admitted.

“I took a long and close look at his operation because I really have to believe in what I’m selling before I will commit.

“I genuinely love his franchising model and I plan to make it even stronger by going directly to established builders and helping them to grow their business,” he said.

David Reid Homes had already carved a reputation in Australia as a luxury home builder, but Mr Beissel plans to expand into other key markets.

“While continuing in our established luxury niche market, we are setting up a project home base with new design ranges for the family and investor markets,” he said.

Mr Beissel, one-time coach of his beloved Hay Magpies, is also taking the David Reid Homes name with him onto the football field.

March 2011 will see the David Reid Homes All Stars captained by league legend and current Queensland Maroons State of Origin coach, Mal Meninga, and coached by the game’s ‘immortal’ Arthur Beetson.

Meninga will lead greats including his NSW counterpart, Blues coach Ricky Stuart, Indigenous All Stars and Country Rugby League team coach, Laurie Daley, Kangaroos assistant coach, David Furner, Mark Tookey and Quentin Pongia.

The David Reid Homes All Stars are set to play the Hay Magpies Invitational side in the ‘Pie in the Sky’ match at Hay Park Oval on March 5.

David Reid Homes Australia is headquartered on the Pacific Highway at Loganholme between Brisbane and the Gold Coast.

Offices are located in Perth and Launceston, at Mt Waverley and Mornington Peninsula in Victoria, Bowral in the NSW Southern Highlands and on Queensland’s Sunshine Coast.

“That list is set to grow significantly,” Mr Beissel said.

