

Commercial in Confidence

Memorandum of Information

Sanitair® Brisbane North



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Business Overview



Sanitair® Brisbane North is a part of the highly successful Sanitair® franchise network, Australia's leading air conditioning sanitising provider with over 65 franchises across the country. This business delivers exceptional services to residential and commercial clients, specialising in improving air quality, reducing energy costs, and extending the lifespan of air conditioning units.

As part of the national Sanitair® brand, the Brisbane North franchise benefits from extensive brand recognition, a robust operational framework, and access to innovative solutions, making it a trusted name in the HVAC sanitising industry.

The business operates with the support of a **proprietary CRM system**, streamlining bookings, invoicing, and customer relationship management, that is provided by the Franchisor. As one among over 65 other franchises across Australia, operational efficiency and high customer retention is present and the reason why this national brand is trusted for its innovative solutions, quality service, and customer satisfaction.

Key Services include:

- High Wall Split System cleaning (Standard and Premium services)
- Mould and bacteria removal from air conditioning units
- Asthma and allergy-friendly services
- Annual maintenance contracts for businesses

This is a franchise business opportunity and committed purchasers need to be approved by the franchisor. The business benefits from the support and operational structure of the national franchise, which provides robust marketing, product development, and training programs. Its reputation is reflected by its significant size and the numerous 5-star reviews, underscoring its commitment to customer satisfaction and quality service.

Financial Performance

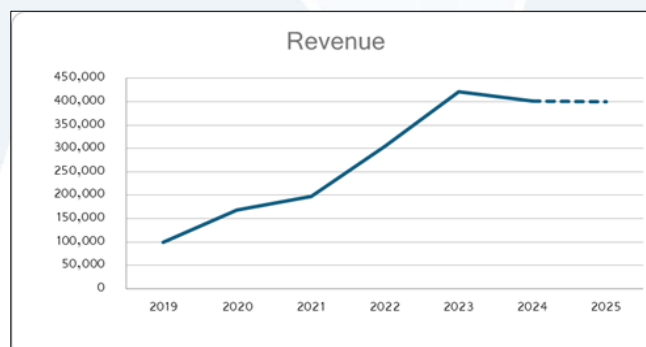
Sanitair® Brisbane North has demonstrated stable revenue generation, bolstered by ongoing demand for air conditioning sanitising services across its service area. It has maintained efficient cost management practices, resulting in consistent profit margins.

Sales Breakdown:

- For the July to November 2024 period, 37% of sales/customers were commercial, and 63% were domestic.
- For the January to June 2024 period, 38% of sales/customers were commercial, and 62% were domestic.

Key Financial Metrics:

- Annual income remains steady at \$400,000 plus, with the warm Queensland summer providing room for growth in both residential and commercial sectors.
- The business operates with a healthy PEBITDA of approximately \$200,000 (PEBITDA: before owners take a wage) which favourably comparable to industry benchmarks.
- The business owners both work in the business, one works five days per week and one averaging two days per week – i.e. full time and part-time. There is a full-time employee and during the summer months, casual or part-time workers are needed to cope with demand.
- Franchise fees are modest, covered by operating cash flow and the franchisor provides proprietary and market-valued consumables.
- The HVAC sanitising market is resilient, with increasing and unmet demand for air quality solutions, making this business well-positioned for future growth.



Key Assets



Equipment and Resources:

- The business operates two service vehicles, which are equipped and branded, serving as self-contained operational cost-centre tools and providing continuous mobile advertising.
- Proprietary cleaning solutions, tools and booking systems provided by the franchisor ensure high-quality, consistent services across all client engagements.

Premises:

Operating from a home base, the business has minimal overheads, with all services conducted at client locations. This structure allows for operational flexibility and low-cost reach throughout its franchise area.

There are very low inventory and storage needs, ensuring the business does not interfere with the home life.

Strengths:

- **Brand Reputation:** The business benefits from being part of a national franchise, with strong brand recognition and customer trust.
- **Proven Systems:** Efficient and well-established operational systems ensure smooth, low-risk business continuity.
- **Niche Market Demand:** Air conditioning hygiene is a vital service, particularly with growing concerns over air quality, positioning the business in a stable, high-demand niche.

Opportunities:

- **Growth Potential:** The business has the opportunity to expand its reach by targeting businesses and homes within its vast geographic area. Additional and unmet demand is present from industrial and commercial contracts.
- **Service Diversification:** Supporting the businesses that engage in HVAC system installations has significantly increased revenue and is generating inward inquiry streams.

Offer and Ask

The full-time working owner has succumbed to a pre-existing injury which has created the imperative to leave this rewarding and enjoyable lifestyle business. They are seeking new opportunities and are keen to provide a business founded on family values to a new owner.

The opportunity is being offered for **\$335,000**. This price includes two vehicles – the third is negotiable, operational assets, equipment, training by the franchisor and an established, loyal customer base necessary for ongoing successful operations.

The seller is seeking a timely transaction, presenting this as a solid opportunity for a buyer to enter or expand within this HVAC sanitising market.

Disclosure

As previously stated, this Business Memorandum of Information (MOI) and any supporting information is provided subject to the undertakings given in the Confidentiality Agreement previously executed.

Inspection and Contact Details

At the Owner's request, inspection of this business is to be by appointment only and arranged through the consultant:



Owners Warranty

I certify that the information contained herein is correct to the best of my knowledge. *Original MOI has been reviewed and signed by the Business Owner.*