



MasterFix

Property Maintenance



Our Story

MasterFix Property Maintenance

Building Australia's Leading Network for Tradespeople and Handymen

MasterFix was born from a simple idea: to create a place where skilled tradesmen, handymen, and dedicated weekend warriors could turn their passion into a thriving, full-time business. We know what it's like to dream of being your own boss, of creating something successful and meaningful. That's why we set out to build a brand that helps talented individuals like you build successful businesses while being part of something bigger—a network dedicated to becoming Australia's No. 1 name in property construction and maintenance.

Our founder's journey began over 20 years ago, leading and growing diverse businesses across different industries. After spending six highly successful years as CEO of a renowned international multi-award winning franchise based in Melbourne, he knew it was time to channel his experience and passion into something new. Driven by a lifelong enthusiasm and understanding for construction and renovation, he launched MasterFix, creating a franchise model that's as supportive as it is effective.

MasterFix isn't just another franchise; it's a true partnership. We recognise the unique skills you bring and are committed to helping you unlock your full potential as a business owner. Our proven, turnkey system was developed specifically for tradespeople ready to make the leap from employed work—or even weekend DIY—to business ownership. With industry-leading training, comprehensive operational support, and unmatched lead generation, our Head Office team is here to empower you every step of the way.

About You

Passion for Service

You are committed to delivering exceptional service and exceeding customer expectations. You take pride in the work you do and enjoy seeing your customers smile.

One or More Skills or Trades

Ideally, you have experience in one or more trades offered by MasterFix. Alternatively, you're handy around the house and eager to learn new skills to expand the services you can provide to your customers.

Entrepreneurial Spirit and Adaptability

You have the drive to take charge of your own business and make it a success, along with a willingness to learn and adapt to the evolving needs of residential and commercial customers.

Collaborative Team Player

The ability to collaborate with the MasterFix team and fellow franchisees to grow your business and enhance the overall brand. This includes collaborating on jobs to achieve shared success.



\$Billion Dollar Industry

In 2024 the Australian trades and handyman franchise industry exceeded \$1.3 Billion dollars and is expected to continue growing in 2025.

Key Client Types

- Home Owners
- Property Investors
- High Net Worth Individuals
- Seniors, Elderly & Retiree's
- Apartment Owners
- Townhouse / Villa Owners
- White Collar Workers
- Time Poor
- Small builders

Client Sources

- Online & Referral Sites
- Website & Google Ad's
- Estate Agents & Property Managers
- Builders & Trades
- Mail Campaigns
- Referrals from Clients
- Signage, Vehicles, Uniforms etc





Core Services

Bathroom Renovations
Carpentry
DryWall & Plastering
Door & Lock
Fencing
Kitchen Remodeling
Painting
Retaining Wall
Internal Wall Building
Interior Walls

Additional Services

Decking	Flooring
Basic Electrical	Joiner Services
Interior Wall	Lock Services
Landscaping	Tiling
Pool Fencing	Custom Furniture Services
Ceiling Repair	Furniture Assembly
Door Repair	Plumbing

Franchise Opportunity



Turnkey Business Model

A proven ready-to-go business model, allowing you to seamlessly transition into business ownership.



Comprehensive Training

Thorough training programs covering technical skills, customer service, and business management, ensuring you are well-equipped for success.



Operational Efficiency

Standardised processes and proven systems help you enhance productivity and maximise profitability.



Preferred Suppliers

Access to discounted prices and skills training programs from key industry suppliers.



Scalability

The franchise model is designed for growth, enabling you to expand your reach and service offerings as your business flourishes.



Marketing Support

Benefit from strong branding and marketing support, leveraging the recognised **MasterFix** name to establish credibility and attract customers.



Lead Generation

MasterFix lead generation system ensures you have enough jobs to quote and win.



Robust Support System

Receive ongoing support in areas such as operations, marketing, and technology.



Entrepreneurial Empowerment

Not only excel in your craft but also thrive as successful entrepreneurs in the service industry.

Exclusive Technology

Desktop and Mobile Business Management Platform

Everything you need to run your business is conveniently in one place. You can quote, schedule, invoice, and get paid with ease, all while providing your clients with a professional online experience through the customer portal. Automated text and email notifications keep communication seamless, and built-in reporting tools help you track and manage your business performance effectively.

Quote #	Customer	Estimate	Amount	Status
10001	John Doe	10001	\$1,000.00	Open
10002	Jane Smith	10002	\$2,500.00	Open
10003	Mike Johnson	10003	\$1,200.00	Open
10004	Sarah Brown	10004	\$3,000.00	Open
10005	David White	10005	\$1,800.00	Open
10006	Emily Green	10006	\$2,200.00	Open
10007	Robert Black	10007	\$1,500.00	Open
10008	Lisa Grey	10008	\$2,800.00	Open
10009	James Blue	10009	\$1,900.00	Open
10010	Anna Yellow	10010	\$2,100.00	Open

Lead Generation

How Does it Work?



MasterFix advertising runs 24/7 365 days of the week



Our call team log the calls and qualifies the enquiry



You call the customer to arrange a visit to quote



Call team allocates appropriate jobs to you to arrange to quote



Meet with the customer, discuss their needs and provide a quote



The customer accepts your quote



You raise the invoice for the customer, and they settle the invoice



You schedule the job and then complete it

Head Office Lead Generation Program

We take all the hard work out of generating enquiries by delivering ready-made leads for your franchise business.

Our online marketing is:

- Optimised to provide you a steady lead flow of qualified enquiries.
- Localised, so leads are within a realistic distance.
- Scalable as **MasterFix** Grows.

CONTACT INFO



Head Office
MasterFix
The Workshop
11 Kilgerron Court,
Narre Warren South, VIC 3805

masterfix.com.au
1300 003 113

Next Steps

Let's Get You Started

- 1** Interview – Successful pass your initial interview with our franchise manager
- 2** Documentation – Provide Disclosure and Franchise documentation
- 3** Franchisor and Franchisee to complete due diligence process
- 4** Franchisee Agreement – Sign the franchise agreement and agree to our Code of Conduct
- 5** Training – Book and complete initial training program