Recruitment Brochure

BUILD A BETTER FUTURE WITH CAVALIER

cavalier homes®

cavalier
homes

DREAM A LITTLE

We have been building quality homes since 2001, offering a complete business package providing seasoned industry knowledge and established business systems. Cavalier Homes work closely with highly reputable companies who specialise in marketing, insurance services, finance and depreciation. We are also internationally recognised, with franchises operating in New Zealand.

Each network member owns a set region, and the exclusive rights to build without competition from other Cavalier members. Our regions are based on local government areas (councils) and new home building statistics. They have been carefully mapped to ensure viability, maximise build opportunities and help ensure the success of all of our franchises.

We provide extensive systems implementation and training from the beginning. Cavalier builders have the support of a National Manager as well as the backing of our head office team.

A comprehensive operations manual details the procedures for running a successful Cavalier Homes business. Ongoing training and assistance are also provided throughout the year, with sales workshops and regular forums.

SALES GROWTH

THE NOW
INDEPENDENT BUILDER

- Earnings limited to your wage
- Unknown margins
- Where is money coming from

THE HOW
YEAR 1 - 2

- Known profit
- Sales pipeline
- Increased jobs under construct

THE WHERE
YEAR 3 -5

- Clear margins and profit strategy
- Increased volume to suit working lifestyles

BUSINESS ASSISTANCE

BUSINESS PLANNING
Strategic business planning process conducted with key stakeholders to map your business pathway.

BUDGETING ASSISTANCE
Budgeting workshop assistance for financial year by using our Cavalier Homes budget calculator.

BUSINESS NEEDS SUPPORT
Full access to Cavalier Homes team to discuss relevant business topics that can arise to obtain the reassurance you need to make key decisions.

OPERATIONS MANUALS
Full access to extensive sales, operation manuals to assist with staff management, HR, expectations etc.

PROCUREMENT
Supplier pricing with key build items. Ongoing discussion with all relevant suppliers.

EXPOSURE TO KEY INDUSTRY CONTACTS
We continually speak with key industry people that provide opportunities that you otherwise wouldn't be exposed to (i.e., investors, developers, financers for investment groups).

THE POWER OF NETWORKING WITH SIMILAR MINDED FRANCHISES
The ability to speak with other franchises within the group to discuss common issues and ideas

MARKETING

MARKETING PLAN WITH OUR MEDIA COMPANY

We will specifically design a marketing plan in line with your demographic, sales budget and your business specifics.

SOCIAL MEDIA SUPPORT

Assistance to setup social media sites with ongoing support for content and advertising.

MAIN WEBSITE

The Cavalier Homes website demonstrates our brand as market leading. With a modern and vibrant feel, the website houses an extensive range of plans, display home locations and customer testimonials.

OWN MEMBER WEBPAGE

The opportunity to have your business on a separate page on the Cavalier website showing your unique advantages.

MARKETING FUND – NATIONAL & LOCAL (AUSTRALIA)

Our marketing fund is set up to give money back to the franchises and support the national marketing budget which offers a range of national advertising through various media channels including TV, radio and social media.

CAVALIER SHOP

Full Cavalier Homes Shop to order Cavalier Branded business-related items (i.e. site signs, polo tops, display boards, pens etc).

CAVALIER STYLE GUIDE

A blueprint for all Cavalier branding across the business for items such as display homes, uniforms, cars, utes, shop fronts etc.

SYSTEMS

OVERHEAD CALCULATOR

A template to generate all the associated overheads of your business to then allow accurate house pricing.

TRAINING

Our Systems Trainer will offer each new member training on all our systems to get the relevant people in your business up to speed. Ongoing support is offered, and system updates and improvements are constantly keeping your business ahead of the game.

A comprehensive training program on all facets of the business is provided with video, E learning and onsite training at our Headquarters provided.

CAVALIER EDGE

Cavalier Edge provides web-based access to all documents required for a business including:

- Manuals
- Supplier Pricing
- House Plans
- Sales Material
- Forms
- Training Videos

Edge is constantly being updated to ensure members have everything they need at their fingertips.

SYSTEMS PACKAGE

Estimating software constructor supplied. Includes estimating, CRM system, scheduling and siting and sales estimate software.

Refer seperate Systems Brochure for more information

Extensive training program set out by our Training Manager and covers all aspects of the business model.
Includes:

- Onboarding program at Head office over 3 days
- Developing good habits program at 8 weeks after joining
- Business 101 program at 16 weeks after training

ARBORITE Panel
Request your complementary sample at www.arborite.com.au or call 1300 662 667
Solid Colours
Timber Grains
smart stone
Barley
Beach Side
Cape Stone
Midnight
Havana
Riverside

SALES

SALES PLANS
A full range of plans in both marketing flyers and brochure plans.

HOUSE & LAND PACKAGING
Customise the House & Land brochure templates already available in Cavalier Edge. Advertise on the Cavalier Homes website, social media and on the Interactive TV in your office or display home.

DETAILED SALES MANUAL
A detailed manual in plain English describing every aspect of what a salesperson is required to do in the sales area.

SALES TRAINING
Comprehensive training modules on sales and managing a sales team provided. Onsite training at display homes at Head Quarters provided. Mentoring from the groups top sales people also available.

ZOOM MEETINGS
Regular Zoom Meetings with National Sales Manager and General Manager to discuss sales strategy, products, promotions, marketing strategies and support and access to National Sales Mentoring team.

VISITATIONS
Quarterly visits to Franchise regions to assist in sales growth opportunities.

LEAD GENERATION
Sales Lead Generation programs at head office to ensure sales leads for Franchisees.

OPERATIONS

OPERATIONS MANUALS

An operations manual has been written to ensure our franchisees and staff know exactly the Cavalier process of transitioning from start to finish.

CAVALIER MODEL

Our model, operations manual and range of supporting documents supports you through all aspects of running your franchise, focussing on critical points of your business: Construction, Trades, Money, Systems & People. The model clearly demonstrates the Cavalier method of operations but is designed to still let you run your business.

OUR SUPPLIERS

Cavalier Homes has strong relationships with our supplier network. We value these alliances and receive quality products at competitive rates, allowances on Display homes and outstanding warranty and service.

During these tough times with Covid-19 our suppliers have remained steadfast in looking after us with supply and service. Whilst many independent builders struggled to get material, our network managed to keep going.

This shows the value of our supplier network and our network in general who helped each other through.

BEAUMONT TILES

USG BORAL

BONAIRE
The leaders in heating and cooling

DYNAMIC DOOR SERVICE

JamesHardie

PGH BRICKS & PAVERS

polytec

Rinnai

smartstone
THE BENCHMARK IN STONE

Steeline
Service over and above

Tradelink

Westinghouse

WORKING DRAWINGS

A comprehensive suite of plans has been developed for all our standard plans including:

- Floor Plans
- Site Plans
- Internal & External Elevations
- Marketing Brochures
- House & Land Templates
- Facades

PRODUCT SHOWCASE

Cavalier Homes provides ongoing product support to our Franchisees to ensure maximising build opportunities in each region across different market segments.

- DOUBLE STORY
- SINGLE STORY
- KNOCK DOWN/REBUILD
- DUPLEX
- ACREAGE
- SLOPING BLOCKS
- GRANNY FLATS

Contact our National Sales Manager

7961B Goulburn Valley Highway,
Kialla Vic, Australia 3631

PO Box 1290
Shepparton Vic, Australia 3632

P 0499 045 876

E info@cavalierhomes.com.au

www.cavalierhomes.com.au

cavalier homes®