



cavalier
homes®
REAL HOMES. REAL PEOPLE.

Franchising Information Brochure



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

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



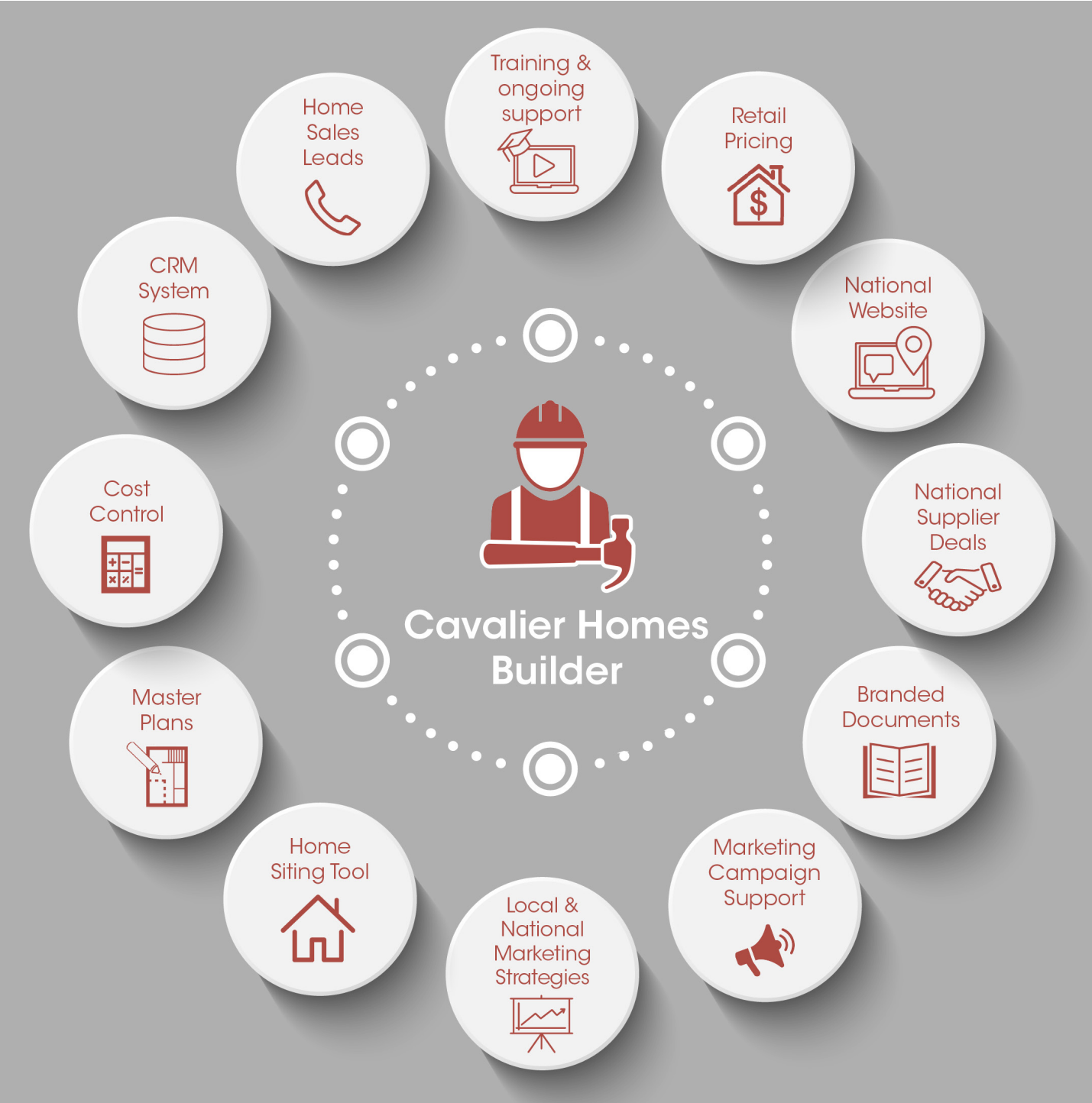
We provide extensive systems implementation & training from the beginning. Cavalier Homes builders have the support of a National Manager as well as the backing of our head office team.

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

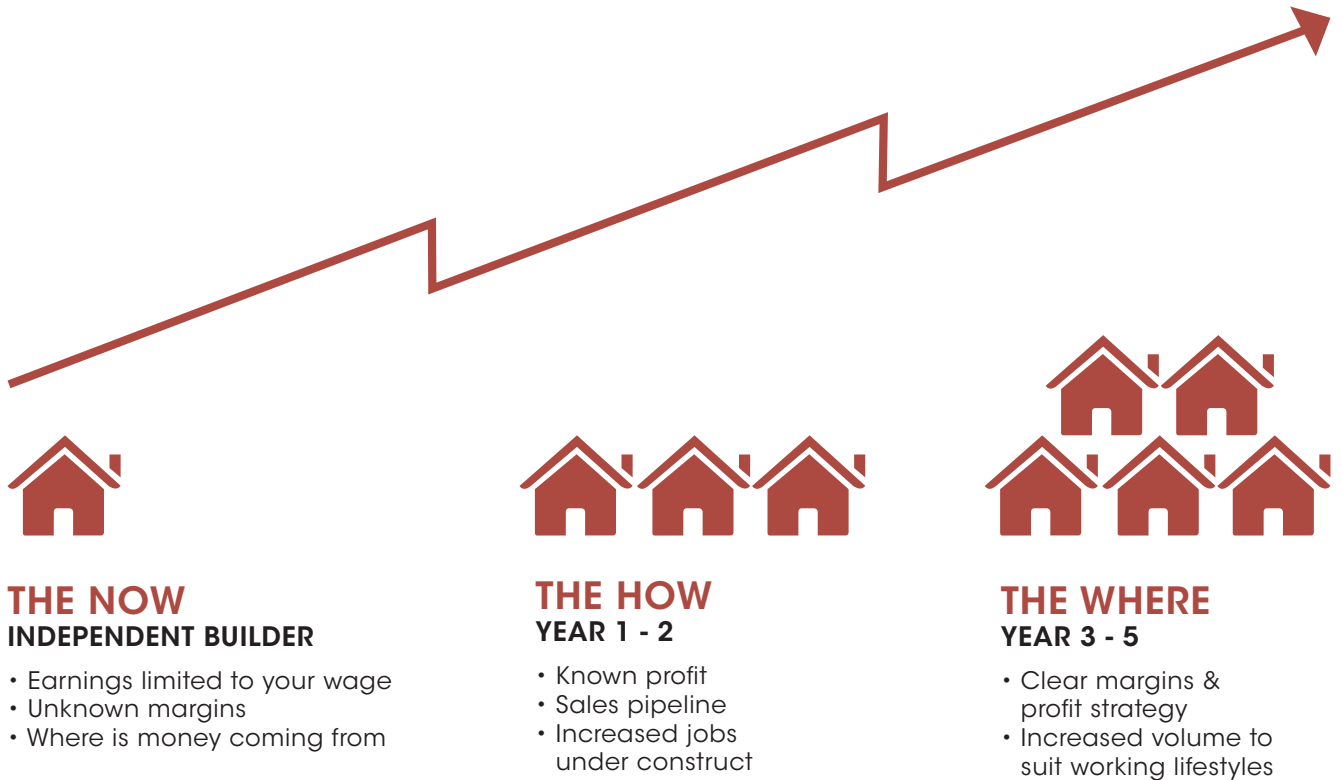
Given Cavalier Homes growing reputation of 'The Franchisee' to be apart of, regions are selling fast. So get in quick before your location sells!

If you have the drive & determination to succeed we have the support platform to assist your business.

SUPPORT FRAMEWORK



BUSINESS GROWTH



BUSINESS ASSISTANCE

BUSINESS PLANNING

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

BUSINESS NEEDS SUPPORT

Full access to the 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, finance 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 & ideas.

SYSTEMS

ESTIMATING & PURCHASING SOFTWARE

Comprehensive, easy-to-use software & database including over 1500 ready-made formulas to streamline the estimating process. Use on-screen take-off functions to quickly generate a bill of quantities (BOQ) & produce supplier purchase orders. Generate your retail house price from standard BOQ's included.

CUSTOMER RELATIONSHIP MANAGEMENT PLATFORM

Integrated web-based customer relationship management (CRM) platform customised to suit Cavalier Homes. Easily manage your customers along the new home process with our ready-made automations & workflows.

CAVALIER EDGE INTRANET

Access to all our documents, manuals, videos & sales materials via an easy-to-use web-based platform.

HOUSE SITING TOOL

Residential site plan software that provides branded site plans within minutes. Access to relevant property data including contours & site boundaries in real time. Easily flip designs, order title information or generate a personalised flyer in a few clicks.

BUSINESS EMAIL

Access to business email & productivity applications backed by Microsoft. Provide your team with a Cavalier branded email address with access across all devices including mobiles.

ENTERPRISE GRADE CYBER SECURITY

Access to enterprise grade email protection, antivirus & end point detection & response (EDR) software to help keep you safe from internet threats.

I.T. EQUIPMENT & SUPPORT

Access to a wide range of desktop, laptops, tablets & other I.T. services including remote end-user helpdesk support available provided by our national I.T. partner. Ongoing support from our National Systems Manager.

WORKFLOW MANAGEMENT SYSTEM

Streamlines aspects of operations such as; job call-ups, task assignments, supplier coordination, & ensures Occupational Health & Safety (OHS) compliance. By efficiently organising tasks, managing job requests, & overseeing supplier interactions, it enhances productivity & safety protocols.





MARKETING

MARKETING PLAN WITH OUR MARKETING MANAGER

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

SOCIAL MEDIA SUPPORT

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

MAIN WEBSITE

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

YOUR OWN BUILDER WEB PAGE

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

MARKETING FUND - NATIONAL & LOCAL

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

UNIFORMS & PROMOTIONAL ITEMS

We stock Cavalier branded business-related items such as polo tops, hoodies, hats, beanies, pens & more.

CAVALIER BRANDING GUIDE

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

ANNUAL FORUM

Held in a different franchise region each year, the annual forum brings all Franchisees together to hear the latest about the business & industry updates. Listen to key note speakers, & our national awards winners are announced. It is a great event & all Franchisees look forward to it.

SALES

SALES PLANS

A full range of plans in both marketing flyers & brochure plans.

HOUSE & LAND PACKAGING

Create House & Land packages through our CRM system. Sent directly to our website & produces a brochure, ready to be shared with customers & Real Estate Agents.

DETAILED SALES MANUAL

A detailed manual describing every aspect of what a salesperson is required to do in the sales area.

SALES TRAINING

Comprehensive training modules on sales & managing a sales team provided. On site training at Head Office provided. Mentoring from the groups top sales people also available.

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 & staff know exactly the Cavalier Homes process of transitioning from start to finish.

CAVALIER MODEL

Our model, operations manual & range of supporting documents supports you through all aspects of running your franchise, focusing 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 & receive quality products at competitive rates, discounts on Display Homes & outstanding warranty & service.



Life Is On



WORKING DRAWINGS

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

- ✓ Floor Plans
- ✓ Site Plans
- ✓ Marketing Brochures
- ✓ House & Land Templates
- ✓ Facades
- ✓ Drawn in both PDF & AutoCAD
- ✓ NCC 2022 Compliant
- ✓ Energy Ratings

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



Let's talk about...

Your New Business

1300 CAVALIER

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