



Newsletter

June 2010



We've been rather busy over the last couple of years at Mr Plumber. As you know, our franchises have been operating in Auckland, Waikato and Horowhenua for many wet winters; and it was time to roll out the Mr Plumber brand nationwide. Hunter Media advertising agency was appointed, network schedules were booked, sensible franchise agreements were written and the work began!

For such a small population; New Zealand has truck loads of plumbing companies large and small. Some have been around for over a hundred years and have been passed on from father to son, while others were established relatively recently; operating with a typically determined Kiwi attitude and finding a niche in their respective communities. Interestingly, a number of our less densely populated regions harbour some of our largest plumbing companies. Meanwhile, as of June, 2010; sixty New Zealand plumbing businesses, large and small, have joined the Mr Plumber nationwide network franchise group. Indeed, Mr Plumber is now the largest in the country and able to service more regions than other similar groups.

"Hang on a minute mate..." as Barry Crump used to say. How the heck did Mr Plumber get so big; so fast? Magic had nothing to do with it I'm afraid.

Certainly, our research tells us that Mr Plumber is the most recognized plumbing brand in New Zealand among consumers in particular. It appears that commercial interests are starting to take notice as well because we've already landed two, nationwide corporate contracts without even trying! (Pattersons Insurerbuild and Bridgestone/ Firestone). Nationwide, multi-site contracts will become an important "bread and butter" part of the network business over time while the consumer calls will account for much of the icing on the cake.

Meanwhile, we'll catch up again next month. By the way, pack your kids some good kai for school lunch in the morning; but make sure they get on the right bus...



Regards
Team Mr Plumber



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