



The Easy Way to Sell on eBay

iSold It Australian Franchises

The Facts

Owning an iSold It franchise

When you are awarded an iSold It franchise, you join the number 1 drop-off store chain and one of the fastest growing franchises in the world.

Each franchisee is awarded a generous and protected territory, with typical hours of business ranging from 10am – 7pm Monday through Friday, 10am – 4pm Saturday and Sunday.

Revenue and profit streams

Currently iSold It drop-off stores have four primary sources to collect items for sale online:

1. Neighbourhood households and drop-ins
2. Over-stock and end-of-season inventory from businesses
3. Charity and fundraiser drives
4. Source your own used and new items

iSold It drop-off stores have four primary profit centres:

1. Sales commissions on items you sell
2. Materials and packing fees on items you ship
3. Discounts off 'rack rates' for shipping and credit card processing
4. Profit on your own items you sell through the store

What does it cost to set up an iSold It franchise?

Expense (plus GST)	Investment
Franchise Fee*	\$50,000
Initial Training Fee*	\$5,000
Store-in-a-Box**	\$110,000
Working Capital (for costs such as rent, rates, wages and overheads)	\$10 – 30,000
TOTAL	From \$175,000

* Franchise fee and initial training fee are fixed

**Store-in-a-box costs are fixed, however general building and renovations may be required depending on the location of the store and lease agreement

What is the royalty fee?

Like most franchisors, iSold It collects a royalty of 5 per cent of your sales (total selling price of an item less taxes and shipping charges). It does not charge a royalty on the profit you receive from handling fees or on the margin you receive from your discounted post and freight rates – these are yours to keep. The net effect is a royalty less than 5 per cent, depending on how aggressive you are with the other fees.

Advantages of Joining the iSold It Franchise Network

Territory – Franchisees are awarded an exclusive territory based on known demographic data for their region.

Long agreement terms – The franchise agreement spans 15 years

Superior technology – Overall store operations including inventory tracking, database management, revenue collection and a centralised cheque printing system are controlled through proprietary software.

Easy store set-up – Not only will iSold It help you find store premises in your ideal location, it will then deliver your entire store in one truck! It's called a 'store-in-a-box'.

Store support – No eBay or business experience is necessary. iSold It provides you with a comprehensive initial training program and ongoing operations and marketing support.

Advertising and public relations – The franchise network can access a large library of "ready-to-use" marketing materials for local distribution and benefits from a national marketing program to build the company and the brand. Each franchise also contributes a 2% commission to a local marketing fund.

National corporate accounts – A corporate accounts program provides national and regional accounts with pre-negotiated liquidation, reverse logistics and e-commerce programs.

Low cost operation – It costs as little as \$165,000 for a fully operational store, plus working capital. Day-to-day expenses are predominately store rent, labour and local marketing.

Financing assistance – iSold It has been approved by several lenders, meaning that loan applications can be rapidly processed.

Where can I get further information?

Email: franchising@i-soldit.com.au

Visit: www.i-soldit.com.au/your_store

Phone: Ross Malcomson on (03) 9863 7133

For media enquiries, please contact Weber Shandwick:

Simone Riley
02) 9994 4462 / 0422 459 934
sriley@webershandwick.com

Leela Gantman
(02) 9994 4488 / 0402 260 540
lgantman@webershandwick.com