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www.varntige.co.nz

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Varntige Franchise

Information Pack

varntige. Level up

Disclaimer

This is a business that will not work unless you do. This business will require a lot of work on your behalf. If you are willing to put in that work, we can show you how you can earn great money whilst having a great work – life balance to enjoy your family, friends and all the things you love.

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Varntige & the Story of where it began

Founded in April 2015, Varntige was established with a clear and heartfelt mission: to help New Zealand business owners feel happier and less stressed while managing their growing businesses. Created by Chantelle Good, Varntige emerged from a deep understanding of the challenges faced by small and medium-sized enterprises (SMEs) in handling administrative tasks, bookkeeping, and more.

Chantelle's drive and ambition are partially attributed to her personal journey through health challenges. She was on dialysis when she founded Varntige (originally known as The Good P.A) and received a kidney transplant in 2019. The rebranding to Varntige occurred during the COVID-19 pandemic, reflecting Chantelle's vision for a brand that could thrive in a national market. The 'Va' in Varntige stands for Virtual Assistant, and "vantage" symbolizes a new level of business. The brand's colors and identity align with an online tech business, targeting the appropriate market. Despite the initial challenge of a name that didn't immediately convey the company's services, the team believed it was a worthwhile investment.

Their efforts were rewarded in 2023 when Varntige won VA Agency of the Year at the Virtual Assistant Awards, along with Website of the Year, and Chantelle herself won Virtual Assistant of the Year. That same year, the team also won Bookkeeping Firm of the Year with the NZQBA and saw nearly double the revenue and net profit.

Now a team of eight based in the Te Awamutu office, with a General Manager leading the operations, Chantelle is exploring new opportunities, including being the first VA firm in Australasia to franchise.



Our Growth

Over the years, Varntige has evolved into an award-winning virtual assistant firm, renowned for its exceptional services and dedicated team. We offer a wide array of services, including bookkeeping, administration, graphic design, and website development, all tailored to alleviate the administrative burdens of business owners. Our commitment to excellence is reflected in our numerous awards, including Virtual Assistant Agency of the Year 2023.





The Next Step

Franchising had never been done by a Virtual Assistant firm in New Zealand or Australia, and it was an idea that Chantelle pondered for over a year. A chance meeting with Troy Hillard, who runs The Rite Group, sparked the thought: why don't VAs franchise?

Chantelle soon realized the potential benefits: franchising could help numerous business owners across New Zealand and provide VAs with the support of an established firm. Joining forces, Troy and Chantelle have set their sights on dominating the VA industry in New Zealand.

Benefits of Joining Varntige

- **Established Brand:** Leverage the reputation and trust built by Varntige in the virtual assistant industry, including their award-winning brand.
- **Comprehensive Training:** Receive extensive initial and ongoing training in all aspects of the business, from operations to client management.
- **Proven Business Model:** Operate a business using a tried-and-tested model that has already proven successful and profitable.
- **Marketing Support:** Access national and regional marketing campaigns, social media strategies, and promotional materials to help attract clients.
- **Ongoing Support:** Benefit from continuous support from the head office, including administrative assistance, business development advice, and troubleshooting. Available Monday to Friday, 9 AM to 5 PM, for any questions.
- **Back-Up Assistance:** If you're away, sick, or unable to attend to your clients, the head office can complete the work on your behalf.
- **Technology and Tools:** Utilize the best software in the industry for Virtual Assistants – Accelo, and take advantage of Varntige's Xero Gold Partner status.
- **Community:** Become part of the Varntige team, with regular events held for franchisees and an online platform for support and collaboration.
- **Supplier Pricing:** Enjoy special pricing benefits with a range of suppliers.
- **Flexible Work Environment:** Operate a flexible business, with control over your hours and the ability to work from anywhere.
- **Regular Income:** Benefit from Varntige's monthly packages, which create recurring revenue.
- **Less Non-Billable Work:** Let the head office handle paperwork, price updates, and contracts so you can focus on billable client work.
- **Community Impact:** Make a positive impact in your local business community by helping SMEs thrive and grow.
- **Growth Opportunities:** Explore potential for business growth and expansion within the franchise network, supported by the Varntige brand and resources.
- **Team Building or Solo Work:** Whether you want to work solo or build a team, Varntige provides support in all areas.

Why Varntige as a Franchise?

Varntige's decision to create a franchise model stems from our commitment to expanding our mission of helping business owners feel happier and less stressed. By franchising, we can extend our reach across New Zealand, providing more business owners with the essential support services they need to thrive. This approach allows us to maintain a consistent level of quality and service across different regions, ensuring that our values and mission are upheld by like-minded individuals who share our passion. Franchising also enables us to tap into the entrepreneurial spirit of individuals who are eager to start their own business but can benefit from the support and proven success of an established brand. This creates a win-win situation: Varntige grows its presence and impact, while franchisees gain the opportunity to run a business with a lower risk profile and comprehensive support.



Community of Owners

When you join Varntige, you're part of the Varntige family. You'll have access to the knowledge and expertise of fellow franchisees, ensuring a supportive and collaborative environment



Smart Risk

Franchising with Varntige gives you the best of both worlds: the freedom to be your own boss with the reliable support and systems of a trusted brand, setting you up for success.



Proven Processes & Support

Our in-house team provides you with established processes and ongoing support, allowing you to focus on delivering top-notch virtual assistant services.



Efficiency + Excellence = Varntige

We provide the efficiency and excellence, redefining the industry with high standards and exceptional support.

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www.varntige.co

Your New Zealand Virtual Assistant firm

Reception & Administration

100% Xero Bookkeeping

Graphic Design

Rocketspark Websites

rocketspark
Gold Partner

Helping you be happier and less stressed while running your growing business



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Your New Zealand Virtual Assistant firm

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Franchising our values



Integrity: Ensuring high standards of service and ethics across all franchises, maintaining the trust and reliability Varntige is known for.



Growth: Enabling entrepreneurs to start and grow their own successful businesses with the backing of a recognized brand.



Community: Building a network of franchisees who support each other and contribute to their local business communities.



Positive Action: Encouraging proactive approaches to business challenges and opportunities, driving success through innovation and dedication.



Knowledge: Ensuring that franchisees are well-equipped with the latest industry knowledge and best practices to provide top-tier services.

Sales and Marketing

By joining Varttigi, you will benefit from Chantelle's 9+ years of experience in the industry. Varttigi is renowned in the VA industry for its leading services in virtual assistance, bookkeeping, graphic design, and website development.

- ✔ **Award-Winning Recognition:** Varttigi's website won VA Website of the Year in 2023. You will receive a dedicated page on this website to market yourself and your services.
- ✔ **Strong Social Media Presence:** Leverage Varttigi's good engagement rate on social media. You also have the option to manage your own Facebook page if you wish.
- ✔ **Effective Advertising:** Benefit from Varttigi's Trade Me and Google Ads campaigns, which generate multiple leads.
- ✔ **Ready-to-Use Marketing Materials:** Access promotional flyers, leaflets, business cards, and vehicle signage that are ready to use.
- ✔ **Sales Support:** Utilize the Head Office Sales Team to help secure larger contracts or for any sales assistance you need.
- ✔ **Extensive Network:** Connect with Varttigi's partners all over New Zealand.



Support and Training You Can Expect as a Varntige Franchisee



- ✓ **Initial Training:** Receive comprehensive training covering all aspects of the business, including operations, client management, and the use of Varntige’s advanced software and systems, ensuring you have everything you need to get started.
- ✓ **Ongoing Support from Head Office:** Benefit from continuous support from Chantelle Good and the experienced team at Varntige’s head office, providing you with the guidance needed to succeed.
- ✓ **Marketing and Promotional Assistance:** Access national and regional marketing campaigns, social media strategies, and promotional materials to help you attract and retain clients effectively.
- ✓ **IT and Equipment Assistance:** Get help with IT support and equipment purchasing to ensure you have the necessary tools for your business.
- ✓ **Quarterly meetings:** Participate in quarterly meetings with Varntige Headquarters to review financials and accounts, ensuring everything is running smoothly.
- ✓ **Business Advice and mentoring:** Receive ongoing business advice and mentoring to help you grow and succeed.

What can we earn?

Choosing to become a self-employed franchisee with Varntige means taking control of your financial future.

Weekly Earnings Potential

	Working a 40 hour week Client work	Working a 15 hour week Client work
Revenue	\$3,800.00	\$1,425.00
Expenses (Average)	\$192.00	\$192.00
Royalty Fee	\$266.00	\$99.75
Marketing Fee	\$76.00	\$28.50
Admin Fee	\$108.46	\$108.46
Profit	\$3,157.54	\$996.29

Investment Details

Initial investment for a Varntige franchise is designed to be affordable and includes all necessary equipment and training. Franchise fees are competitive, ensuring you keep more of your hard-earned revenue.

Opportunity of a Lifetime



We want Varntige to become the leading name for Virtual assistants across the country.



We are offering Franchises around both the North and South Island of New Zealand

If you've always wanted to run your own business but aren't sure how to go about it, then this is a great route. This is more than an investment; it's a commitment to making a positive impact on your community and the lives of business owners you will support. Embrace this opportunity of a lifetime and take the first step towards a fulfilling and prosperous future with Varntige.

Franchise Fees:

- **Admin Cost:** Franchisees will pay a set administration fee of \$470 + GST per month. This covers administration from Head Office and all the software needed to run their business.
- **Royalty Fee:** Franchisees will pay a monthly royalty fee of 7% of all revenue.
- **Marketing Fee:** Franchisees will pay a monthly marketing fee of 2% of all revenue.

Pricing

Varntige franchises are designed to be affordable for those looking to enter the industry or those already in it. You can purchase a franchise for as low as \$20,000 + GST. This includes:

- **A laptop**
- **Full onboarding and training on how to run your VA franchise**
- **The first three months of admin and franchise fees to give you time to get set up**

We do have some finance options available for this, that we can discuss with you as well. If this is something you might require please get in touch: franchise@varntige.co.nz.

The type of person we are looking for

- ✔ **Aspires to Business Ownership:** Eager to take control of their professional destiny by running their own business with the support of a well-established brand.
- ✔ **Experienced in Administration or Bookkeeping:** Already possesses a high level of skill in the administration or bookkeeping industries.
- ✔ **Passionate About Helping Others:** Enthusiastic about supporting other business owners in achieving growth and success through expert administrative, bookkeeping, and design services.
- ✔ **Multitasking Pro:** Skilled in managing multiple tasks and meeting client deadlines efficiently while maintaining high standards of quality and care.
- ✔ **Driven and Self-Motivated:** Possesses a strong work ethic, self-discipline, and determination to succeed in a competitive business environment.
- ✔ **Technologically Proficient:** Comfortable using and adapting to various software and digital tools essential for modern business operations.
- ✔ **Eager to Learn and Develop:** Willing to continually learn new software, enhance skills, and stay updated with industry trends to provide top-notch services.
- ✔ **Detail-Oriented and Process-Driven:** Understands the importance of detailed processes and strives for accuracy and consistency in all aspects of work.



Want to Join Team Varntige?

At Varntige, we are committed to ensuring a mutually beneficial partnership with our franchisees. We want to make sure that you are the right fit for our team, and that Varntige is the right fit for your aspirations and business goals. Our thorough application process is designed to help us understand your motivations, skills, and readiness to join the Varntige family, while also giving you a clear picture of what it means to be part of our successful franchise network.

Application Process

Becoming a Varntige franchisee is straightforward:



1. Download this Information Pack



2. Complete the franchise application form.



3. Email your completed franchise application to: franchise@varntige.co.nz



4. Your application will be reviewed, and you will be contacted to have a meeting with Chantelle to see if we're equally a good fit.



5. Receive, review and sign the franchise agreement.



6. Begin your training and prepare for your grand opening!

Contact Us

Phone: 07 870 1669

Email: franchise@varntige.co.nz

Website: <https://www.varntige.co.nz/>

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