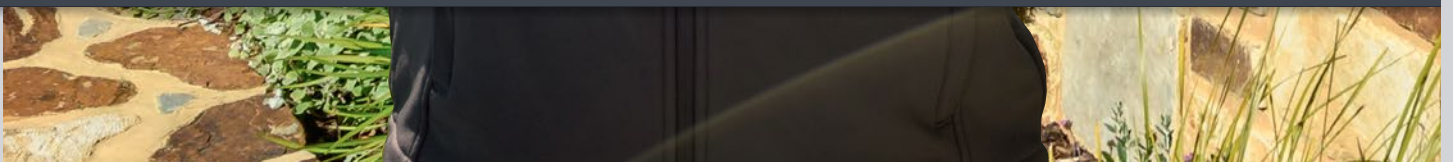


STRATCO
OUTBACK
AUTHORISED DEALER



Authorised Outback® Dealer

Business Opportunity



Do You Want To...

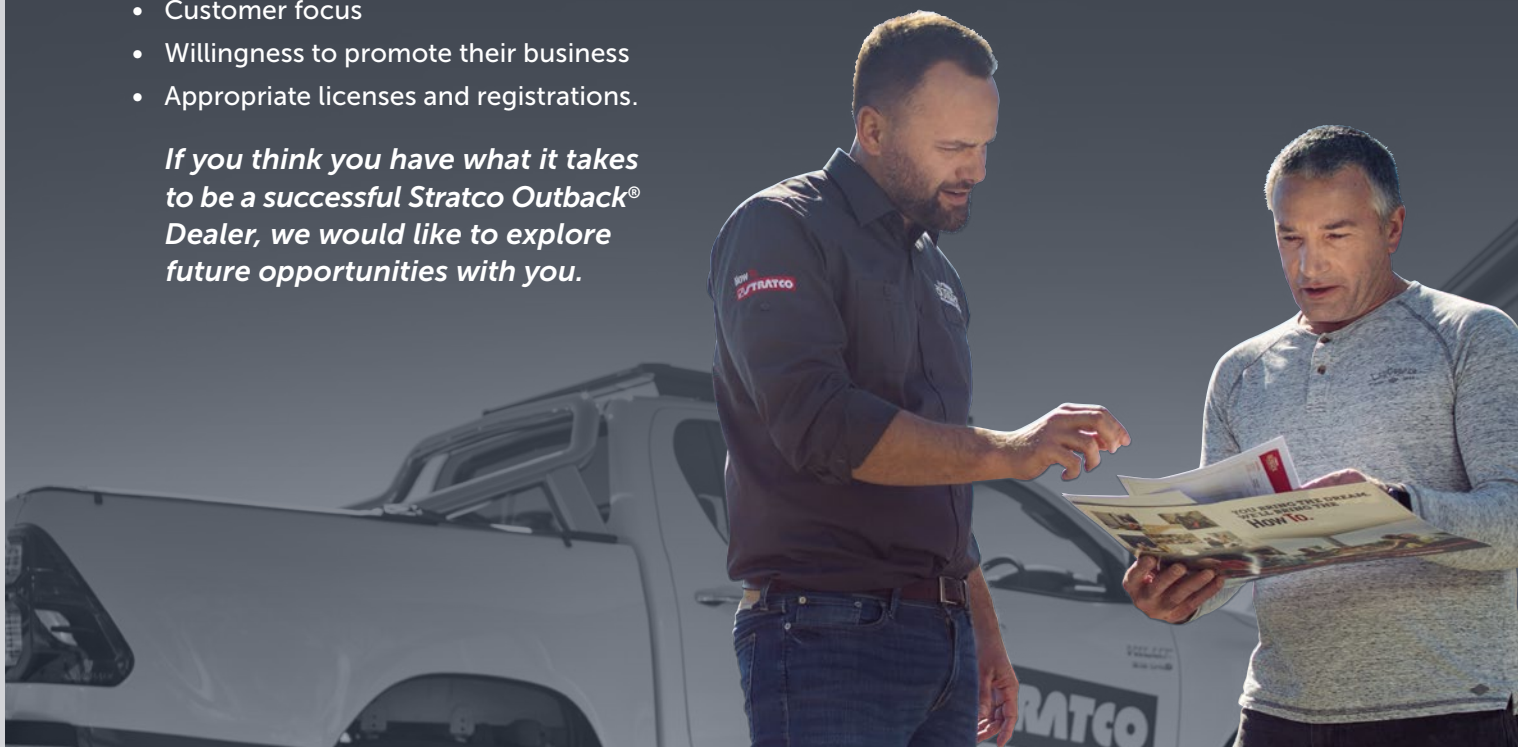
- ✓ Be your own boss with flexibility and reward for your efforts?
- ✓ Have freedom and flexibility to achieve your ultimate work/life balance?
- ✓ Own a profitable business that can grow and expand?
- ✓ Set up a business that earns you an income even if you are not on the tools?
- ✓ Have access to business coaching and sales training courses?
- ✓ Design and build exciting and enjoyable outdoor living spaces for satisfied and grateful customers?
- ✓ Partner with a leading Australian company to achieve your own business goals?
- ✓ Work on a project from design to completion?
- ✓ Strengthen your financial future in a growing industry?
- ✓ Represent a brand that is a household name and respected throughout Australia?
- ✓ Access the industry's largest product range for your clients?

What Are We Looking For?

Successful Outback Dealers share a number of characteristics. These include the following:

- Excel in customer service and responsiveness
- Professional approach to business
- Positive and enthusiastic attitude
- Determination to succeed
- Commitment to the Stratco Outback® system
- Desire to continually improve and participate in training
- Endeavour to complete installations to the highest standard
- Willing to adopt a continuous improvement plan for their business
- Strive for business growth and development
- Customer focus
- Willingness to promote their business
- Appropriate licenses and registrations.

If you think you have what it takes to be a successful Stratco Outback® Dealer, we would like to explore future opportunities with you.



Why Apply To Be An Authorised Stratco Dealer?

As one of Australia's leading manufacturers of verandah and patio systems, Stratco provides an exciting business opportunity. Since 1992, Stratco has been helping people like you establish and succeed as Authorised Stratco Outback® Dealers.

As an Outback Dealer your advantage lies in:

- The impressive range of Stratco Outback® Verandahs, Patios, Pergolas and Carports, including the Sunroof remote opening and closing louvre roof pergola, Cooldek® insulated roof patios, the Outback Curved Roof system and Ambient outdoor blinds
- Access to support tools and training that have been developed and refined over the past 30 years
- An association with the Stratco Outback® brand which is known and trusted throughout Australia
- Representation and support from a major national manufacturer
- Home improvement and particularly the outdoor living category is in growth
- Low start-up costs
- Extensive Training Program covering product training, sales and business coaching
- No franchise or lead costs
- Sales & Marketing support and development program
- Leads generated by Stratco that will assist you in managing your leads and closing the sale
- A quality product that will stand the test of time, as evidenced by the 25 year structural guarantee offered on all Stratco Outback® product
- Extensive advertising of the Stratco Outback® brand and products through mediums such as television, radio, press, brochures, digital, websites, social marketing, trade shows and catalogues has led to 95% brand awareness in the outdoor category
- The commitment of Stratco to continually improve the Outback range of products and see our Outback Dealers succeed.



Nationwide Operations

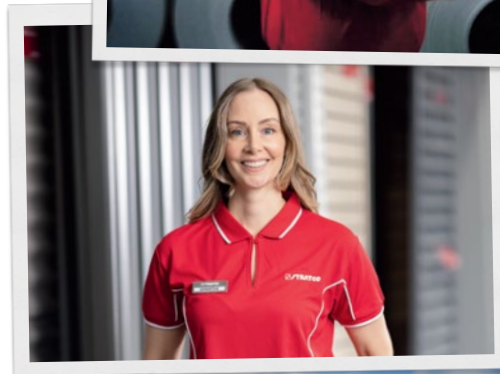
With state of the art manufacturing facilities and retail display centres throughout Australasia, there are opportunities across Australia and New Zealand to become an Authorised Outback Dealer and be part of the Stratco success story.



For over 75 years Stratco have been manufacturing building products that provide people with an improved lifestyle.

Stratco was founded in 1948 by Mr Alf E. Stratton who stated; *'We simply want to continue to produce and market quality products and back them with qualified people who offer friendly service and advice'*. It is this philosophy on which the dynamic growth of Stratco has been, and will continue to be built.

Stratco is committed to developing win/win business relationships with our Customers, especially our Outback Dealers, and continually improving the systems and products that we offer. Our goal is to assist Outback Dealers to run successful and profitable businesses.



OVER 75 YEARS OF **HowTo**.

There's something special about our people at Stratco - we call it **HowTo**. It's in our DNA. We are industrious by nature and ingenuity runs through our veins. We've been living **HowTo** since our foundation at the dawn of 'The Great Australian Dream' of home ownership. **HowTo** is evident in our heritage of manufacturing and retail, and our traditions of craftsmanship and skill.

HowTo is driven by our commitment to quality, innovation and service. Our sleeves are rolled up. We get on with the job. We solve the problem. If it hasn't been done before then we invent it. We are **HowTo** people. We have **HowTo** products. Ours is a **HowTo** place.

It is Stratco **HowTo** that delivers customised outdoor living solutions for our customers. We have the knowledge, expertise and passion they need to get the job done. We are Stratco and we are **HowTo**.



The Stratco Outback® Range

The Stratco Outback range has been specially designed to be both aesthetically pleasing and innovative in design.

Available in a range of high gloss colours, the Stratco Outback features sturdy Outback Deck, a steel roofing sheet with a clean, smooth underside that has a 'ceiling-like' finish. It can span up to 4.5 metres, allowing minimal framework and bearers for a clean, uncluttered finish. The structure is formed with chamfered, fluted beams and columns that are strong and elegant. Matching gutters tie the system together, while hidden fixing points and concealed brackets complete the smooth and refined appearance.

The major components are made from strong high tensile steel, while the fixings and brackets are galvanised for maximum performance.

The Stratco Outback range has been engineered and tested to comply with all relevant Australian Standards.

Design freedom is central to the versatile Stratco Outback. The Outback range is designed as a complete system that allows the different styles to be combined into a format that will suit your home, lifestyle & budget.

Outback Flat Roof

A functional outdoor living area with smooth and simple uncluttered lines. Ideal as a single unit or incorporated with a gable roof, curved roof, or pergola system.



Outback Cooldek®

Stratco's innovative Cooldek insulated panel provides roofing, insulation and a beautiful ceiling all in one product. Cooldek is designed to be strong enough to span significant lengths unsupported while providing outstanding thermal performance.



Outback Sunroof

The electronically controlled louvres can be opened and closed to your desired position. Whether you require sunlight, shade or just to keep the rain out, you can adjust the louvres to suit your every desire.



Outback Gable Roof

Create the ultimate outdoor living area. Featuring state of the art components and premium hardware for a modern look and easier and quicker installation. Multiple roofing options are available, including a bank of Sunroof louvres.



Outback Curved Roof

The contemporary form of the Outback Curved Roof Verandah, Patio or Carport will add value and impart a sense of style and sophistication to your home, the curved roof can span up to 6.6m wide.



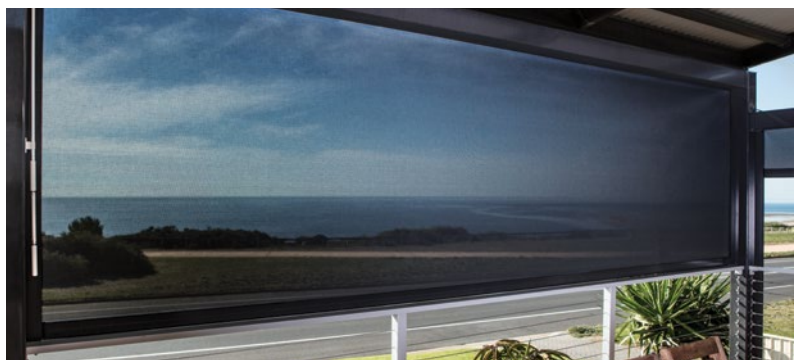
Outback Pergola

Create an inviting open-air setting that will let the light in and improve the appearance of your home. With massive spans of up to 8 metres, the beams can be left open or fitted with a range of shade cloth colours and shade options.



Ambient® Blinds

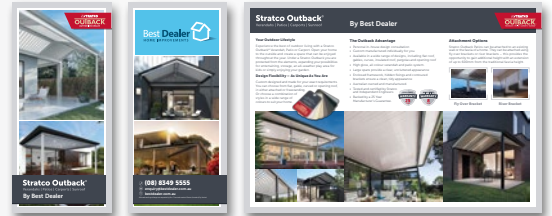
Specially designed for Outback patios, Ambient Blinds offer you a beautiful range of solutions to outdoor lifestyle issues such as sunglare, heat control, UV protection, privacy, and insect control.



Outback Marketing & Promotional Support

Stratco produces a range of quality advertising and promotional material which provides support to you as a Dealer.

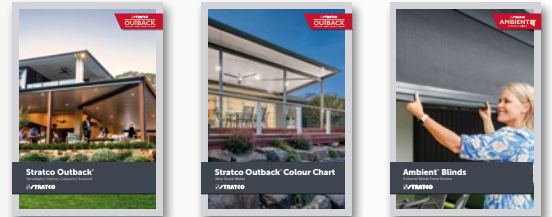
To build both Brand and Dealer awareness, we work with our Dealers supporting them with local flyers, press advertisements, Outback television commercials, and home shows to generate quality leads.



We provide our Dealers with a Stratco Social Media Guide covering how to set up your own Social Media pages, posting guidelines and how you can benefit from having an active Social Media presence. Stratco can re-share your posts to over 30,000 followers.



We offer a comprehensive range of brochures that cover all Stratco products which gives you an opportunity to sell additional products to your prospective customers, providing them with a one stop shop.



Coreflute signs are available as part of the complete Outback Authorised Dealer promotional pack. These signs can be used whilst working on site and any special promotional activity that could be undertaken, to generate additional leads.



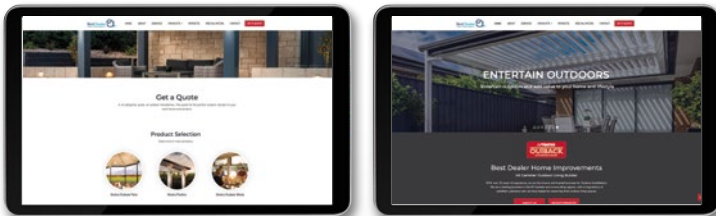
The Outback range of products is covered by a 25 Year Structural Warranty, 8 Year Paint Finish Warranty and a 1 Year Installation Warranty, when the Outback has been installed by an Authorised Outback Dealer. This provides the consumer with peace of mind that our Dealers are backed by a major manufacturer.



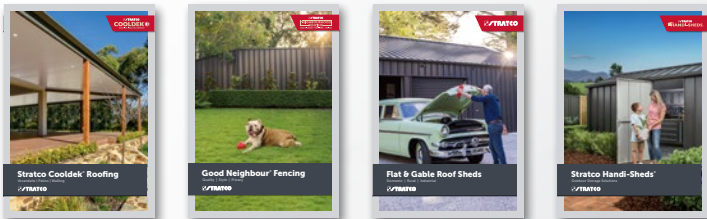
Branded apparel is available for Dealers, their sales people and installers, completing the professional image of an Authorised Outback Dealer.



We work with our Dealers to develop an appropriate promotional and marketing plan to maximise quality enquiries in their market. This includes support with websites and social media posts.



We can provide dealers with a customisable website template that is pre-loaded with Stratco product images and includes descriptions of products and services, on-line quote submission and links to your social media platforms. It is setup with SEO functionality to ensure your site has the best chance to appear at the top of your potential customer's searches.



Best Dealer
 HOME IMPROVEMENTS
 (08) 8349 5555
 bestdealer.com.au

Specialists in:

- CARPORTS
- VERANDAHS
- PERGOLAS
- RE-ROOFING
- PAVING
- LANDSCAPING
- RETAINING WALLS

STRATCO
OUTBACK
 AUTHORISED DEALER



Dealer Training Support

Stratco provides unparalleled Dealer training and support. Our training is structured and flexible to suit your business, focusing on key training outcomes. Training is provided in our own training facilities as well as on site.

Training covers the important elements required to be successful as a Dealer. It is important the training is undertaken so that every part and process of selling, designing, ordering and installation is understood, and you as a Dealer gain maximum satisfaction from selling the Outback. Ongoing training is provided from introductory levels through to more advanced selling skills for all Outback Dealer staff.

We continually train installers and offer installation instructions and videos to provide you with the knowledge necessary to install Outback products to your customer's complete satisfaction.



BEFORE YOU START

It is important to check your Local Government Authority requirements before the installation of your new Stratco Outback®. Please note that it is the builder's responsibility to ensure any existing structure that an Outback flat is being attached to is adequately reinforced to accommodate the additional loads imposed by the structure, gutter support. Read these instructions thoroughly before starting your project and refer to them constantly during each stage of construction. Contact Stratco for advice if you do not have the necessary tools or information.

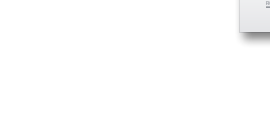
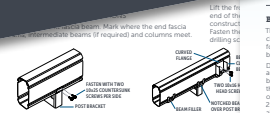
Before starting, lay out the main components in order of assembly on the ground and check them against the delivery note. The Components section identifies each part of your Outback Flat. Verify and show the relative location of the components before starting. Mark the overall area of your sawnback, parapet or ceiling and ensure that it is free from obstructions. Beam to wall connections can cause difficulty if they coincide with door or window openings, or solid masonry in your design. Contact your nearest Outback access for materials and working space and consider the disposal of run-off water. Check the column and beam positions on the ground, roughly check they are square by measuring the diagonals, then mark out the column locations if columns are to be in ground, dig the holes to Stratco specifications.

- TOOLS REQUIRED**
- Drill & Hex/Phillips Head Adaptors
 - Spirit Gun
 - Tap Measure
 - Tin Snips
 - Spirit Level
 - Hand Saw
 - Post Hole Digger
 - Silicone Grease
 - Spawnee or Bracket
 - Adjustable Construction Hoops

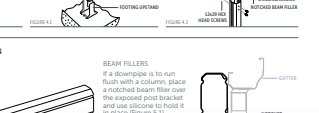
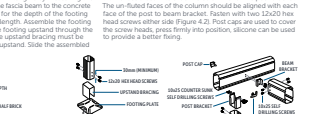
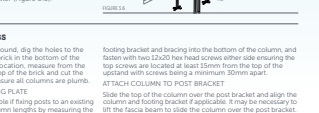
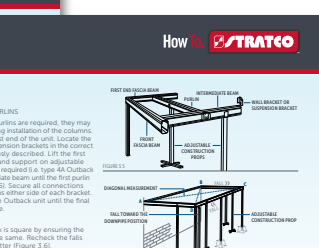
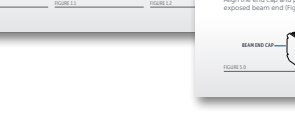
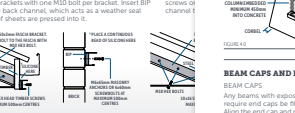
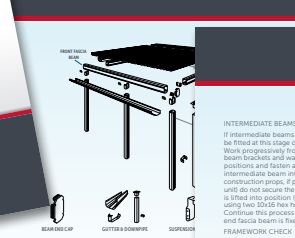
ADDITIONAL MATERIALS

The kit does not include: Plugs to attach flat to concrete structure or concrete/masonry structure for the column installation. If required, they must be purchased as additional items.

OUTBACK® FLAT ATTACHED PATIO INSTALLATION GUIDE



OUTBACK® FLAT ATTACHED



Stratco has made significant progress in creating training and coaching courses and resources to enhance our dealers' sales, marketing, and business skills.

Stratco Elite Sales Professional

This course is tailored for Outback Dealers and their market conditions, and is led by a Stratco-accredited training officer.

Benefits to you:

- Better qualification of leads
- Higher conversion rates
- More effective and efficient sales people
- Improves professionalism.

Stratco Business Skills Program

To help our dealers in many of their business requirements, we offer training and resources in areas such as:

- Marketing
- Delegation
- Cash Flow Management
- Goal Setting.

These courses are only available to Stratco Outback Dealers.



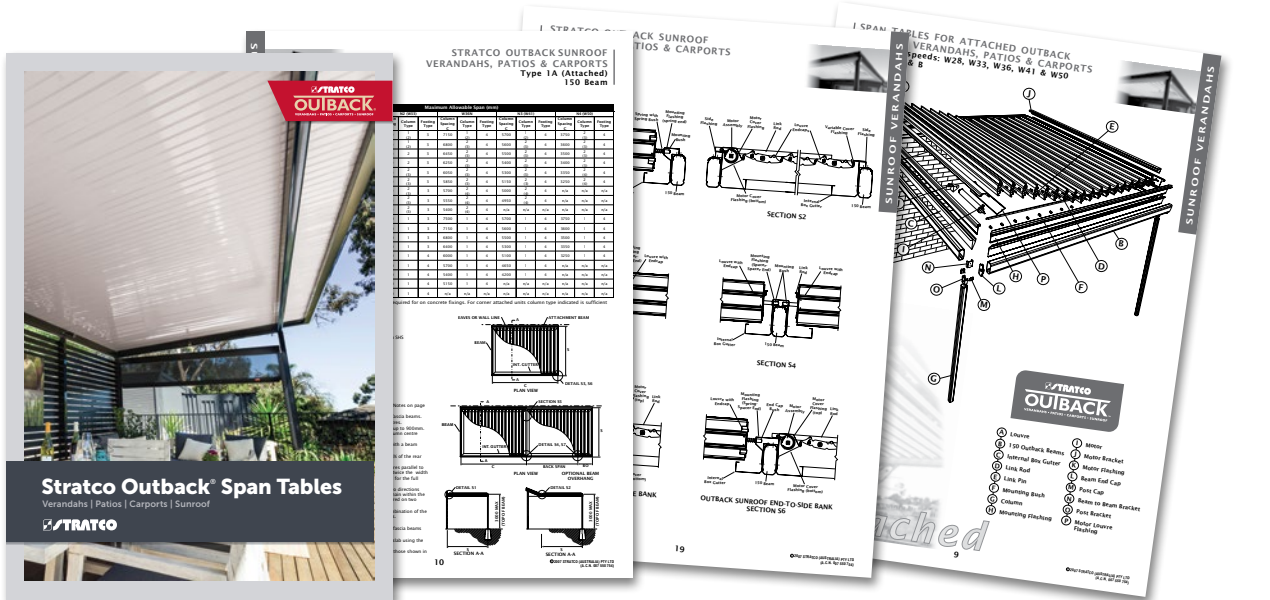
User Friendly Design Tables And Pricing

An Outback can be designed to offer a range of different visual effects which can offer a high level of design flexibility and reflects consumer demand for wider design choices.

Most importantly we back up our designs with engineering, so the local councils and our customers are completely satisfied. Many years of research and development have been invested into the process of designing the Outback structure and to ensure our Dealers have a simple method and a clear understanding of what can be offered to the market.

The ease of designing a structure has been simplified by using our Outback Span Tables. These Span Tables have been designed based upon the Building Code of Australia and utilise the most up to date Australian Standards. These Span Tables have been independently certified by independent engineers.

Our Dealers are competently trained to use these tables so they can provide designs to suit most situations and satisfy those important customer requests.



Pricing the Outback is made very simple by using a friendly, fast and accurate grid pricing method. Our pricing grids cover most design options with the flexibility of including multiple Outback units.

Our span table and price books are easy to use, saving time and present a professional image.

User friendly price lists enable fast accurate quoting by using a grid pricing system.

Our span table books make designing any Outback unit a simple exercise and all tables are easy to understand.

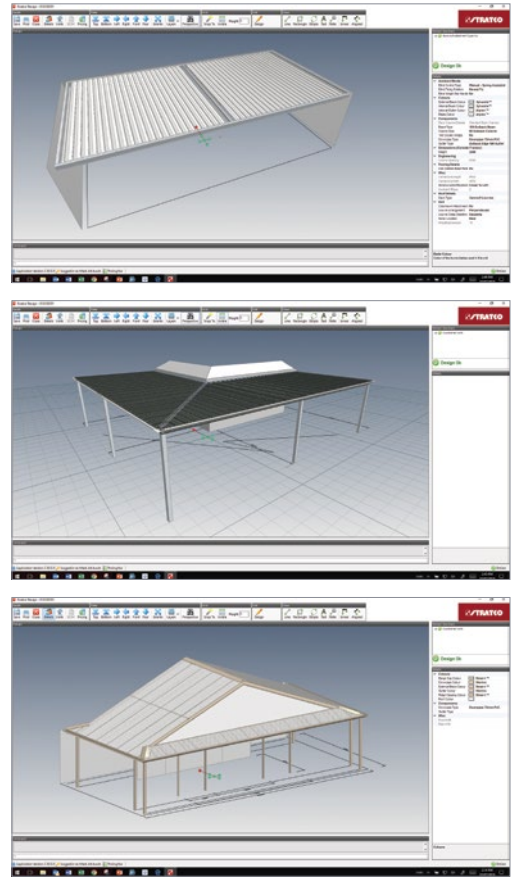
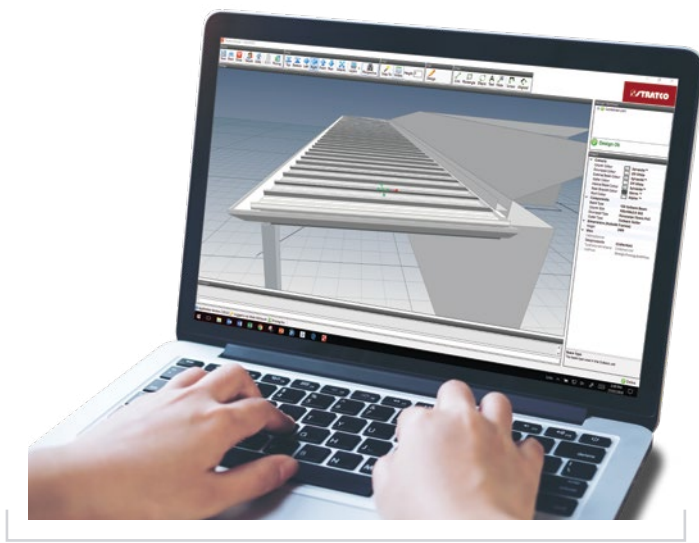


Outback Design And Quoting

Outback Design - Software

Outback Design is a user friendly CAD based program that allows sales people to quickly draw the consumer's home and proposed verandah patio, to help the consumer visualise their Outback living dreams.

Outback Design is a very powerful tool to assist salespeople to effectively close the sale and differentiates the Outback Product and the Outback Dealer from the competition.



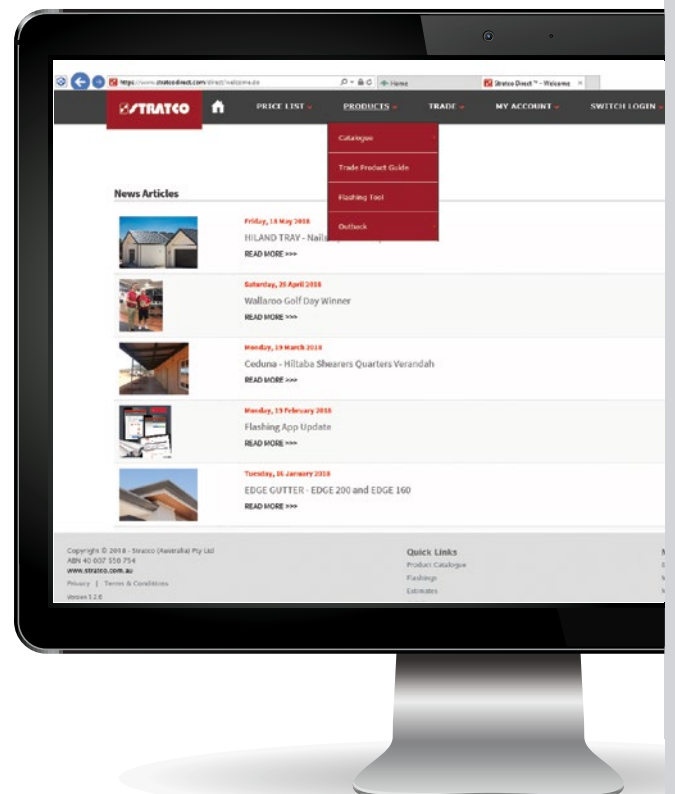
Outback Direct™ - Dealer Home Page

Outback Direct is an easy and convenient way to design and price Outback units online, anytime. Doing business has never been this easy. This internet based business solution is an industry first and Stratco is offering you the opportunity to take advantage of this ground breaking initiative.

You will also be able to access Outback Direct where you can order your materials online, view your buying prices, prepare quotes, access your statements and invoices, and deal with Stratco in a new and exciting way.

Outback Direct has been designed specifically for Authorised Dealers to make dealing with Stratco very easy. Once you have used Outback Direct you will wonder how you ever managed without it.

Outback Direct enables you to generate a quotation for a Stratco Outback verandah system by following a few simple steps. In addition, the program also allows you to add on other associated costs of building the patio.



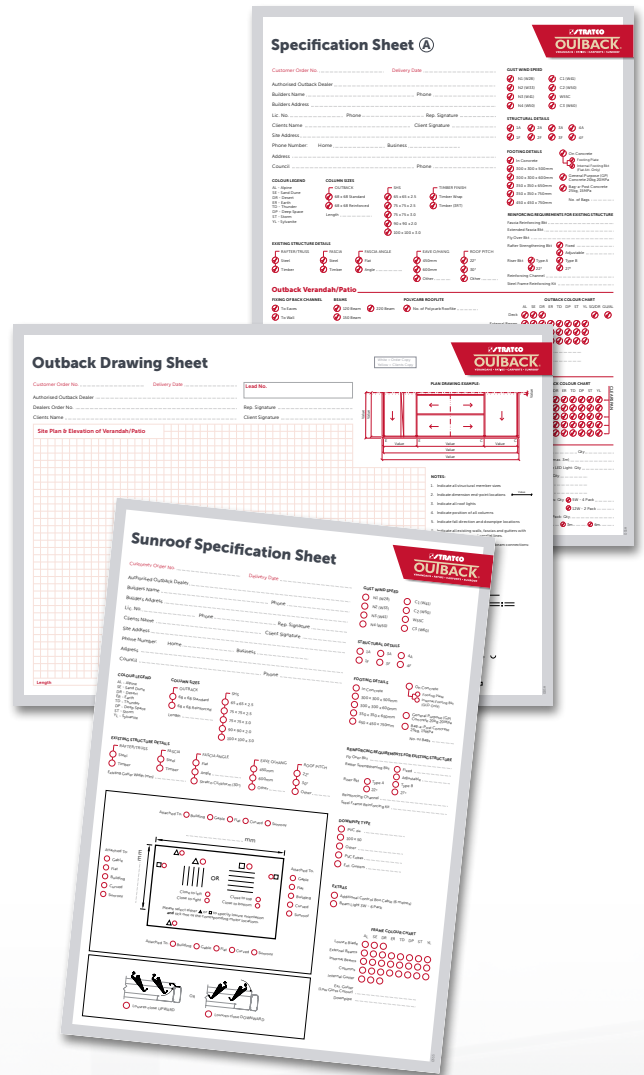
Order Processing And Support

Ordering the Outback has been made easy for Dealers through the development of standard order forms. These order forms are made readily available and provide a simple format that gives our Outback Estimating Team clear and accurate information.

Once you have finalised your customer's design, it is a matter of drawing the Outback on to the order form, ticking the appropriate boxes and simply sending it through to our Outback Estimating Team.

Our friendly Outback Estimating Team will process the order using our specially designed take-off system, which ensures an accurate list of material quantities is supplied to our manufacturing team ready for production and delivery to your customer.

All members of the Outback Estimating Team are also available to offer support and design service where required. This includes advice on design, engineering, pricing, installation and obtaining council approval.



Stratco Innovation

Stratco leads the way developing new and innovative products for the outdoor living market.

Our research and development team continually refine our existing products and develop new products to meet the changing needs of Australian families.

To ensure the highest possible standards Stratco products are subjected to rigorous testing and analysis to ensure they suit the Australian environment. When you sell and install a Stratco product, you can be confident that it has passed and exceeded set benchmarks.



UV EXPOSURE TESTING



Testimonials From Our Dealers

"We are proud to be a Stratco Outback Dealer, our Journey thus far has been a great one. We are fortunate to have reliable Stratco representation that we can call upon anytime as the need arises.

The products available to us are of exceptional quality. It's a great feeling to be able to transform people's homes, outdoor entertaining areas, and backyards into the space they have always dreamt of.

Being a Stratco Outback Dealer has really helped us scale up our business and has given us a competitive advantage over our competition.

We could not be happier with the path we have chosen as an Authorised Outback Dealer."

Bryan Sheehan
Totally Hammered
Building & Carpentry



"The level of support and guidance from Stratco through the initial set up as an Authorised Dealer was one that we will always be grateful for. The entire Stratco team were amazing and having them at our disposal gave us the edge from day one. From our own product manager to estimating division and deliveries team, we couldn't ask for a better group of people to work with. Everyone goes above and beyond to help get the job done.

Stratco is a well known and reputable company and falling under their banner is definitely the key benefit of being a Stratco dealer, selling high quality products of a brand many would know. Innovative Verandahs doesn't just consider the Stratco team as colleagues but partners in business and friends."

Shane Spiteri
Innovative Verandahs



"As a Stratco Outback Authorised Dealer we have had the benefit of being affiliated with a quality Australian company. Our business has grown and expanded considerably since being associated with Stratco making it possible for us to deliver quality projects for our customers over many years.

Having the ability to offer a wide range of outdoor living options that can be easily customised along

with having access to support from Stratco with estimating projects and experiencing an efficient delivery process is a major advantage to our business.

We value our partnership with Stratco and appreciate the many ongoing benefits received with sales, marketing and extensive advertising."

Gerard & Leo Duynhoven
South West Roofing



Stratco and Laverty Constructions have been working hand in hand within the industry now for many years.

At Laverty Constructions we pride ourselves on customer satisfaction and have been creating amazing outdoor spaces with the use of Stratco's products due to the adaptability, quality, warranty and engineering of their products.

Stratco has assisted Laverty Constructions in achieving contracts and projects of various sizes due to offering a wide range of products and solutions to suit various clients of all different budgets.

This has assisted Laverty Constructions to grow and develop as a company and increase the distribution of an Australian made product around the country.

Working with an Australian made company of 70 plus years has helped with the exposure and engagement of Laverty Constructions as a business through co-branding and social media.

This has also generated leads on top of Stratco's leads supplied to us as an Authorised Dealer, all due to the well renowned brand of Stratco Australia.

From our initial conversation with Stratco, through to our most recent delivery years later, we believe everybody will go above and beyond to make sure you're looked after and feel part of the Stratco Family.

Brennen Laverty
Laverty Constructions



Benefits And Advantages

There are a number of advantages and significant opportunities in becoming an Authorised Outback Dealer.

The following summary includes just a few:

- ✔ Broadens your business offer and assists to penetrate more specialised markets.
- ✔ Develops a competitive advantage by selling an exclusive 'appealing' product in your market.
- ✔ Utilises existing infrastructure to increase sales.
- ✔ Allows you to sell a higher margin product.
- ✔ Provides access to increased advertising, building awareness in your market.
- ✔ Gives add on sales opportunities for related home Improvement products.
- ✔ Access regular representation by a specialised Outback Product Manager.
- ✔ Support from a major National Supplier.
- ✔ An ongoing program of staff training, including installers, to increase staff capabilities and capacity.
- ✔ Sales and marketing support.
- ✔ Support and resources for running a successful business.
- ✔ Engineering support.
- ✔ Ongoing product and brand development.
- ✔ A signed Dealership Agreement to protect and embody the mutual understanding and commitment of both parties.

These are just some of the benefits our Dealers nationally enjoy.

**Are you interested in becoming a Dealer?
Then discuss this business opportunity with your Outback Product Manager.**



Becoming An Authorised Stratco Outback Dealer

Business Opportunity Discussion

Your local Outback Product Manager will discuss with you some of our key requirements and expectations and the collateral we offer in these areas.

Business Requirements

(✓)

To become an Authorised Outback Dealer, you will need:

- Appropriate state building licences _____
- Relevant insurances _____
- Be able to obtain suitable account Credit Limit _____
- Have an ABN and be registered for GST _____

Product & Sales Expectations

Your local Product Manager will discuss and explain to you:

- The Stratco Outback Dealer classifications _____
- General pricing and marketing rebate _____
- Sales and patio expectations _____
- Lead supply and servicing
 - Approx lead numbers and time frames _____
 - Time to contact leads (within 24hrs) _____
 - 4 days to quote from site visit _____
 - Lead Management System (LMS) compliance _____
- Quote presentation
 - Quote Pack _____
 - In-person _____
 - Follow up time frames and procedures _____
- Finance options and providers _____
- Dress standards (collared shirt, ideally branded) _____

Marketing Requirements

A high quality Digital Presence is essential for businesses in the modern world.

Our Outback Dealers are expected to have:

- An active website _____
- A digital social presence (Facebook and/or Instagram) _____
- Google My Business listing _____

We recognise that you might not currently fulfill all our prerequisites. However, your local Outback Product Manager will collaborate with you over time to guide you through the necessary steps and requirements for becoming an Outback Dealer.

New Dealer Evaluation Phase

Before becoming a Stratco Outback Dealer, we ensure that this partnership will be a good fit and a long-term relationship for both Stratco and the potential dealer. It is therefore essential that our values align. To ensure this, here are some factors to consider:

Sales Performance

- How well do you engage with the customer, asking questions, listen well etc. _____
- How do you present the Quote, in person, via email, in a 'Quote Pack' etc. _____
- Are you able to bring your own enquiries / leads? _____
- Have you sold any Patios from your own leads? _____
- How well do you handle customer objections? _____
- Do you have a defined follow up procedure? _____

Are you prepared to dedicate your time, effort, and resources in becoming a Stratco Outback Dealer and commit to completing the Stratco New Dealer Onboarding program?

Build Quality & Performance

- Organisation at the start of the job _____
- General attention to detail and quality of build _____
- Overcoming issues _____
- Site clean-up after build _____
- Hand over to the customer _____

Remember, this collaboration should benefit both parties.

Ideally, we would like potential dealers to have sold and installed Outback Patio jobs before being appointed as an Outback Dealer

'The bitterness of poor quality remains long after the sweetness of low price is forgotten.' *Benjamin Franklin*





 **1300 155 155**
 **stratco.com.au**

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How To.

