

# KWIK KERB: A TANGIBLE & PROFITABLE BUSINESS OPPORTUNITY

**Owning and operating his Kwik Kerb business for 7 years, this 50-year-old former electronic engineer loves his current working lifestyle.**

Living in Victoria's Wonga Park, David Anderson works whenever and wherever he wants. He laughs, "My wife says I've been a lot easier to get along with since I've started doing this!"

Father of three, David admits he enjoys having more free time: "I think I have a better relationship with my family. I get to spend more time with them and it's great."

David says business owners choose Kwik Kerb for various reasons: "I got into it because I'd been retrenched. I had some money and I was fed up working where I was. I wanted to do something different and be my own boss. Other people I know have done it for those reasons as well."

David remembered seeing a Kwik Kerb display at a franchise expo five years earlier and immediately found the concept attractive. He says the business is selling something tangible to customers: "You're improving their gardens and making them happier – and that's what really appealed to me."

Referring to the Kwik Kerb machinery in his shed, David says: "It's something that's always there for me to make money from and that's the great thing about it. I've got every piece of equipment I started with and everything's good quality and very reliable. I've certainly

earned quite a lot more in income than what the business cost me."

While other business owners may be experiencing the challenges of a tough housing market, higher fuel prices and steady competition, Kwik Kerb operators have done particularly well during 2008.

"It's been interesting this year", says David. "Generally winter tends to be a bit quieter – people sit inside on weekends and watch the footy. When the sun appears in the sky, they think they'd better do something in the garden. It's probably been the best winter I've had. There has been a lot of work."

Kwik Kerb is a very cost-effective way to increase property values. Homeowners who are reluctant to sell or move are still keen to renovate or make improvements. David concurs, "We wonder if people are saying 'I'm not going to spend \$20,000 in moving house; I might just stay put and put a bit of money into my house' – that could be it."

Not only does it cost less than many other landscaping products and services, Kwik Kerb gives customers a swift return on their investment.

"People are fairly time poor these days", says David. "I'll get people that say 'oh I was thinking of doing it with bricks' and I say 'well okay, if you've got the time, but I can come

and do it in a day and you'll have something really nice'.

"The phone rings all the time and there's always work ahead of me. You can choose to work as much as you want – I don't want to work five days a week. I worked yesterday and I thought 'I'll just have a rest today'. And if you want to go for a holiday, you just go for a holiday. There are no franchise fees, so if you decide to have a break, you're not having to find that franchise fee to pay."

Kwik Kerb business owners can choose to work for domestic or commercial clients. David explains why he prefers residential work: "When you do work with people at their house, they give you cups of tea! They speak to you nicely, you get paid at the end of the day and you go home with money in your pocket."

David says he feels a real sense of achievement with his business: "99% of the customers are delighted with the work that you do for them. We get a bit blasé about it because we do it all the time, but we'll put in this nice edge – it's all lovely and coloured, and they'll say 'Wow, that's fantastic' – and that's a great feeling." ❖

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