

Hire a hubbly for a day

Franchise expanding fast in Australia and overseas

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NEED help with changing some lightbulbs? Or perhaps you need painting, tiling, gardening or furniture assembly done?

Why not hire yourself a husband for a day?

A memorable name and a growing market have enabled franchise system Hire a Hubby to expand significantly across Australia, and beyond.

Despite people "having a laugh and a joke" about the name, CEO Brendan Green says the complete handyman business has established a solid market hold.

Starting out as "a man in a van" in 1996, Hire a Hubby has grown to have franchisees in every state and territory, plus overseas.

Mr Green, who was the first master franchisee in the system and then bought the Australian business from the founder, says 300 franchisees operate here, and 105 in New Zealand under separate ownership.

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Britain has become the next focus for Mr Green, with a master franchise established, and the first franchisee just up and running.

"We hope to get up to 100 quickly," Mr Green says.

"We'll see the UK bedded down, and see how the European market takes. We've started to put our toe in the water in Spain, Portugal, Germany and France.

"In the longer term, we'll look at Northern America. It has a tough compliance regime, but it's not really a big step up from Australia."

Mr Green says the biggest challenge the business has faced is educating the market.

"We do pretty much everything, within the licensing parameters that exist," he says.

"We can easily come up with a list of 150 things we can do.

Without being cliched, it really is a one-stop shop."

Understanding the target market has enabled Hire a Hubby to build a solid margin in market share on its competitors, who are largely segmented groups, or smaller state-based systems.

"Our largest market are single females, so providing police checks and photo ID offers peace of mind.

"And we have a workmanship guarantee. We're not pitching on price, we're pitching on service."

The average spend on Hire a Hubby services is \$700, but with a large range. Jobs can often be in \$100 lots, while others are up in the thousands.

With most "hobbies" booked a month in advance, Mr Green says a current challenge is finding new franchisees, including around Queensland.

Franchise investments range from \$35,000 to \$55,000, and potentially earn \$100,000 a year.

www.hireahubby.com.au



SOLID market hold ... Hire a Hubby CEO Brendan Green, right, with his ambassador and celebrity carpenter, Scott Cam - "Our largest market are single females."