



**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?
- ✓ Design and build exciting and enjoyable outdoor living spaces for satisfied and grateful customers?
- ✓ Partner with a leading Australian company to support you 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 25 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
- No franchise or lead costs
- Sales and 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 70 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 70 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 a 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 CLEARSPAN GABLE

Exhibiting a strong presence and style, the pitched roof of an Outback Gable is endowed with an open feel that enriches your outdoor entertainment area. The Outback Clearspan Gable uses the Stratco exclusive Outback Deck, a remarkably strong roofing material that does not need additional support.



### OUTBACK MULTISPAN GABLE

Features purlins that are placed over the rafters in the roof. This supports the cladding, which can be the smooth Outback Deck, light and airy polycarbonate, or classic corrugated steel.





**OUTBACK CLEARSPAN CURVED**

The contemporary form of the Outback Curved Roof will impart a sense of style and sophistication to any home. The Outback Clearspan Curved Roof minimises beams and rafters by using remarkably strong Outback Deck to provide an uncluttered finish with a ceiling-like appearance from beneath.



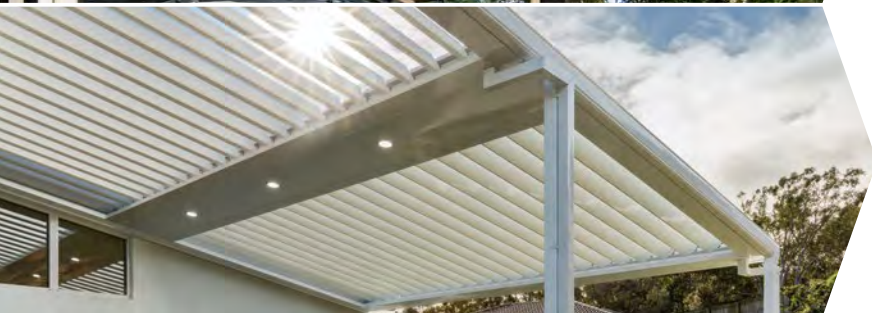
**OUTBACK MULTISPAN CURVED**

The Outback Multispan Curved Roof has purlins that are placed over the rafters in the roof. This supports your choice of cladding; from smooth Outback Deck, light and airy polycarbonate, or classic corrugated steel.



**OUTBACK TRADITIONAL GABLE**

With enduring style and versatility, the Outback Traditional Gable offers large spans and long lengths to expand your design options. Using CGI corrugated iron or polycarbonate cladding, you can choose from over 20 colours to really paint your dream.



**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 HIP END**

With an enduring style, the Stratco Outback Hip End will add a traditional charisma to your home. The hip end is an elegant addition that completes the end of an Outback Gable.



**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 AND 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.

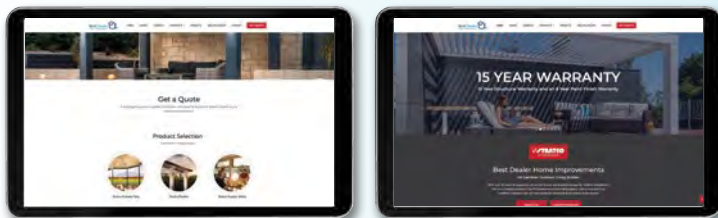


Branded apparel is available for Dealers, their sales people and installers, completing the professional image of an Authorised Outback Dealer.

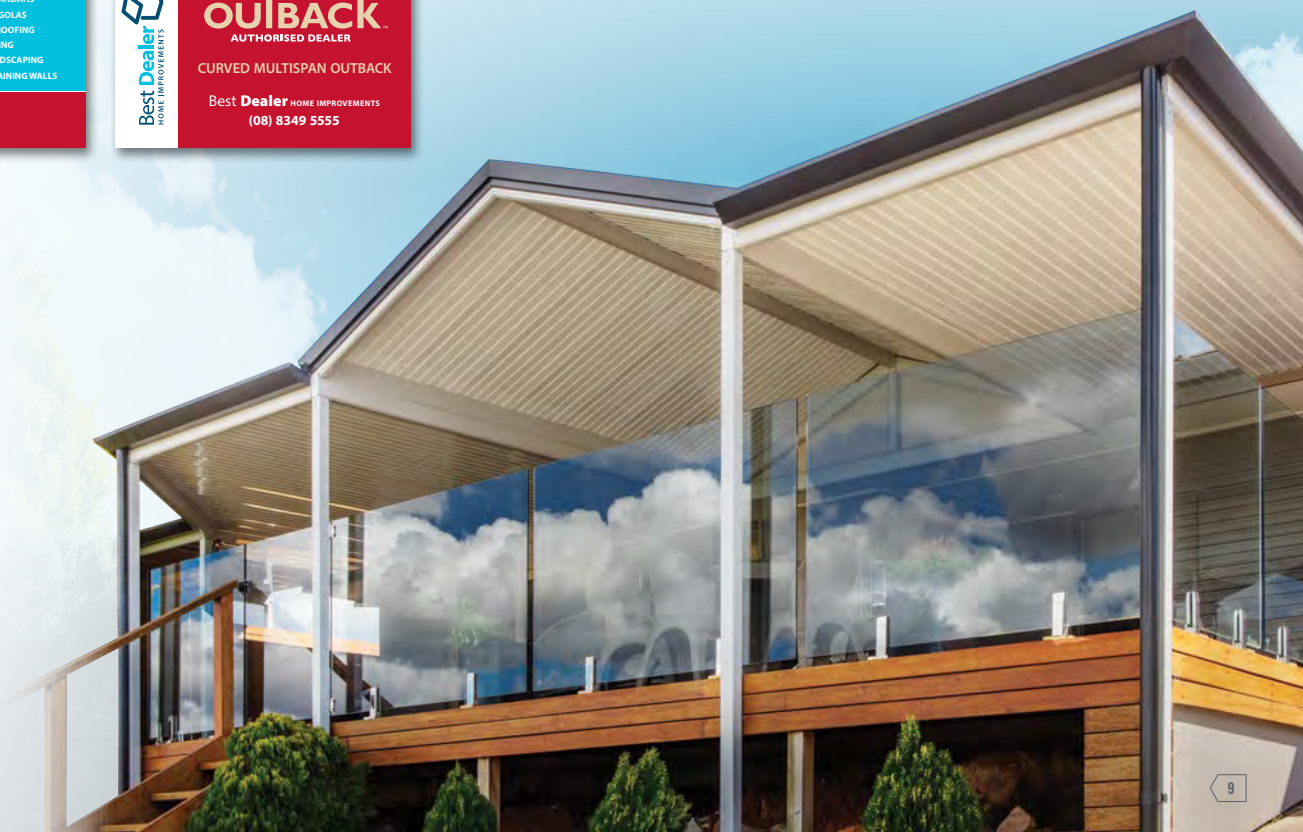
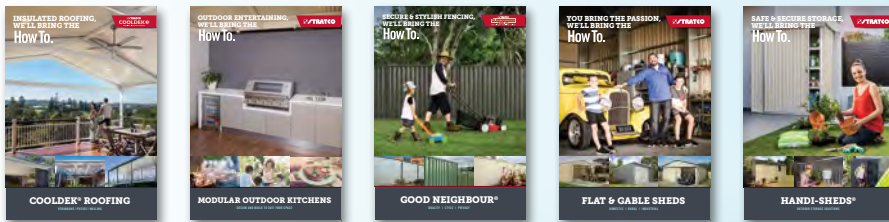




We work with our Dealers to develop an appropriate promotional and marketing plan to maximise quality enquiries in their market. This includes support with websites and social media posts.



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.



## 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.



### FLAT ATTACHED

### OUTBACK SELLING SKILLS

Stratco has taken a huge step forward in developing a Selling Skills course specifically designed for selling the Stratco Outback. This course is only available to Outback Dealers.

This course has been developed in conjunction with an international training authority and is specifically written for Outback Dealers and the market conditions that Dealers operate in. The course is facilitated by one of Stratco's accredited training officers.

This course provides the skills and confidence to sell the Stratco Outback in today's market.

Benefits to you:

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





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.

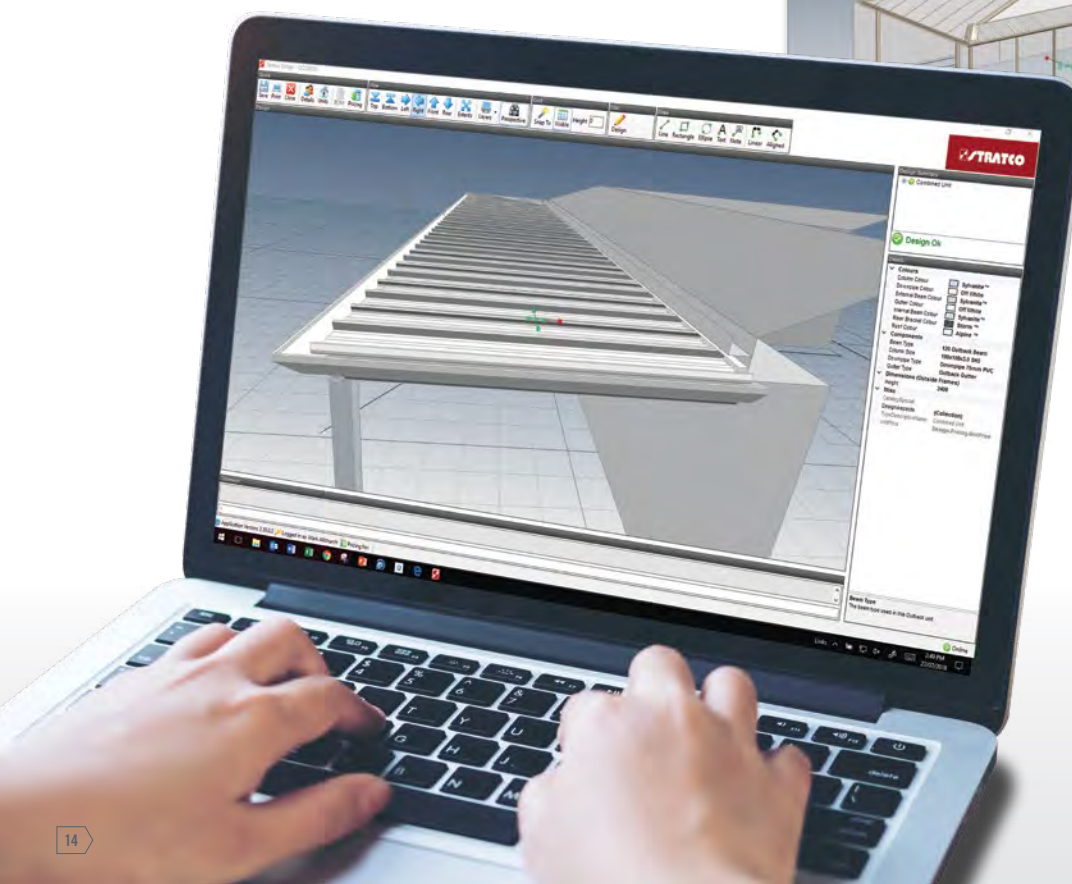
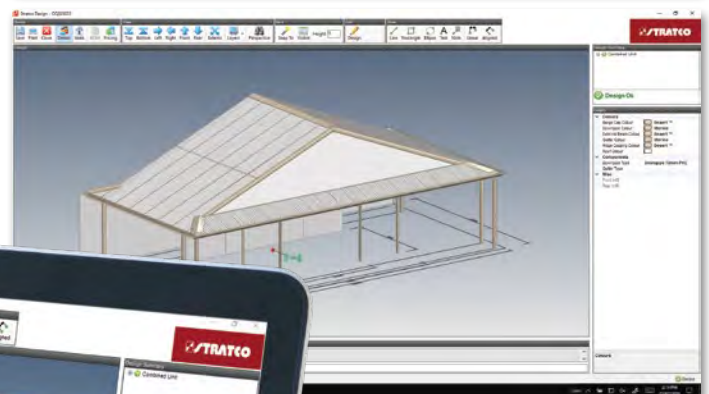
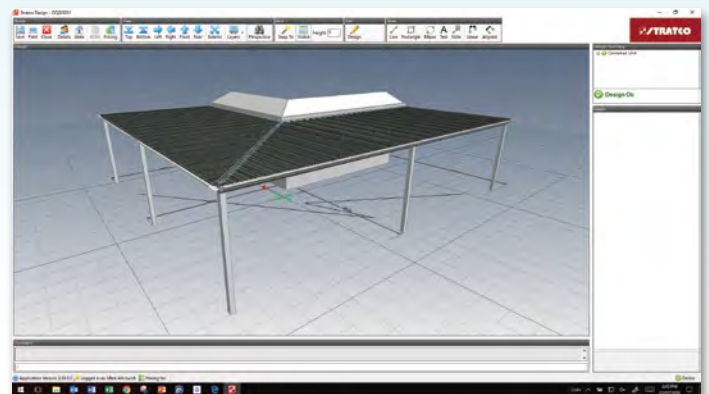
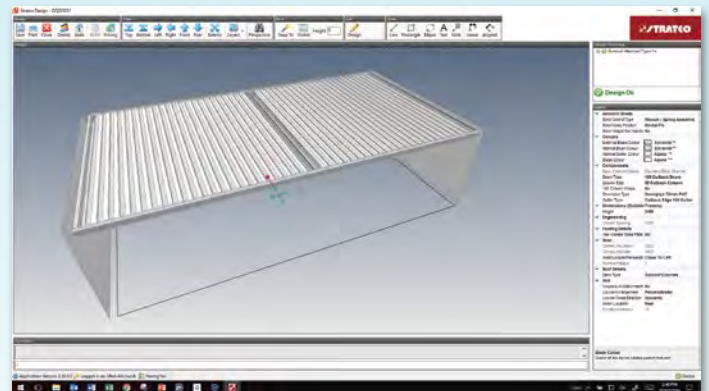


## OUTBACK DESIGN AND QUOTING

### 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.



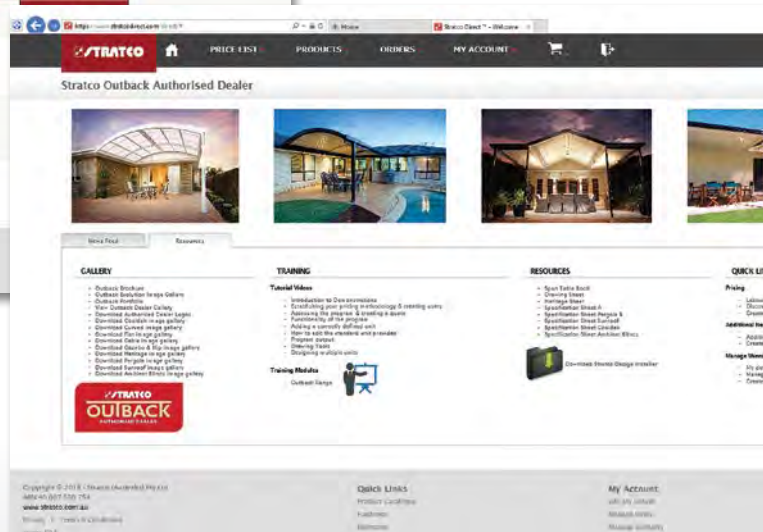
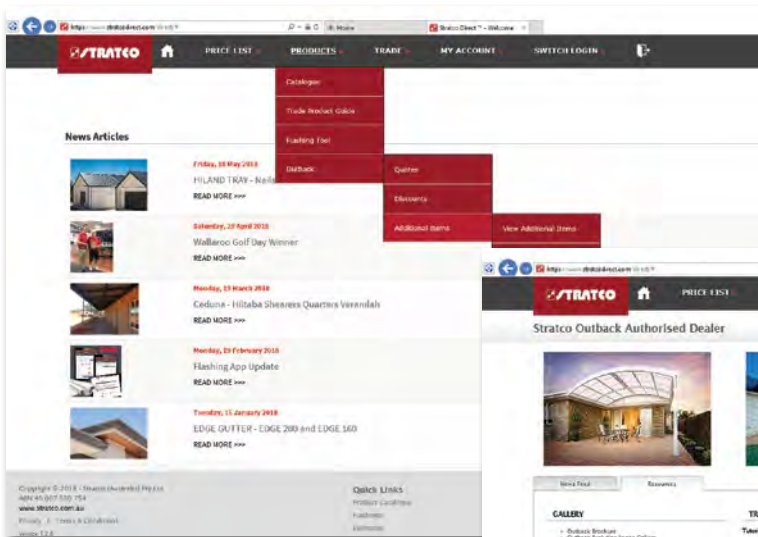
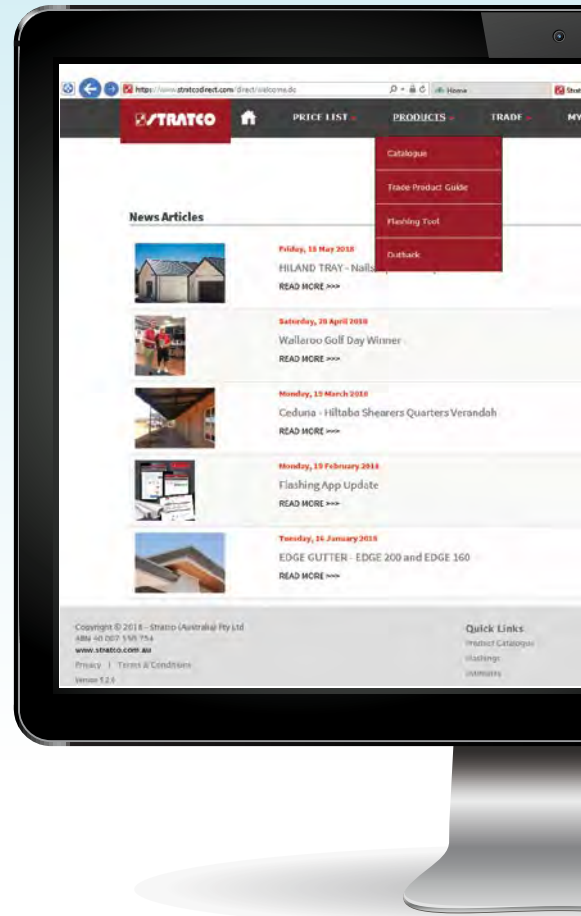
## OUTBACK DIRECT™ - DEALER HOME PAGE

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 verandah 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.





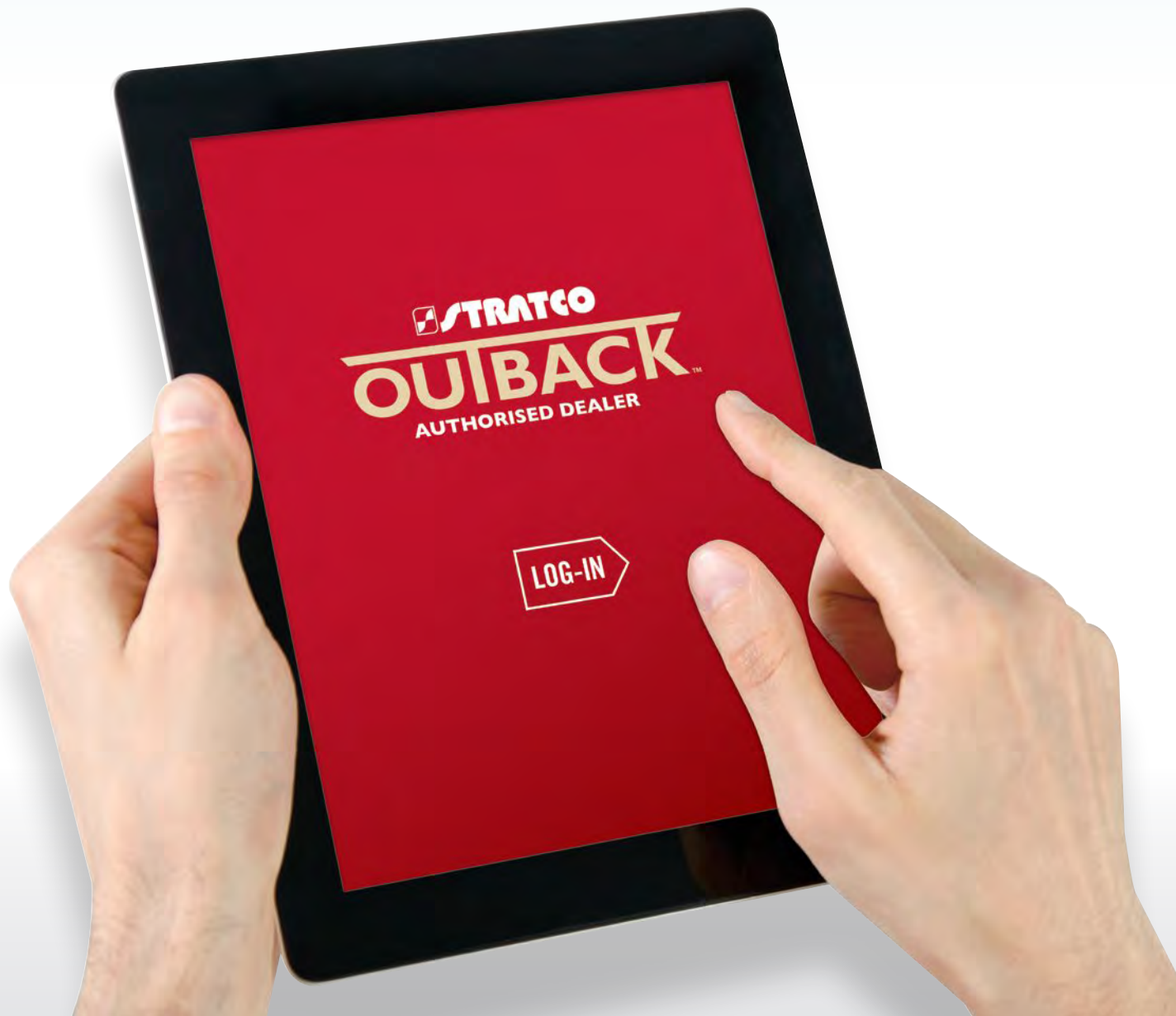
## STRATCO INNOVATION

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.





## 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.
- ✓ 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.**





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

**How To.** 