

From Pay Packet to Poolside

A practical guide to determining whether moving from paid employment to your own business is the right move for you.



With mobile service and pool care examples.



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THIS GUIDE IS FOR
PEOPLE WHO ARE
EMPLOYED NOW BUT
QUIETLY ASKING:

WHAT ELSE COULD I DO WITH THE NEXT 10 YEARS?

It's not a pitch for one particular business. It is a **practical decision guide** for moving from paid employment to your own business — with mobile service and pool care examples because they show the contrasts clearly: **indoor vs outdoor, fixed premises vs mobile, starting alone vs operating inside a system.**



What employment gives you

- Regular pay
- Role clarity
- Leave entitlements
- Less personal capital at risk
- A structure someone else built



What business ownership can give you

- More control
- More flexibility
- Ownership of the outcome
- Local customer relationships
- Something you can build around your life
- Uncapped earnings



“ Ask yourself this: **Could this business fit the life, work, risk and income balance I am actually trying to create for me and my family?** ”



General information only. Not financial, legal or franchise advice.
Seek independent advice before buying any business.

WHAT TO CONSIDER



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Start with the real questions



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The pages that follow deliberately compare business types.

A **mobile pool care business** is used as a **recurring example** because it combines local customers, physical work, repeat service, retail/product sales, training, route planning and brand support.



1.

START WITH THE REAL QUESTIONS

Buying a business is not just a financial decision. It changes your work, routine, stress, family time, identity and risk profile. Before comparing opportunities, write down what you are actually trying to improve.



Control: Do you want more say over your week, customers, effort and direction?



Flexibility: Do you want work that can fit around family, school drop-offs or local routines?



Environment: Do you want to stay indoors, or would outdoor practical work energise you?



Security: Are you trying to reduce dependence on one employer?



Interest: Do you want varied work, problem solving and real customer interaction?



Asset-building: Do you want something you can grow, sell or hand over later?



Career-change test

If money were equal, which work would you rather do most days: office tasks, retail counter, managing staff, workshop/trade, mobile service, or outdoor customer work?

2.

BRAND NEW BUSINESS VS ESTABLISHED FRANCHISE SYSTEM

There is no universal right answer. A brand new business gives more freedom. An established franchise system gives more structure and a quicker path to financial viability.

Starting brand new



Maximum freedom over name, brand, pricing, systems, suppliers, software, marketing and direction.



You build credibility from zero. That may be exciting, but slow.



You keep more strategic control, but also make more mistakes alone.



Best for experienced operators with capital, confidence and a tested niche.

Using an established franchise system



Existing brand, systems, training, supplier arrangements, processes and support structure.



You borrow credibility from the brand and existing network, but accept rules and standards.



You get guidance, but pay fees and must operate within the model.



Best for career changers who want ownership without inventing everything themselves.

FROM SCRATCH

MY POOL SERVICE IDEA

- ☒ Name?
- ☒ Brand?
- ☒ Pricing?
- ☒ Systems?
- ☒ Suppliers?
- ☒ Marketing?
- ☒ Software?
- ☒ Direction?



VS

SUPPORTED SYSTEM

YOU'RE NOT ALONE

- ☒ TRAINING
- ☒ SYSTEMS
- ☒ SUPPORT
- ☒ MARKETING
- ☒ BUYING POWER
- ☒ NETWORK

Pool-care skew: a mobile pool service franchise is not just labour. It can combine service work, product sales, equipment repairs, customer relationships, training, buying power and local territory development.

3. THE WORK ITSELF MATTERS

Many people compare businesses by price and claimed earnings. That is too narrow.

You also need to **compare the work environment** you are buying yourself into.



Work type	What it may feel like	Pool-care / mobile-service contrast
 Office/admin	Predictable, indoor, screen-heavy, often meeting-heavy.	Less screen time, more physical movement and customer visits.
 Retail shop	Fixed location, trading hours, foot traffic, staff coverage.	Route-based work, booked customers, no showroom required.
 Trade/workshop	Hands-on, but may be site-based or physically heavy.	Practical and technical, but often lighter and relationship-based.
 Mobile service	Local travel, customer interaction, route planning, daily variety.	Strong fit for outdoor practical people who like independence.



A simple test: imagine doing the work in **year three**, not week three. The novelty has gone. **Does the daily environment still suit you?**



- ✓ OUTDOORS
- ✓ PRACTICAL
- ✓ INDEPENDENCE



4. FIXED PREMISES VS MOBILE BUSINESS

A fixed site business can be powerful, but it often brings fixed costs, fixed hours, staff rosters and lease pressure. A mobile business usually starts lighter, but needs discipline, scheduling and customer-service consistency.



Fixed premises

- Lease or property cost
- Fit-out and signage
- Opening hours
- Staff coverage
- Customers come to you
- High visibility, but higher fixed exposure



Mobile business

- Vehicle/van presentation
- Route planning
- Customer appointments
- Work close to home
- Lower premises overhead
- More daily movement and variety



Mobile does not mean casual. A good mobile service business still needs standards: punctuality, clean vehicle, quoting discipline, follow-up, stock control, customer notes and repeatable service routines.

5. MONEY: TURNOVER, COSTS AND CASH FLOW

Don't just buy the dream. Look for numbers you can understand.

A business can look attractive and still fail if the working capital, costs, ramp-up time or cash-flow cycle are misunderstood.



Turnover: What sales are realistic in year one, year two and year three?



Gross margin: How much is retained after products, materials or subcontract costs?



Fixed costs: Franchise fees, insurance, software, phone, vehicle, finance, accounting and marketing.



Variable costs: Chemicals, consumables, fuel, repairs, stock and lead costs.



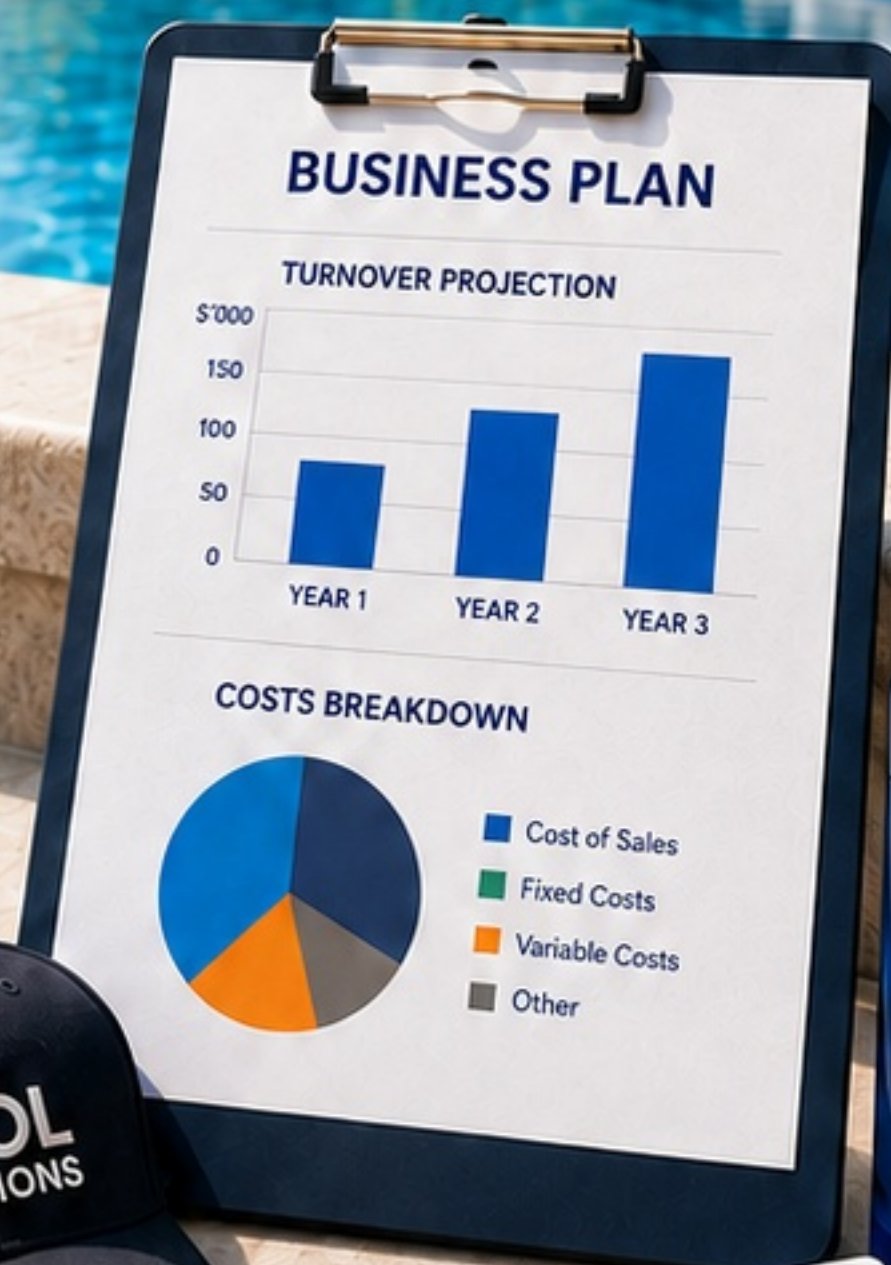
Working capital: How much cash is needed while the customer base grows?



Seasonality: Does demand change across the year? How do operators manage quieter periods?



Growth options: Can you add customers, products, services, staff, a second vehicle or another territory?



Do not treat earnings examples as guarantees. Use them as prompts for questions: what did that operator do, how long did it take, what territory, what support, what hours, what costs, and what would be realistic for me?

6. SUPPORT, TRAINING AND BUYING POWER

One of the main reasons people choose a franchise is not the logo. It is the support system behind the logo.



Ask what support actually means



Initial training



On-road or practical training



Supplier/product training



Operations manual



Marketing templates



Technical support



Regular meetings



Local coaching



Why it matters



Speeds up learning



Reduces avoidable mistakes



Builds confidence



Improves customer experience



Gives structure to growth



Provides a network when problems arise



Pool-care example: a new operator may need support across water testing, equipment, customer diagnosis, products, quoting, route efficiency and business planning — not just sales leads.

7. LIFESTYLE, FAMILY AND CONTROL

Most career changers don't just want more income. They want a different working life.



Common reason for change

-  Flexibility
-  Greater time control
-  Work-life balance
-  Less stress
-  Own boss
-  More active work
-  Better income potential
-  Work close to home

What to test before buying

-  What hours are realistic?
-  What is the route area?
-  How long to build a customer base?
-  Can family commitments fit?
-  Will you enjoy customer work?
-  How much admin remains?
-  What happens in peak season?



***Don't just ask 'is it flexible?'
ask 'what kind of flexibility does it offer,
and what trade-offs create that flexibility?'***

8. RESILIENCE AND FUTURE-PROOFING

Technology changes many jobs. That does not make every hands-on business safe, but it does make local, physical, trust-based service worth considering.



1. Physical delivery:

Some work must still happen at the customer site.



2. Local trust:

People let reliable service providers into homes, backyards and ongoing routines.



3. Repeat need:

Maintenance businesses can build recurring customer relationships.



4. Problem solving:

Diagnosis, judgement and communication still matter.



5. Customer experience:

Technology can help scheduling and reporting, but people still judge service by reliability and confidence.



USEFUL LINE OF THOUGHT

AI may change marketing, admin, quoting, customer messages and reporting. It is less likely to physically clean a pool, inspect equipment, repair a pump, speak to a homeowner at the property and build local trust.

9. DUE DILIGENCE CHECKLIST

Move slowly enough to make a good decision.
Ask direct questions. Get advice.
Speak to operators. See the work.

Area	Questions to ask
 Fit	Why do I want this business? Does the work suit me? Would my family support the change?
 Numbers	What turnover, margin, costs, fees, working capital and ramp-up period are realistic?
 Support	Who trains me? Who answers technical questions? What support exists after launch?
 Territory	How is the area defined? What customer base or opportunity exists?
 Leads	Where do enquiries come from? What do they cost? What conversion is typical?
 Legal	What documents apply? What obligations, fees, restraints and exit terms exist?
 Reality check	Can I do a ride-along? Can I speak to existing operators? Can my partner attend?



**Independent advice is not a formality.
Use your accountant, lawyer and trusted advisers
BEFORE COMMITTING.**

10. DECISION SCORECARD

Score each area 1–5. Low scores do not automatically mean ‘no’. They tell you where to investigate further.



AREA	1	2	3	4	5
Work type suits me	☐	☐	☐	☐	☐
Lifestyle fit	☐	☐	☐	☐	☐
Family/partner support	☐	☐	☐	☐	☐
Numbers understood	☐	☐	☐	☐	☐
Working capital available	☐	☐	☐	☐	☐
Training/support confidence	☐	☐	☐	☐	☐
Territory/customer opportunity	☐	☐	☐	☐	☐
Risk level acceptable	☐	☐	☐	☐	☐
Exit/resale understood	☐	☐	☐	☐	☐
I still want this after a ride-along	☐	☐	☐	☐	☐

NOTES



ABOUT THIS GUIDE

This publication is general information only. It is intended to help employed people think through the practical, financial and lifestyle considerations of moving into business ownership. It is not financial, legal, tax or franchise advice. Always conduct your own due diligence and seek independent professional advice before buying any business.

Pool-care examples and images are used because mobile pool care makes several contrasts easy to see: outdoor vs indoor, mobile vs fixed premises, recurring customers vs one-off sales, and franchise system vs starting alone.



FINAL TEST

Do you want the business, or do you only want to escape your current job?

A good decision should be pulled by the opportunity, not only pushed by frustration.



SUGGESTED NEXT STEP

Talk to us at Jim's Pool Care for an obligation-free chat. We can explain the opportunity, answer your questions, and help you work through whether the business is suitable for you — and whether you are suitable for it.

Ready to explore whether a Jim's Pool Care business is for you?

You do not need to make a decision today. The next step is simply to have a conversation, ask direct questions and understand whether the opportunity fits your goals, finances, family situation and preferred way of working.

A Jim's Pool Care Mobile Pool Shop may suit you if you want:

- ✓ to work outdoors, not behind a desk
- ✓ more control over your working week
- ✓ a practical, local service business
- ✓ the backing of an established franchise system
- ✓ training, support and supplier access
- ✓ customer relationships you can build over time



At Jim's Pool Care we are happy to have as many no-obligation conversations as you need to help you determine whether this is the right move for you.



Suggested resources



Jim's Pool Care YouTube channel
<https://www.youtube.com/jimspoolcare>



Jim's Group pool-care videos
<https://www.youtube.com/@JimsGroup/search?query=pool>



Franchise testimonials
<https://www.jimspoolcarefranchise.com.au/testimonials/>



Franchise opportunity
<https://www.jimspoolcarefranchise.com.au/>



**Have a no-obligation chat with your local
Jim's Pool Care Franchisor.**
Call **131 546** or register your interest online.