



Franchise Info Pack

For more information visit summithomes.co.nz
or call us for a free consultation on **0508 NZ SUMMIT**



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Company Overview

With over 40 years of experience and more than 2,000 homes built, Tony and Melissa have established one of New Zealand's most successful building companies in New Zealand.



Tony's four decades as a Licensed Building Practitioner (LBP) and Melissa's expertise in finance and construction create a formidable partnership. Together, they lead a dedicated team of 14 skilled staff, ensuring excellence at every stage of the building process.

Summit Homes stands apart from other group home building companies, thanks to the extensive experience and leadership provided by its Directors. The efficient systems and processes that drive daily operations, along with the unique 12-week build programme, are a testament to their ability to run a highly successful business.



Tony Clark
Director

Tony Clark has been in the building game for over 40 years and brings a wealth of experience to the table when it comes to building new homes.

Here he is invaluable with his understanding of building costs interpreting designs into reality but without blowing the budget.

When he is not at work Tony can be found following his other passion breeding Murray Grey cattle on his farm in the Waikato or if the sun is shining you will probably find him somewhere in the Hauraki Gulf doing his second favourite thing, fishing.

Key Milestones

Pokeno Heights, Pokeno

Summit Homes purchased and paid for 12 sections in full - no builders terms were used. The vision was to create a Summit neighbourhood of homes at prices that Kiwis could afford.

Typologies were a mix of single level homes, on generous 600m2 sections, ranging from 3 bedroom first homes, 4 bedroom family homes to several builds with home and income for extended families.

Open and welcoming front yards that encouraged community engagement along with private outdoor living areas designed to capture the afternoon sun and utilize the generous space.



Riverside Grove, Tuakau

Summit Homes purchased 20 sections located off Escott's Road in Tuakau. Summit Homes have completed 17 of these new builds for 16 wonderful Kiwi families from first home buyers through to retiree's, in addition to Summit Homes' own Showhome

The typologies were like Pokeno Heights, except for 4 sites requiring timber floors due to site elevations. Once again during the design phase much thought was given to maximizing outdoor living spaces, with generous section sizes over 600m2

Warm welcoming homes are bespoke to each of the families who live in them, with a desk nook for the young family with small children, sewing room for the retiree, space to park the campervan for the empty nesters.

Devine Estate, Te Kauwhata

Summit Homes purchased and paid for 12 sections in full This was a large new development in Travers Road, Te Kauwhata with 64 sections that Summit Homes had exclusivity to sell. Collaborating with the Developer, Summit Homes created the entire marketing strategy, delivering an unprecedented 64 sales in 6 weeks.

In a country setting, Summit Homes worked with clients to select typologies to capture and enhance the stunning views, with front doors facing the street and outdoor living to capture the sun. Summit Homes have completed 3 homes, with another 20 builds currently under construction and families eagerly awaiting their new life in the bustling community of Te Kauwhata. .

As a family-owned business, Summit Homes is very aware how difficult it can be for young Kiwi's to afford their first home.



The Summit Team

Tony Clark Director

With a solid foundation in the construction industry, Tony began his career as an apprentice at AHI Building, where he completed a comprehensive four-year trade certificate apprenticeship. Upon successfully passing his exam and earning his qualification, he ventured into business ownership, initially focusing on speculative (spec) building. This early experience laid the groundwork for his transition into commercial and educational projects, where he refined his expertise over several years. His company earned a strong reputation within the education sector, and their work at Glenbrook Steel Mill further enhanced his experience in commercial construction and advanced health and safety practices.

In 2001, Tony co-founded Summit Homes, a company specializing in new residential housing. With extensive expertise in project management, construction, and site management, He has successfully overseen numerous projects from concept to completion. His passion for the construction industry drives him to deliver high-quality homes that meet each client's unique needs while fostering a culture of collaboration and innovation. As he continues to grow within this dynamic field, he remains committed to upholding the highest standards of craftsmanship and service in every project he undertakes.

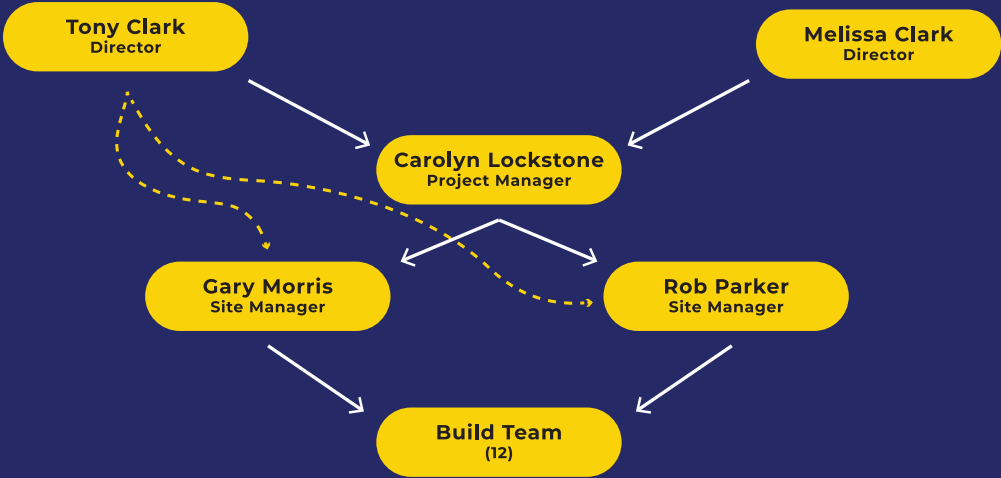
Melissa Clark Director

Before entering the construction industry, Melissa gained valuable accounting experience while working with an in-house accountant, where she was responsible for overseeing several companies and managing their accounting processes.

With over eight years of experience in the commercial construction sector, Melissa had the privilege of serving as Personal Assistant to the General Manager at both Hartner Construction and Cabella Construction. At Hartner Construction, a prominent leader in the industry, she spent five years supporting the General Manager in a dynamic, fast-paced environment. Her role involved managing schedules, coordinating meetings, and overseeing project documentation, which gave her critical insights into large-scale project management and the complexities of commercial construction operations.

Organisation Chart

- Direct Report
- - - Indirect Report





The Franchise Opportunity

Business Model:

Summit Homes core business is house and land packages, they typically own the land and bundle together house and land packages. In addition to this but not limited to is design and build where clients already have their own land, spec homes, cabins and renovations. Minimize the risks associated with starting a business from scratch by joining a well-established company with a successful track record.

Key Benefits:

a) Established Brand and Reputation

Leverage the success and trust of a proven brand in the building and housing industry.

Benefit from a strong reputation in South Auckland and expanding regions like Pokeno, Pukekohe, and Waiuku.

b) Proven Business Model

Operate under a structured and scalable business model tailored to house and land packages and spec homes.

Access strategies that have already been tested and refined for success.

c) Comprehensive Training and Support

Receive training in operational processes, marketing, sales, and customer management.

Ongoing support from experienced professionals like the Directors and project management team.

d) Exclusive Territory

Enjoy exclusive rights to operate in a specific geographic area, reducing competition and maximizing growth opportunities.

e) Marketing Assistance

Gain access to professional marketing materials, social media advertising strategies, and property listing platforms

like Trade Me and RealEstate.co.

Utilize tools to expand outreach to new areas, such as Facebook and Instagram marketing.

f) Access to High-Quality Resources

Work with a team of licensed building practitioners (LBPs), site managers, and trusted sub-trades.

Benefit from access to house renders, videos, and promotional materials for new builds.

g) Reduced Start-Up Risk

Minimize the risks associated with starting a business from scratch by joining a well-established company with a successful track record.

h) Franchisee Collaboration & Networking

Connect with other franchisees to share knowledge, insights, and strategies for mutual growth.

i) Focus on Emerging Markets

Be part of a company actively growing its presence in high-demand areas with a focus on modern, sustainable housing and innovative building designs.

j) Strong Leadership and Vision

Benefit from guidance by seasoned leaders, Melissa and Tony Clark, with a clear vision for company growth and innovation.



Ongoing Support

Franchisee Roles and Responsibilities

Daily Responsibilities:

Managing sales, overseeing construction projects, managing client relationships, maintaining brand standards, administration, finance.

Qualifications

- Business and Industry Knowledge - (industry knowledge not mandatory but beneficial)
- Financial Capability & Business Management
- Sales & Marketing Skills
- Leadership & People Management
- Compliance & Licensing

Support and Training

Initial Training:

- The training programme is designed to prepare franchisees to operate a stand alone business. The training will have a franchise and quality servicing focus and will not include technical training unless it relates to uniqueness in the SUMMIT HOMES procedures.
- Operational support includes access to the Franchise Manager for day to day contact and support, Marketing Manager for marketing and promoting the Summit Homes brand, Tony Clark, Director for managing national accounts and support for franchisees.

Ongoing Support

Marketing Materials:

All marketing assets and advertising will be provided by the Franchisor, this includes renders, logos, templates, images, copywriting, social media posts for the Group. Local advertising can be undertaken by the franchisee but must be approved by the Franchisor before being published.

Supplier Relationships:

Summit Homes have a preferred supplier relationship with PBS NZ for all fit off materials, this encompasses all franchisee's so they can leverage off excellent purchasing rates.

Supplier Relationships:

The Franchisor will have monthly catch ups with the Franchisee to check in and discuss any updates, day to day running and any other items.

Marketing and Advertising

Our Marketing Approach:

Summit Homes have a strong Marketing team with a wealth of experience in working collaboratively with Developers to ensure a co-ordinated marketing approach and brand integrity.

Summit Homes have a longstanding partnership with their Advertising Agency who provide a large team of experienced individuals that shoot and create all marketing assets. They also strategise and implement all social channels driving good quality volume leads for the Summit sales team.

The Customer Relationship Software used by the Summit sales team is ZOHO, a world renowned CRM package that delivers excellent data capture and reporting. The typical sales cycle for a sales consultant is 15 days to deposit paid.



Selection Process

The following criteria are evaluated as part of our selection process:-

Financial Capability & Business Viability

- Ability to meet the required **initial investment and working capital**
- Good **credit history** and financial stability
- Understanding of **cash flow management** and financial planning

Business & Industry Experience

- Background in **construction, property, or business ownership** (preferred but not mandatory)
- Knowledge of **real estate, project management, or trade coordination**
- Proven experience in **managing a business or team**

Sales & Marketing Skills

- Strong **sales and customer service skills**
- Ability to build and maintain client relationships
- Understanding of **digital marketing, advertising, and lead generation**

Leadership & People Management

- Experience in **hiring, training, and managing staff or subcontractors**
- Strong problem-solving and decision-making skills
- Ability to foster a **positive and productive team culture**

Operational & Compliance Readiness

- Willingness to **follow the franchisor's proven systems and processes**
- Understanding of **building regulations, consents, and compliance**
- Commitment to **health & safety standards** and best practices

Personal Traits & Commitment

- Strong **work ethic** and motivation to grow the business
- Willingness to be **hands-on and actively involved** in operations
- Alignment with the **brand's values, vision, and customer service standards**

Long-Term Growth Potential

- Strong **work ethic** and motivation to grow the business
- Willingness to be **hands-on and actively involved** in operations
- Alignment with the **brand's values, vision, and customer service standards**



Build It Right

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