

Why I **love** my job

Will and Ralf Munson, Don't Fret Pet, Sunshine Coast

How did you get into franchising?

Seeking lifestyle change from the corporate world we originally purchased a mowing franchise. Then through needing care for our own two fur kids, found Don't Fret Pet! Research revealed it was one of the better run franchising systems and the rest, as they say, is history.

What was the hardest part of starting up?

The unknown – taking on a virgin territory with little existing branding in the local area, each new venture was exactly that, new. There was no local historical data to work with. But being a franchise at least gives you guidance from others that have travelled the same path elsewhere.

What are the benefits of being a franchisee?

You are never totally alone. There is always the support, knowledge and networking of the franchisor and other franchisees to give you guidance and direction. Not having to reinvent the

wheel as the policies, procedures and IT systems are all in place and have been tried and found sufficient.

How have you made your mark in your business?

Will, being the analytical half of the partnership, has been able to assist in the maintenance of records and the creation of historical and projected data. A more defined direction has definitely been achieved through this. And with the exceptional growth of the boarding side of the business there was a definite need for a home visiting service. Will joining the business meant the opportunity to expand and develop this very exciting and achievable plan.

How do you balance your work and family?

Having already left the corporate world to achieve that balance it is vital that we maintain it. Long hours are often needed, and, as our clients are in care 24/7, we need to be contactable at all hours. We



Will and Ralf Munson

actually schedule in advance short breaks and annual short holidays and we ensure that we enrol in leisure activities.

Simple rules for day-to-day activities help too. Although we are a home based office, we always ensure that we leave the actual office for lunch and timing a backup and shut down action on the computer at night helps to reduce long nights in front of the screen. ■



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