

**Make a Life for Yourself  
... Not Just a Living**

with



**Of 100 people aged 25, by  
the time they reached 65:**

**24 are dead, 54 are dead broke,  
16 are still working, 5 retire on a  
liveable income, 1 is wealthy.\***



**Where do You  
Want to be?**

**Who are  
we?**



**We sell fun... Guaranteed!**

Lightsounds is a one-of-a-kind Franchise opportunity. We are in the business of selling and hiring out fun.

It's NOT the "fun" you would find in making the perfect sandwich, cutting the perfect lawn or squeezing the perfect orange, far from it! It's the type of fun that springs people up out of the chair; dancing and singing. The type of fun that has people running for the video camera. Above all, Lightsounds fun can be found behind every door, in every living room, party and function. Lightsounds brings families and friends together and lights up the stars.

**It all started in the mid  
80's...**

Lightsounds officially began as a specialist retailer, with a commitment to showcasing the World's finest DJ, Lighting and Audio products, in one of the fastest growing industries in the world - the Entertainment industry.

We quickly established ourselves as the market leader in Australia. Lightsounds has enjoyed 50% growth per annum - on average - since its National launch.

At present, Lightsounds is represented in almost twenty locations across Australia.

Lightsounds outlets are destination stores; customers have been known to travel across state lines to shop with us.



**Why  
Choose  
Us?**

**Outside the square**

You are looking for a business, which is fast paced and where the only "constant" is change. We know you have worked hard at saving your money to go into business; you don't want to end up making sandwiches or mowing lawns all day!

We've done all the hard work in creating a business that not only can provide excellent profits, but is exciting, dynamic and most of all, FUN. As a Lightsounds franchisee, you'll have peace of mind, knowing that although you are in business for yourself, you are not by yourself.

You will have access to excellent systems including all the know-how and skills and margins that independent stores simply cannot compete against.

**A winning formula**

Lightsounds franchisees benefit from:

- National Advertising and Promotions
- Proven Business Systems and Procedures
- Group Purchasing Power
- On-going interaction between head office and stores; via store visits, monthly meetings and training sessions.
- Exclusive Territories
- A VIP customer membership rewards program.
- Little or no Competition
- Catalogue and various print media support
- Low Entry Cost with Minimal Risk
- National brand awareness and demand
- Dedicated and tailor designed software



**Largest  
Margins  
in the  
Industry**

**Exclusive product range**

We have established leading edge importing and distribution systems, which have led to Lightsounds being competitive in pricing and exclusive in product.

Lightsounds has - over many years - negotiated and merged relationships with internationally recognised manufacturers. We now own a number of the trademarks and brands that are sold *only* through Lightsounds stores in exclusive territories.

**Our best price guarantee**

We have successfully eliminated the "middle-man" from our operations. We are able to offer products at a much lower price and therefore better retail margins. Lightsounds boasts a 110% price guarantee.

The Lightsounds product range is impressive. Our team of buyers constantly source exclusive technologies from around the globe, giving Lightsounds customers access to the latest technologies and products.

**It does not stop at retail**

Why be confined to retail?! What makes Lightsounds so unique is that we also specialise in hire, providing a lucrative additional "gross profit" income stream. Our hire departments cater to everyone, from Karaoke customers, through to party and professional lighting and sound users.

And, there's even more opportunities. We offer genuine growth prospects as you gain confidence and your business becomes more established. The possibilities are limited only by your imagination.



**What  
do you  
get?**

**Endless Opportunities**

**Our Potential Markets include:**

- Every Household
- The Stage
- Theatre
- Outdoor Events
- Bands
- Fashion Shows
- Restaurants / Cafes
- Theme Parks
- Hotels
- Sports Arenas
- Discotheques
- Pubs & Casinos
- Museums
- Arcades
- Dance Halls
- Funfairs
- Promotion Companies
- Function Centres
- Presentations
- Outdoor Lighting
- Shopping Centres
- Ferries
- DJ's and Musicians
- Retail Outlets
- Bars
- Live Concerts
- Corporate Foyers
- Cruise Ships
- Fitness Clubs
- RSL's
- Churches
- Exhibitions
- Conferences
- Architecture
- Amusement Parks
- Retirement Villages
- Karaoke
- ...and many more

**We can assist "independents" to  
create new growth:**

In certain regional areas, Lightsounds can offer a "dealership" as an alternative to a franchise, which is dependant on the population, location and its potential. Lightsounds Authorised Stockists carry many of the benefits of a franchise without - of course - the full support program expected of the Franchisor. Our business development team is happy to discuss your needs and help you prepare to take the next step with your business.

**Don't take our word for it...**

*I'm stoked with it! I gained new business immediately after signing up with the Lightsounds Authorised Stockist Program, and the business just keeps growing. I have now found myself about to move to a larger shop to compensate for this new growth. Adding this new "dynamic" to my business proved to be a profitable decision.*

Lightsounds Authorised Stockist  
Glen Peters (Owner - Royce Music House - Toowoomba QLD)

**Interested in joining the team?**

**No previous business experience is required!** Our training is first class and state of the art.

Give us a call, we are more than happy to supply you with lots of information so you are informed and feel comfortable to go to the next step.

We have put in place an extensive selection process for franchisees. It is as important to us as it is to you that we select the BEST people to become Lightsounds Franchisee's. We go out of our way to ensure that you will not end up in a Lightsounds business, if it's not right for you.

**Curious?**

Visit [www.lightsounds.com](http://www.lightsounds.com)

**The man behind it all:**

A top Motor-Cross rider then popular DJ throughout the seventies and eighties and degree qualified, Managing Director of Lightsounds, Rick Chisholm, tucked away his LP's and focused his energy on developing a new retail concept and product line for the Entertainment Industry.

Rick now runs the largest chain in Australia and is regarded as the Pioneer of retail Internationally for Lighting, DJ and Audio equipment. He achieved this through internal growth, without mergers or acquisitions, maintaining a mature and professional approach and having a connection with his customers, Staff and Franchisees.

Author of "Career DJ" and currently writing his second book "Why Small Businesses Go Broke - and How To Prevent It -", Rick Chisholm is an asset and one of the key players in the growth, expansion and ongoing training of Lightsounds staff and Franchise partners.

**To commence your obligation  
free enquiry, contact:**

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\* Source: Australian Bureau of Statistics



Rick Chisholm  
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