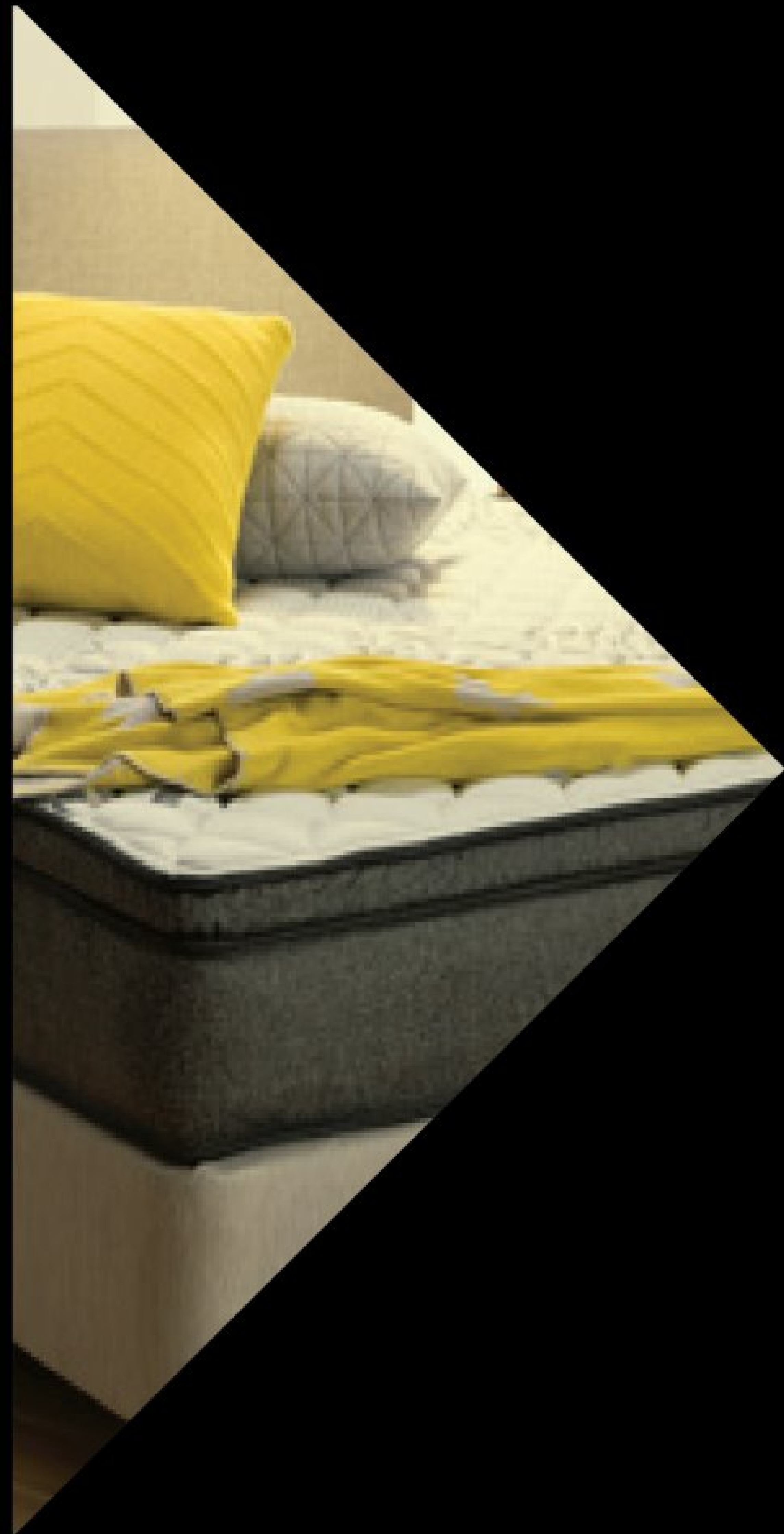




regal sleep
SOLUTIONS



Regal Sleep Solutions
The mattress of choice for health professionals

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Though we spend about a third of our lives sleeping, a lot of people don't pay enough attention to their mattresses. Whether we sleep well or not is determined by a considerable number of factors and the quality of the mattress is one of the top elements to consider. A mattress of poor quality does not only affect your sleep but also other important things like your spinal health. Because of all that, it's highly important to consider investing in excellent items.



For Regal Sleep Solutions, that's their bread and butter. The father-son combo of Rob and Tim Simon have managed to create an incredible franchise that is intimately connected with the healthy side of the sleep business. Rob has been in the mattress business for over thirty

AT A GLANCE

WHO: Regal Sleep Solutions

WHAT: Franchise which manufactures and sells mattresses recommended by over 1000 health professionals

WHERE: Various locations throughout Australia and China

WEBSITE: regalsleepsolutions.com.au

years and his experience was what served as the foundation for Regal Sleep Solutions. The company, which has been operating in its current form for eight years, creates unique mattresses which you will not find anywhere else. The company also launched its first international store in China back in 2013 and there are big expansion plans in the works.

Even better, their products are the only ones in the business recommended by over 1000 health professionals. Tim explained that his company has been working with general practitioners, chiropractors, and a host of other professionals for the last five years. This is not just a simple fact, it is the core philosophy and ideal of the business. Tim believes that delivering quality of sleep is of outmost importance to a healthy life and the professionals obviously agree with him. Each mattress has been designed with a specific goal in mind, and that is to deliver excellent sleep to every customer. Anyone interested in the exact details of the process



needs only ask a member of the staff and they will happily answer any questions related to the mattresses themselves as well as the benefits that they represent.

“Our point of difference is that we do prepare the cutting edge of spring mattress technology. Everything we do is in consultation with health professionals so that we don’t do any mistakes when it comes to aligning people’s spines and comfort levels for the right mattress”, Tim explains.

A range of quality products

Regal Sleep Solutions offers a wide range of mattresses, each catered to a certain cause. These start from the “Essential” all the way to the “Healthy Life” range. Healthy Life is the proud jewel of the company. It is this range which is recommended by all those health professionals as it has been carefully designed to aid in the sleeping process. It’s perfectly zoned for lumbar and lower back support, for instance, and the company is so confident in it that it offers a 30-



day guarantee which ensures that customers can get their money back if they are dissatisfied with the mattress. Before it comes to that, however, the company also offers to swap the customer's mattress for another one because satisfying clients is of top priority.

“If a client is not completely satisfied with what they’ve gotten from us then they are also completely protected. All of our mattresses have between five to fifteen years warranty. We know that our products will stand up

to the test of time and have longevity. We understand that a mattress is not just a bed, it’s also a health aid that supports someone on their health journey”, comments Tim.

Proudly Australian products

The franchise prides itself in every aspect of its business, including the fact that every mattress is made from Australian products in Australian ground. As it is both a manufacturer and distributor, Regal Sleep Solutions





is able to both reduce prices and deliver fantastic products to their customers. According to them, the quality of the ingredients is hugely important for the quality of the mattress and every single piece adheres to strict quality guidelines. Obviously, this attention to detail has worked in the franchise's favor.

Each part of the business is planned with great care and responsibility. Aside from using Australian ingredients, the company is also careful with being environmentally friendly so they use natural and biodegradable products as well as non-toxic adhesives. The ever-shifting landscape of mattress technology is followed very closely so that the company can apply new advancements to the benefits of their consumers.

According to Tim, Regal Sleep Solutions has been so successful since renewing its focus that the company has had to double in size every three years since then. In fact, Regal has already gone through three factories, each of them bigger than the last. Provided that they keep up with the current pace, the company will also be moving into its fourth factory next year. Currently, all mattresses are made in the company's own factory in Melbourne's Noble Park which ensures that their quality and made is consistent across the board.

Caring for every member of the Regal family

Of course, quality products are not enough to build a successful franchise. Towards that end, Regal



Sleep Solutions has created well-structured business practices that allow their franchise stores to grow and their partners to become successful. The process of becoming a franchisee for Regal should be familiar to anyone involved in similar businesses. Anyone interested in joining the franchise will first meet up with Tim and his Operations Manager, Peter Dickens. If that person is a right cultural fit for the company, Tim invites them to do a little bit of mystery shopping and see how the stores operate. After getting the financial parts in order, that person is finally considered a franchisee and a member of the family.

“We really like to foster processes and great attitudes in the business. It’s really important that we do ongoing training with our team and make them connected so that they feel part of a team environment. I tell all my staff that when they come to Regal Sleep Solutions, I want to make them better people. If one day they decide to do something on their own, such as becoming franchisees, they’ll do it while being a better person and I think we facilitate that very well with great training and ongoing support. We also hold an award ceremony at the end of the year where we celebrate the achievements of all the stores and

individuals that have contributed over and above”, says Tim.

In Regal Sleep Solutions, Tim believes that there are a lot of opportunities for each member of the staff as well as the franchisees. The company understands that its people are the driving force behind the products. From the public faces that actually sell the products to the people who craft them and manage the operation, everyone is an important part of the machine. As such, improving the skills of the staff directly affects the company in a positive way.

Tim is adamant about that: “For a turnkey operation, Regal Sleep Solutions really offers second to none value for any person interested in learning about business while being successful straight away. We teach people about skills in sales, techniques that are very cutting-edge. Anyone who’s in the Regal family, we care about them and want them to grow and we really are fully committed to the success of everyone who works at the organization”.

Another interesting fact about working in Regal Sleep Solutions revolves around the commissions system. Each employee has certain targets to achieve and, through hard work and dedication, they can earn considerable sums of money from their work. The company offers an uncapped commissions system because they believe that people

should be rewarded for their success and not hindered by it. The same goes for the stores. Instead of a percentage of the profits, the company merely asks for a flat rate so that running a successful store is a very positive experience.

Continuous growth and success

If one thing’s for certain, it’s that Tim and his team will not stop working to improve and expand Regal Sleep Solutions further and further.

“We want to become number one mattress brand in the country. We want to get up to 65 stores across Australia and we want to be recognized as your health professional’s first choice in mattress”, suggests Tim.

The road to that goal will most certainly be filled with a lot of obstacles. According to Tim, the mattress business is incredibly competitive. However, that has not stopped them thus far and it’s unlikely to pose a problem in the future. Over the next couple of years, the company plans to expand even further in both Australia and China so expect to see more Regal Sleep Solutions stores popping up everywhere soon.

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