



## ZeeTee Infrared Imaging Technologists

[www.zeetee.ca/associates](http://www.zeetee.ca/associates)

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### *ZeeTee assists Infrared Imaging Technologists to successfully get started in business*

Be your own boss, write your own paycheque, make your own hours and unlimit your income. This is a new field opened up by decreasing prices of this amazing technology and word is spreading like wild fire – get in on it early and close the door on competition in your area. If you can live on \$50 / hour and you are prepared to work hard and smart then you can make a success of this business and soon you will be making \$80 / hour as your marketing efforts start paying off. In time, build your business into a fully fledged dealership and be a successful distributor and service provider with a great brand to back you up.

- ✓ Don't need to commit to a lease for office space because you will be mobile, and your back office support has your back covered.
- ✓ Don't have to employ people just to "keep the doors open" because your business presence is a professional web site, toll free number with virtual PABX to route calls and take messages and receive faxes – with the big company touch.
- ✓ Don't have to get another mortgage on your house because you can get going for under \$10,000.

### *Background*

North America's developing Green Consciousness creates many new business opportunities. Some of these opportunities are right now the hottest commodities for new business start-ups. Things change – survivors embrace change.

The benefits of infrared imaging technology used to be out of reach for private businesses and home owners. The equipment used to cost so much that only larger institutions could afford it. However, innovations from European and Chinese sources changed all that. Top line infrared imagers (cameras) have become not only affordable but have already proved their worth in the Green cause.

Homeowners can now afford to have their homes surveyed for heating/cooling energy losses. It is usually easy to insulate an area around a window or in roof where the \$ just fly out all the time – but we need to know just where that spot is. Finding leaks in a roof can sometimes be very hard, time consuming and costly – unless you have access to an infrared imaging technologist. A home inspection is not complete without an infrared imaging report on the hydro installation and the thermal performance of the structure. Homeowners save \$1,000s by having their homes scanned every 3 years or so. If you won't be the one doing that work, someone else will.

Every small business can now afford to have annual audits done on their electrical installations and mechanical equipment for predictive maintenance – preventing fires, breakdowns, downtime, and lowering their hydro bills.

Every general contractor, roofing company, insulation company, property developer / management company, home inspection company, manufacturing company wish they had access to an infrared imaging technologist in their area.

People can rent infrared cameras but it takes special training, experience and expertise to get the right images under the correct circumstances, to learn the software and master the skill of infrared image analysis. That is why Infrared Imaging Technologists are charging between \$50 and \$90 an hour for their services (depending on the complexity and workplace environment).

If you are planning to get into this Green industry ASAP and setup as an Infrared Imaging Technologist in your community before someone else scoops the market from under your nose – then ZeeTee has a good solution for you.

You can affiliate with the ZeeTee brand by becoming an associated technologist. This works like a franchise, in a way. It is by far the most cost effective way to get into this business and you can be earning within a few weeks.

## Benefits of being associated with ZeeTee

- We share our start-up business plans with you. Benefit from expert guidance and tried and tested action plans to get the business going as soon as possible without spending a fortune on ads.
- You get immediate brand recognition and you are associated with a top of the line thermal imaging product with a presence in 50 countries worldwide.
- You get your own telephone extension on ZeeTee's 800 toll free telephone answering, messaging and call forwarding facility. Your calls are forwarded to your telephone and/or your cell phone. If you are busy and don't answer, the system takes a message and sends the voice message to you attached in an email. Track online who phoned you, listen to your messages, set your office hours and forwarding preferences. Benefit from that "established business image" and enjoy true mobility without the expense of leasing your own premises and receptionist.
- You have your own professional web page – [www.zeetee.ca/yourname](http://www.zeetee.ca/yourname) and soon you will be listed on, and have a page with [www.thermographer.ca/yourname](http://www.thermographer.ca/yourname)
- Your email address is linked to your business image – [yourname@thermographer.ca](mailto:yourname@thermographer.ca)
- Use professional stationary with the ZeeTee brand and your name and contact details on it. Start off with a business package containing professional business cards, flyers, infrared imaging report templates, card door magnets, window stickers, presentation folders, lawn signs, branded envelopes and letterheads, post cards for marketing, professional brochures, tried and tested print advertisement optimized for newspaper and magazine. Access demonstration videos to use as sales tools. Benefit from our regional advertising and tried and tested marketing.
- Lead generation, email campaigns and supply of qualified leads.
- We assist associates with their certification training and allT certification. Gain important credibility with proper certification.
- We provide basic business start-up training and share time-tested success recipes.
- We provide equipment training and analysis software training. Get going and be professional within a few weeks.

- Purchase equipment at deeply discounted prices or very amicable lease terms. Benefit from improved cash flow.
- Rent specialized equipment used for particular applications rather than having to buy something hugely expensive that you won't use very often. Access to new technology is important.
- Benefit from group insurance rates.
- Earn commission on sales of equipment – a nice sideline.
- Meet with peers in other areas and network and learn.
- B2B referral relationships with electricians, insulators, engineers, roofers, general contractors, home inspectors, real estate agents, etc.

## What does it take to become an Associated Infrared Imaging Technologist?

Getting setup as an associate is easy because we have gone to a lot of trouble to simplify and streamline the process. The process involves three steps:

- 1) Application
- 2) Business setup
- 3) Certification

### Application

The Application performs a number of functions. It puts us in a position to learn about the geographical area where your main business focus will be. We do an investigation to determine the area's feasibility. We also do a [credit check](#) with the aim to establish your account with us. You get to learn about the level of understanding of physics, technical and computer skills required being a professional. We get to learn about your people skills required to generate sales, represent the brand, and network with B2B relationships that we foster. There is a \$50 fee for processing an application. [Download an application form](#) and take look for yourself – it's not as daunting as it sounds.

### Business Setup

Once an application is successful an Association Agreement is signed by both parties. The Business Setup and Association payment of \$3,980 becomes payable upon signing. We finalize the purchase / lease of your infrared camera and place an order with the factory. *See Financing below.*

The Business Setup and Association payment goes toward the following goods, services and material that will be produced and/or delivered within the following ten days.

- Initial Association fee
- Web site setup
- Email address setup
- Telephone and contact management system setup
- Production of 250 business cards, card holder, 100 letterheads, digital letterhead, 250 name & address stickers (for brochures, flyers, etc), 100 brochures, 10,000 flyers, 250 post cards, 100 presentation folders, 4 car door magnets, business

- development material, 2 advertisement masters, 1 vinyl banner, etc.
- Initial mailing of 5,000 flyers to selected postal codes in your territory.
  - Business plan development (assistance provided)
  - AIIT association fees
  - Initial training material and text books for certification studies

## Certification

Two different certifications are completed before the business setup process is finalized. An associate may start working and earning before the AIIT Certification is completed but not before ZeeTee's in house Certified Associate certification is completed.

### Certified Associate

ZeeTee Associates successfully completed the following modules – a total of no less than 30 hours:

**Initial infrared imaging training**

No less than 4 hours in class but the theory is studied in own time. A theoretical exam is written in your own time.

**Initial business development training**

No less than 2 hours. A business plan must be finalised before this session.

**Infrared image analysis and software training**

No less than 2 hours in class.

**Introduction to Workplace Safety training**

No less than 2 hours. Associates need green triangle (preferably also the omega sign) safety shoes, safety vest and safety hat.

**Camera training**

No less than 2 hours.

**Practical training**

About 10 hours. Caps the Level 1 course with a practical assignment and delivered infrared imaging report.

Certified Associate is presented once a month at the Sarnia factory premises, over three week days.

Cost: \$985. Not including accommodation.

Certified Associate boot camps are offered from time to time in various cities across Canada. Boot camps run over two days / two evenings - starting for example on Tuesday evening ending Thursday afternoon. Associates need their cameras, and must have read all the required theoretical material before attending the session. Boot camps cost a bit more since we have to factor in our travelling, accommodation, and venue charges – also depending on number of participants.

### AIIT Certification

Associates have four months from date of initial association with ZeeTee to obtain AIIT certification. Under normal circumstances this time limit is more than adequate because

much of the material covered is required for Certified Associate training. ZeeTee Associates get preferred rates from the AIIT. For a self-study course including exams the cost can be in the region of \$600 to \$800. When resources permit we offer access to tutors to help with course work.

## Monthly Association Fee

Most franchises charge a % of your earnings, or an annual territory fee, or a huge upfront sum as a franchise costs - we don't. The monthly association fee of \$160 covers all the benefits of association including access to business development material, continued training, technical material, business leads, marketing spinoff, etc.

## Cost Assumptions

Costs can only be assumed for a typical scenario. This is a rough guide only – for a cash transaction. Budget for few thousand \$ more for incidentals.

Business Setup and Association	\$3,980
<a href="#">E1 Camera</a> purchase (assumed cash price)	\$2,970
Level-1 Certification training	<u>\$ 985</u>
Approximate cost for this scenario	<b><u>\$7,935</u></b>

## Financing

We prefer cash settlements of initial setup costs because it benefits our cash flow and saves associates a lot of money. Nevertheless, we do finance setup costs but then associates lose the very steep discount on the camera (only available once, and on a cash transaction). If an associate does not pay cash, the camera is available at 5% discount off retail price. Our rates are high because we have to carry financing charges as well. Financing is over 24 months at 11% interest, with a 55% down payment. Below is an illustration of the above scenario but financed.

Business Setup and Association	\$3,980
E1 Camera purchase (assumed retail less 5%)	\$3,489
Level-1 Certification training	<u>\$ 985</u>
Approximate cost for this scenario	<b><u>\$8,454</u></b>

55% down \$4,650 leaves a balance of \$3,804 @ 11% over 24 months = \$176 per month

See [current camera prices](#)

## Quick Recap of Some of the Benefits of Association

- ✓ **Get going sooner and hit the ground running.** Most start-up business take about 1 year to get going and about 2 years to get into the swing of things. These start-up budgets have to carry the owner / operator for that time. Associates, however, hit the ground running with product training, business training, marketing strategies, branding, back office support, initial marketing blitz in your community, etc. Saves you years in unearned income and start-up hardship.
- ✓ **Tap into our experience.** Most start-up businesses rely on the owner / operators' past business experience, small business training, and marketing expertise to get up and (hopefully) running within a year or so. Not in this case. You have a business plan in hand when you start; you have a marketing plan, and an experienced partner behind you. While the sweat and tears of starting and running your own business will be your – at least you have expert resources to look to for guidance and support.
- ✓ **Start off at a bargain price.** Most start-up businesses spend months or years learning about web sites, stationary, back office support, branding, marketing dos and don'ts, business banking, incorporation /partnerships, collateral, etc. and inevitably fall into some pits along the way. All this costs a lot of school money and lost earning potential as they go along initially without proper tools or (most often) with broken / ineffective tools. Our stuff work. They may not be at their very best yet, we don't know, that's why we keep trying to improve the, but they work and we know it because we see it in operation every day. You don't have to go and make a lot of expensive mistakes to learn – we already paid the school fees.
- ✓ **There's lots more but you already know all that...**

## Get started today

Download an [application form](#) and contact the VP Associate Services today to make sure your area is still available. Be the first applicant in your area. We follow strict criteria as to the number of associates allowed in an area.

## Contact:

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Tel: (888) 316-1090

## Resources:

- GUIDE INFRARED [www.guide-ir.ca](http://www.guide-ir.ca)
- Canadian Association for Infrared Imaging Technologists [www.aiit.ca](http://www.aiit.ca)
- ZeeTee [www.zeetee.ca](http://www.zeetee.ca) 176 Seaway Lane, Sarnia, ON, N7T 5T9. Tel: (888) 316-1090