



## **Most Commonly Asked Questions**

**‘At Goldgenie you invest in a proven business model, not just a gold plating machine’.**

Laban Roomes, Founder & CEO

### **What is Gold plating?**

Gold plating is a process by which a solution that contains gold in suspension (dissolved) is applied to a conductive surface, through which a small electrical current is passed. The resulting process of electrolysis extricates the gold out of suspension and electrically bonds it to the surface.



### **Is the process easy?**

Yes, the Goldgenie is truly a portable system. It is smaller than a video recorder and a lot easier to operate! It comes with a simple-to-read manual, and after initial training, it really is easy to use. Everyone who has attended a demonstration is impressed by its simplicity and the quality finish it produces. At the demonstration, you can actually plate an item yourself within minutes!

### **Can I Silver Plate?**

Yes, the process for all plating finishes is the same, including gold, silver, rhodium, chrome substitute, nickel and copper.

### **Do I need to have sales ability?**

You need to meet people and simply show them and explain what you have to offer. Your effort in marketing your new service to your network of friends and family should pay off, once you demonstrate the value you add to their prized possessions. After a few sales, your confidence will grow, and the skills you did not know you had, (or thought you had lost) will come alive again.

### **Is the Goldgenie Certified Professional opportunity a franchise?**

No. We have decided that this opportunity should be easily accessible on low start-up budgets. We have therefore made it simple and straightforward, enabling you to start your business with significantly reduced costs compared to a franchise opportunity. There are however opportunities to grow your business into a full Goldgenie franchise, when you meet certain specified conditions in the future.

### **Can I use the Goldgenie name?**

The use of the Goldgenie name is reserved for franchisees. However as part of the Goldgenie Certified Professional package, you will receive marketing material with your business name and contact details. This should enable you to build your brand in your local area.



### How much can I earn?

It is important that you realise the potential earnings rather than referring to a fixed amount per week. If you make a determined effort to secure work every day of the week you will of course earn significantly more than if you only devote a few hours. For example, to achieve a target turn over of around £1,000 per week the following weekly gold plating sales would be required. (Please note the example below is for illustration purposes only)

Item	Profit range	Average Time
1 set bathroom taps:	£200 to £400 profit	2 hours
1 x set of car badges:	£200 to £300 profit	2 hours
1 golf club:	£40 to £80 profit	2 hours
1 x24-piece cutlery set:	£50 to £80 profit	1 hour
2 rings:	£20 to £40 profit	30 min
1 necklace:	£20 to £60 profit	30 min
1 mobile phone	£80 to £120 profit	30 min
4 iPods	£200 to £400 profit	1 hour
<b>Total= £970 to £1,480 a week for around <u>12.5 hours</u> work.</b>		

### Will the plate last?

The plate is a metal and its durability depends on several factors

- The thickness of plate applied
- The type of item plated, i.e. the level of wear and tear
- The nature of cleaners used

The thickness is determined by the amount of time spent on plating in the first place, the longer the time, the thicker and therefore more durable the plate. It is essential that non-abrasive polishes are used on the finish. Many polishes contain a high level of abrasive and may cause wear. Non abrasive polishes such as glass polish will give adequate cleaning results without wear. With care, the plate will give many years of use. In due course, if wear does occur the affected area can be re-plated.

### Which industries and sectors will benefit from the Goldgenie products and services?

Air Charter & Rental	Antique & Art Valuers
Antique & Curio Wholesalers	Antique dealers



Antique Repair & Restoration	Antique Shops
Architects (several categories)	Audio Dealers
Badge & Emblem makers	Bath re-surfacing
Bathroom design & Installation	Bathroom Equipment
Boat Builders & Repairs	Boat Charter
Brass Plaque Suppliers	Cameras (several sections)
Car Accessory Dealers	Car Alarms & Security
Car Dealers & Distributors	Car Radio Dealers
Car Restoration	Car Trimmers & Upholsterers
Caterers	Catering Equipment Hire
Catering Equipment Suppliers	Catering Supplies
Churches	Classic Car Hire
Hotel	Jewellery – Costume & Fashion
Jewellery Manufactures	Jewellery Wholesalers
Marine Electronics	Marine Instruments
Musical Instrument Manufacturers	Musical Instrument Wholesalers
Musical Instrument Shops	Optical Goods Manufacturers
Optical Goods Wholesalers	Optical Goods Retailers
Pawn brokers	Pens Retail & Repair
Photographic Goods Retailers	Plumbers
Printed Circuit Manufactures	Restaurants
Sailing Equipment	Ship Chandlers
Sign Makers	Sign Writers
Silversmiths	Tableware Importers
Tableware Manufacturers	Trophies & Medals Dealers
Yacht Builders and Repairs	

Many operatives have also found success by the coast or abroad gold plating boats, yachts and private jet interiors, ideal if you live near a port or a Riviera!



What do I get when I purchase the Goldgenie Certified Professional package?

- The Goldgenie “Pro business opportunity”
  - Includes the Goldgenie Pro plating machine
  - 3 Probes
  - 2 Leads
  - crocodile clips
  - 1 Pair of eye protectors
  - 100ml Gold solution
  - 500ml Activator
  - 500ml Chrome stripper
  - 3 plastic containers
  - 1 Pistol grip bottle
  - Box of gloves
  - Probe Swab material
- 
- User manual
  - A marketing and sales plan
  - Financial projections
  - A guide to pricing and charging
  - Solution re order guide
  - Online training manual
  - Telephone technical support between 8am and 6pm
  - **Lifetime Warranty** on machine
  - **10% discount** from all consumables and chemicals and up to **40% discount\*** from all other Goldgenie products online.

Total £1295+VAT, [click here to buy now](#)

How exactly can I run my goldplating business? Do you have any examples of successful businesses?

The Goldgenie is so versatile that purchasers of our business opportunity are using the system to launch their own unique businesses in markets beyond car emblems and bath fittings. For example:

#### 1 While You Wait Plating



A Goldgenie professional has launched a lucrative part-time business offering 'while you wait' gold or silver plating at local craft markets. *How many craft markets are there in your area?*

**2 Car Deco**

A former printer started his business plating car emblems. He chooses to work only with local car dealers and showrooms who call him on a weekly basis. He usually plates 2-3 cars on each visit. *How many car showrooms and used car dealers are there in your area?*

**3 Gifts and Mail Order**

There are publications that give details of inexpensive items such as lighters, jewellery, pens etc, which can be gold or silver-plated and sold at a significantly higher price. *How many items can you think of that can be sold this way?*

**4 Where There's Muck**

It's amazing the number of bathroom fittings that finish up in rubbish skips! These taps and attachments can be retrieved and gold-plated giving them an entirely new lease of life *How many rubbish skips and houses being renovated do you pass by every day of the week?*

**5 A Touch of Luxury**

Many visitors judge the standard of a hotel room based on the appearance of the bathroom. Nothing improves or enhances its looks as quickly and effectively as gold-plated fittings. The hotelier could benefit by charging a little extra for the luxurious appearance that is achieved.

*How many hotels are there within a 50-mile radius of your home?*

**6 Make Money While Playing Golf**

A Goldgenie professional who enjoys playing golf also makes money from gold-plating the shafts of golf irons and woods. Golf related items are often used as club awards and their



impact is increased as a result of gold plating. *How many Golf Clubs are there within 20 miles of your home?*

### **What is the cost of the Goldgenie Certified Professional opportunity?**

£1,295.00 plus V.A.T Please note this includes a free training day at our offices.

### **Do you offer a guarantee?**

We provide a money back guarantee and if you are not plating within **1 working day** of unpacking and using your machine we will refund your purchase. We also offer a **LIFETIME** warranty on the machine itself, any problems and we will replace or fix **free of charge**.

### **Is the system safe to use?**

The Goldgenie is the **ONLY** portable plating machine on the market which has been **C.E tested** and can be used in any country in the world. It is manufactured to the highest standards and will give trouble free service.

### **Do you help with sales and marketing?**

Our future business depends on the sale of solutions and it is in our interest to help you succeed in generating business which results in you ordering solutions. To this end we can provide a number of sales and marketing aids, including A5 colour brochures. Our website generates sales leads which can be passed on to Goldgenie's certified professionals.

### **Do you offer a financing package to help spread the cost?**

Yes. We understand how tight cashflow can be when starting a business. We offer the [Goldgenie Business Account](#), a 10-month financing plan to help you spread the cost of starting your business. The finance package is only available to **Homeowner's with Good Credit**.



### **How does the Goldgenie Business Account work?**

You simply pay a deposit of **35% of the package cost**, and make a further 9 monthly payments after that. The Goldgenie package will remain the property of Goldgenie Limited until the final payment is made, before you apply please note you will have to be a **Homeowner with Good Credit**.

### **Do I have to attend a demonstration?**

It is not necessary to attend if you do not wish to take advantage of the **Goldgenie Certified Professional** opportunity. However in order to certify you as a Goldgenie professional, you will need to attend a **1-day technical and business training programme**.

You can still buy the Goldgenie business opportunity and return any time to take your **1 day Goldgenie Certified Professional course**, which usually lasts from 10.30am to 2.30p.m (lunch included!)

We hope to make these training days available in all major cities throughout the UK, subject to local demand. However if you are not able to make it to our office we can dispatch one of our Gold technicians to train you in the comfort of your own home for an extra **£99.00** after which you will be issued with a **Goldgenie Certified professional** certificate, this will enable us to subcontract work to you if and when this arises in your area.

### **How do I pay for the package and subsequent materials?**

You can pay online [www.goldgenie.com](http://www.goldgenie.com), send us a cheque or bankers draft, or call our customer relations team on **0845 056 8930**.

### **What do I do next?**

Take a step closer to financial independence by becoming a **Goldgenie Certified Professional**. Give us a call on **0845 056 8930**.



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