

The Cash Crusaders Experience

Owner Roelien Herbst of Cash Crusaders Northmead

What drew you to joining the Cash Crusaders franchise family?

I have always had a love for developing people and Cash Crusaders offers that to me. Their franchise model gives me security with its three profit centres and well-documented operational support. While I had experience in management and running a store, I didn't have anywhere near the upfront capital to start a business, let alone a franchise. By becoming a joint venture owner, Cash Crusaders took care of all of that. They put in the money and I brought the experience.

How did they assist you in starting up?

Besides the start-up capital, Cash Crusaders put me through Cash Crusaders boot camp. I had weeks of training, going over all of the tiny details of the business that could trip me up. By the time stepped into my store in Benoni, I felt I could run it blindfolded and still surpass breaking even.

In those early days, I had intensive support from the Operations Team for all of those opening day potential hiccups. The Marketing Team saturated the area in the newspapers, on the ground and online with tailored announcements to drive customers into the store. Cash Crusaders exceeded their promises of brand awareness, support and professionalism.

Any challenges along the way?

As the second-hand market is so diverse, it can be difficult to read ahead. One day you could be buying a laptop, then the next day selling a treasured, outgrown guitar. You need to be able to roll with the products, but my store continues to grow in stock and turnover because of it. This is besides the fantastic new goods, which draws customers in all year, and the secured loans against valuables that keep me turning a profit.

What do you enjoy most about being a part of the Cash Crusaders family?

Every day is a new challenge. Cash Crusaders pushes you to do your best and then better that. The frequent training session keep me and my staff at the top of our skills. Anything that we show a potential weakness in is rectified immediately between the Operations Team and the Training Team. I have it all: upskilling, support, ownership and, most of all, profit.

What's in store for you in the future?

As a franchise owner, I want at least two more Cash Crusaders stores under my belt. Cash Crusaders is a place where I can grow myself and my business for years to come.



Cash Crusaders Store: Northmead
Joint Venture Partner: Roelien Herbst