

The Cash Crusaders Experience

Owners Peet and Susan Marx of Cash Crusaders Value Mart

How did it all come about?

It all came down to an advertisement in the *Rapport* in 2002. We were attracted to the whole package of a franchise business model that provides three different profit centres, continuous support in marketing and operations as well as strong returns on investment. We answered the ad and started the process. It just clicked, for us and for Cash Crusaders. Cash Crusaders got in touch with us on the Monday and by the Friday we had signed the contract. It was not easy at all to sell our place after 35 years in Krugersdorp and to move to Somerset West, but we were so looking forward to the new life in the Cape.

What was the first year like?

The first year was very different. When we started 16 years ago, there were many ups and downs, but the customers kept coming back to us and to Cash Crusaders. This has carried us through the years. We returned that loyalty with honestly providing good prices for second-hand goods, selling great new goods and helping them get the secured loan they need. By providing great service we put customers first.

How does Cash Crusaders support you?

They support us with continuous training. This has never changed. Now every one of our staff gets regular training to stay on top of the latest innovations. I think Cash Crusaders' greatest success is because of that support system. That, together with the Operations Team and the Marketing Team, keeps us on the ball and in pocket year after year. With their help, after once being near the bottom of the monthly turnover list, we now regularly feature at third or fourth from the top.

What leads to success in a Cash Crusaders?

You can make it so long as you are involved with your store. Whatever happens, you have to know what is happening in your store and with your staff. Without them you are nothing.

All three aspects of the store – new goods, second-hand goods and the secured loans – are just as important as the other. We have a huge demand for new goods and people love our high quality second-hand goods. The fact that we do free house calls for large or multiple items means that we have customers for life.

What is in store for the future?

We are putting time and money into revamping the store to keep ahead of our competitors. The new look will appeal to old customers and attract new ones. We want to continue being able to support our local community for many years to come.

