Walfinch

REDEFINING HOME CARE





Time to Thrive

It's your Time to Thrive: Starting your Walfinch home care business

Make more of your time

Working long hours for someone else means sacrificing things that are important to you because you're spending the majority of the week at work.

You can change that with Walfinch.

As a self-employed Managing Director of a Walfinch home care franchise, you will be working towards your own goals, not someone else's.

Your role will help build a better life not only for your clients, but for you and your family too.

Why Walfinch?

At Walfinch we want everyone to thrive.

That's why we've created our Activity Promise (at least ten minutes activity for appointments of 1 hour or more) and launched Wellness With Walfinch to bring more activity and mobility to our home care clients, families, carers and communities.

For our franchisees, we want them all to build thriving businesses and enable carers to build thriving careers.

Starting a home care business with Walfinch will give you the opportunity to create a profitable business while allowing you to spend more time with your family and more time doing what you want. You'll also be doing something positive for people in your community.

Scan or Click Here to see highlights from our franchisee conference



Starting your thriving home care business



Scan here to listen to Dhan and Sham's story

Run a Profitable Business.

Figures from NatWest Bank indicate that a franchise is a less risky option than setting up alone. Nearly 50% of independent startups fail in their first 5 years while only 0.9% of franchised startups end in commercial failure.

The number of people aged over 85 – the group most likely to need home care services – was 1.6 million in 2018 and is projected to rise to 3.5 million by 2048, and 5.1 million by 2066 (ONS, 2020).

Over 430,000 people live in care homes in the UK (ONS, 2022) and there is a real opportunity to provide live-in care services so that this number stops rising. You'll get lots of live-in opportunities with Walfinch.

The home care sector is your chance to create something successful now, which will become a profitable asset to sell when you're ready to do so.



Join a thriving sector.

Growing Market

Among home care providers surveyed in July 2021, 32% said demand had increased, and 57% said it had significantly increased (Homecare Association, 2021).

Support Your Community

Loneliness is expected to reach 2 million by 2025, so private companionship and care services are more important than ever (Age UK).

UK Population Ageing

The number of people aged over 85 – the group most likely to need health and care services – was 1.6 million in 2018 and is projected to rise to 3.5 million by 2048, and 5.1 million by 2066. In 2020, there were nearly 610,000 people in the UK aged 90 and over which is a 35% increase in just 10 years (ONS, 2021).

Year Round Demand

A home care franchise benefits from all year round demand, which generates consistent cashflow for you as the business owner, and more predictable costs.

Large Unmet Demand

Requests for adult social care support exceeded 2 million for the first time ever in 2022-2023 (King's Fund, 2023).

Scan here to listen to Shilpi's story

How your business will help you – and your clients – to thrive

Domiciliary Care

You'll offer a range of specialist hourly services with year-round demand including:

- Encouraging physical activities, big or small
- Access Wellness with Walfinch activities, both online and in real life
- Care for Alzheimer's and other forms of dementia
- Companionship
- Stroke rehabilitation
- Temporary respite care
- Care after physical injuries
- Light household duties



Scan here to listen to Tiffany's story

Live in Care

Live in carers provide compassionate care whilst helping clients pursue hobbies, maintain a social life and stay active with Wellness with Walfinch to enhance physical and mental health.

9/10 people would prefer care at home to going into a care home, so this income stream will be one of your biggest opportunities for sustainable but profitable growth.

24/7 live in care is highly profitable but for clients and their families, it can also be a less-costly alternative to a care home.

Live in care is an optional service, but you can access Walfinch case studies from other branches to highlight how beneficial this upgrade will be for your clients.

Meet Amrit

Scan here to listen to Amrit's story

Walfinch is British-owned, founded by Amrit Dhaliwal who is a former home care franchisee.

Amrit was born in an immigrant community in Hounslow in 1987, he opened an Italian deli at just 22, become a home care franchisee at 26 and was named franchisee of the year at 28. He set up Walfinch in 2019.

Amrit believes activity is key to helping clients, carers and franchisees to thrive. He's launched Wellness with Walfinch, which sets Walfinch apart from other home care franchises. Amrit says: "Our franchisees bring more activity and mobility to their care clients, their families, carers and communities. It attracts new clients and extends the marketing reach of the business, so our franchisees thrive too."

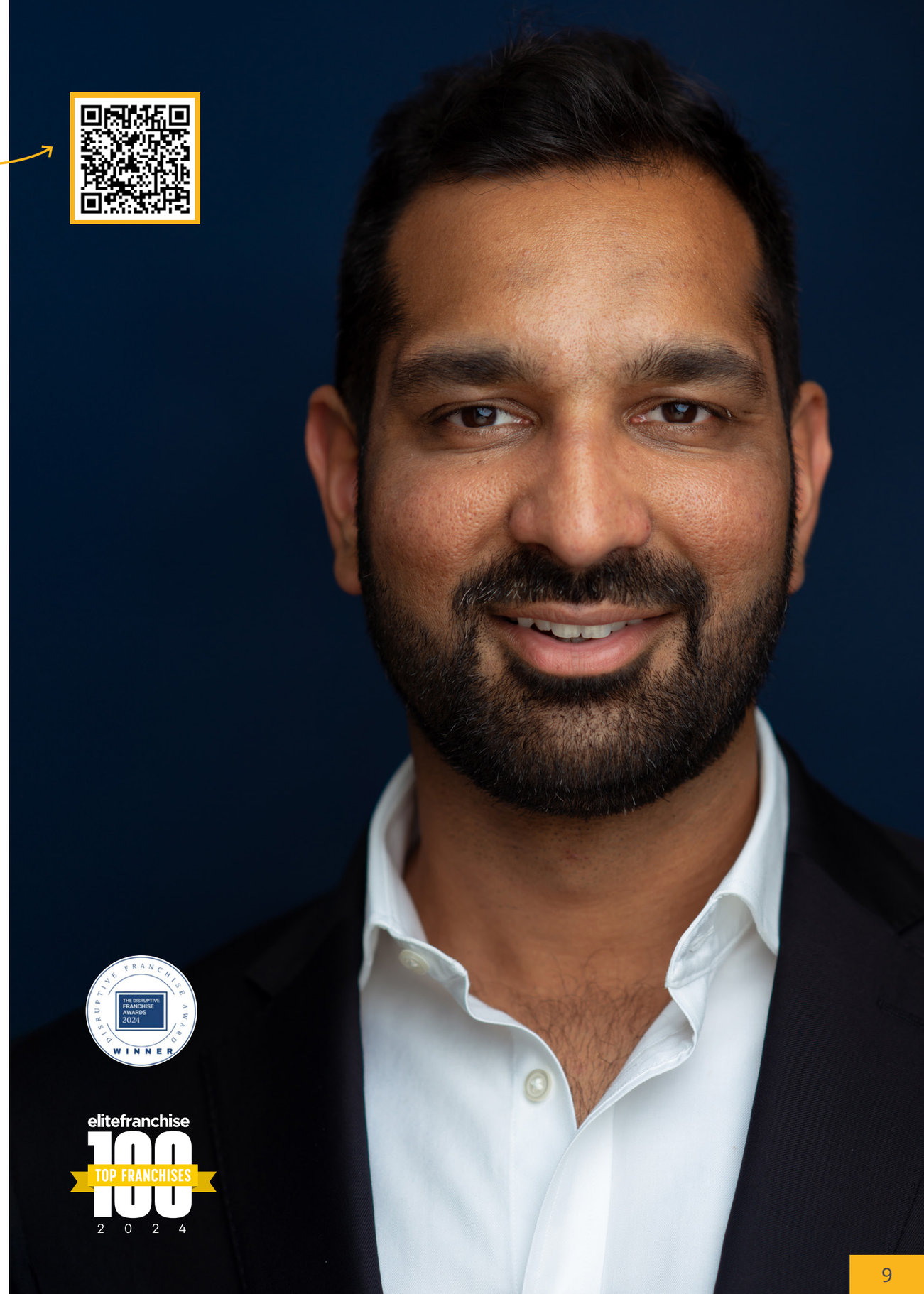
All Walfinch franchisees offer 'thrive sessions' including free activities, live and online, such as flower arranging, access to wellness information from doctors and physical training experts. Franchisees are offering all kinds of activities and get-togethers, from chair yoga to dance sessions, access to home physiotherapy, keep fit classes, days out and art workshops.

Amrit also presents the Wellness with Walfinch series on YouTube, where he and fitness professionals do exercises especially tailored for older people, so viewers can join in. "Physical activity is central to Walfinch care and our carers will encourage clients to include at least 10 minutes of activity in visits of an hour or more, to suit their capabilities," says Amrit . "It could include dog walking, gardening, or outdoor chess – whatever the client wants. "Care should be about thriving, not just surviving."

Walfinch have three times been named as one of the top 100 franchises in the UK by Elite Franchise and won the Innovative Franchise of the Year award at the 2023 Disruptive Franchise Awards.

The Walfinch team are regularly asked to speak at industry events and are often panellists with care experts like Neil Eastwood, author of Saving Social Care, and Jane Townsend, CEO of the Homecare Association.





DISRUPTIVE FRANCHISE AWARD
THE DISRUPTIVE FRANCHISE AWARDS 2024
WINNER

elitefranchise 100 TOP FRANCHISES 2024

You're in good hands: our values



Possibility:

We don't see the final chapter, we see untapped potential

Progress:

Whether small steps or giant leaps, we strive & evolve for the better

Perseverance:

We keep going because the rewards are priceless

"I'm following the franchise plan and the result is that the business has grown hugely since year 1. Year 2, I doubled it. Year 3, nearly again."

Greg Renk,
Managing Director, Walfinch
Mid & South Buckinghamshire

Scan here to listen to Greg's story





Helping you become a thriving success

Training

Coming into the care sector is daunting if you haven't worked in it before. However, you don't need a background in care because at Walfinch you'll have an initial face to face training programme designed to prepare you for running your business. You'll also have regular ongoing workshops to keep you up to date on industry trends.

Marketing

One of the biggest challenges when you start a business is getting new clients. At Walfinch, you have access to a marketing support team who are experts at helping you use Google, social media and other marketing channels to generate business.

Operations

If you don't have any experience running a business it can be worrying at first. At Walfinch, you have franchise support managers who will help you reach profitability quickly and sustainably. We'll also help you recruit someone who has experience in the day to day running of a home care business.

Quality & Compliance

Home care is a regulated sector and a poor rating from your regulator can damage your reputation. At Walfinch, you get a dedicated quality and compliance manager providing ongoing support and training for both you and your Registered Manager. We'll do regular audits and workshops to help you achieve a positive rating and stay ahead of the competition. Our vision is to reach 70% rated outstanding - nationally only 4% of providers are (Home Care Insights, 2019).

Onboarding

Recruitment is a challenge in the home care sector and can be costly. At Walfinch, you'll get help recruiting your first Registered Manager who'll already have experience taking care of the day to day running of your business. This frees you up to focus on growing your business.

Finance

Starting a business can cost around £70,000. At Walfinch, you can access start up funding from banks or the Government to help you get started. Your support team will help you use this funding to make your business profitable as quickly as possible.

Management

You'll get practical support and mentoring from the Walfinch Franchise Support Managers. You'll get support with making your business profitable with a focus on profit margin. You'll get help scaling your business through our expert mentoring.

Planning

Starting a business isn't just about the here and now. It's also about what you want for the future. At Walfinch, you'll have coaching sessions with your support team to make sure you're building a profitable asset you can sell when you're ready.

"When you are new to the industry, there is a lot of technical knowledge around care and assessments that you need to know. That's why I chose to get into this sector with a franchise, and the training and support you get from the Walfinch franchise support team is very good."

Sarah Wickham,
Managing Director of Walfinch Suffolk Coastal
Walfinch Norwich and Walfinch West Suffolk.

Becoming a successful Business owner doesn't Need to be difficult.

Step 1: Scan here to book a call

Step 2: Choose Your Territory

Step 3: Open Your Business & Own Your Time

Your time is too valuable.

Don’t lose out on valuable time with your family and the opportunity to secure your financial freedom.

Starting up with an established home care franchise means you’ll be setting up your own business, but you’ll be backed by the proven expertise of a franchisor with a positive reputation in the sector who has grown profitable home care businesses in the past.





How much can you make?

We would expect a franchisee who follows the Walfinch system to exceed £1 million in turnover within 5 years.

Many Walfinch franchisees reach this goal within 3. Some franchisees do even better, with one turning over £2.8 million inside 4 years. If you follow the Walfinch system, you should be looking at close to 20% profitability.



The franchise package.

£33,000 + VAT

- Exclusive rights to your territory
(min 250,000 people with a min of 40,000 people aged 65+)
- Your own micro site on the Walfinch website
- 12-month bundle of technical support including: document signing software, CRM system, social media marketing platform, IT support, membership of the Homecare Association, HR advice, carer rostering software, and VoIP line set up and rental
- We will work closely with you throughout the business planning process to establish the right level of investment. The major banks fully support the Walfinch franchise model and will typically lend suitable franchisees up to 50% of the total investment required. Funding is available through the British Business Bank's start up loan programme. There is a management support fee of 5% (+VAT) of income monthly on sales
- First 12 months of accounting through Walfinch Accounting

1. Finding office premises
2. Business plan & launch strategy
3. Advice on getting positive inspection
4. 5-day stage 2 training programme for 2 directors
5. Ongoing Business Development strategy
6. Regional meetings with other franchisees sharing experience
7. Preparation for CQC Inspections
8. Advise on office set up and equipment
9. Setting pay and charge rates
10. 5-day stage 1 training programme for 2 directors
11. Frequent face to face review meetings
12. Ongoing marketing workshops and strategy
13. Liaise with Franchise Advisory Council to raise your concerns
14. Assist with buying additional territories
15. Recruiting Registered Manager
16. Marketing strategy and building referral list
17. Accommodation and breakfast for stage 1 training
18. Guidance on recruiting right people
19. Reviewing KPIs to help you hit your financial targets
20. Advise on introducing new services (Live-in care)
21. Assist with selling your business when ready

Frequently asked questions

Do I need to come from a care background to start a Walfinch franchise?

No, as we provide full training. We have many franchisees who have no previous professional experience in the care sector.

What could I earn from a Walfinch franchise?

By following the Walfinch business system and actively building relationships in the local community we would expect you can typically build a £1m + turnover business within 5 years with an operating profit of around 20%

What kind of care does Walfinch provide?

We provide many kinds of care and support to vulnerable over-18s, including companionship, dementia, and Alzheimer's, learning disability, care after strokes and physical injuries, end of life care and many more.

What is the ongoing support like?

Our dedicated support office team will support you and your care team with initial and ongoing training, coaching, recruitment, marketing, business operations and care sector compliance. We aim to do everything to make your business successful, because in franchising, the success of each office supports the success of the whole company – and vice versa.

Is there a community with other Walfinch franchisees?

Yes. Our local offices are run by managing directors, who are franchisees. We get together regularly at franchisee meetings and Annual Conference, so you will know your fellow franchisees. We also encourage them to communicate among themselves so they learn from, and support, each other, meaning that you will never be in business on your own.

Are you a growing business?

Yes. We have a presence throughout the UK and our offices are managed by franchisees as managing directors. Demand for home care is growing so we are looking to grow substantially in the next decade. with 200+ offices and a £200m revenue.

Do you have carer training programmes?

Yes, we value our carers and provide them with initial training that goes beyond that required by the care regulators, plus ongoing training in specialisms such as Dementia care and care for specific conditions. Most of our carers stay with us year-on-year, reducing the need for carer recruitment.

What sets Walfinch apart from other franchises?

We believe care should be something people want to buy rather then something they buy reluctantly, and this informs our approach. We want not just to maintain our clients' lives but to enable them to do more with them. We also value our carers as the professionally trained care specialists they are, so we pay them above market rates and cover travelling time between clients.







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Find out more

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