Walfinch

INDEPENDENT HOME LIVING



Your path to becoming a Walfinch franchisee.

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Welcome to Walfich.

The home care market presents an exciting and rewarding opportunity – and a rare one. A home care business can bring you the rewards of making a difference in your community whilst making building a valuable asset for your future.

Why start a Walfinch franchise?

Starting a home care business alone can be a time-consuming uphill battle within a tightly regulated sector – without the right support network a small mistake can be detrimental for your business . Starting up with an established home care franchise, however, means you will be setting up your own business, but backed by the proven expertise of a franchisor that has already helped many other franchisees set up home care businesses successfully.
This is what Walfinch can offer you. Here we set out the details of the expertly designed and managed Walfinch franchise model, which gives you strong advantages in the care marketplace. You'll find out what we're looking for in our franchisees, and the rewards you can expect if you join us on our mission: to be the market's premium healthcare provider.

What makes Walfinch special?

- **A growing national brand providing care across the country**
- **A network of local franchisees giving you access to your clients in an area that you already know**
- **Established recruitment process managing hundreds of care staff**
- **Technical systems that make it easier to run your business**
- **On-going training for you and your carers**
- **Above-average employee retention**
- **All the compliance systems of a national provider coupled with a local office and a local Managing Director (you!) to provide personal contact**
- **Leadership from an experienced franchise team including such areas as recruitment, accounting and marketing**







Our story.

Meet Amrit, our CEO.

Walfinch Chief Executive Amrit Dhaliwal developed two hospitality ventures into award-winning businesses then became a franchisee with a nationally known domiciliary care franchise. There he built his office from a standing start to a £1 million turnover in six years, winning a Franchisee of the Year award.

Now we want you to become part of our story.



Our services.

As a Walfinch franchisee you will be offering a wide range of services to your clients - both over-65s and adults 18-64 – which broadens your potential customer base. Some of them are specialist services for people with particular conditions, which means offering extra training to carers. The best carers enjoy expanding their skillsets, so in turn this is likely to increase retention rates.

We aim to fully understand clients' personal needs so we can create a bespoke care package for them and match our carers to their interests and needs. Here are some examples of the wide range of care you can offer:

Companionship - Help with health appointments and hospital stays - Convalescent care - Quick-start care - Stroke rehabilitation - Alzheimer's and dementia care - Learning disability care for over-18s - Care after physical injuries- Temporary respite care - Live-in care - Specialist care for people with conditions such as Parkinson's and Multiple Sclerosis (MS) - Live-in care - Night-time care -End of life care

"My care sector experience has taught me first-hand what works and what doesn't. Backed by the Walfinch franchisee support team I can help you build a useful, worthwhile, safe business more easily than you could achieve by doing it on your own."

Our values, awards and affiliations.

INTEGRITY

We only make agreements we intend to keep. We hold ourselves accountable and have high ethical standards, whilst building trust through responsible actions and honest relationships.



EXCELLENCE

We have a passion for what we do, we are proud of who we are, and we look beyond the present to deliver future value.



TEAMWORK

We achieve more when we collaborate by sharing our skills, knowledge, and experience, working as one team effectively towards the same goal.



FUN

We find ways to have fun because we enjoy what we do. We believe in a work, life balance which increases productivity!



bfa PROVISIONAL

QFA Quality Franchise Association

2021 5 STAR FRANCHISEE SATISFACTION

Homecare Association

skillsforcare

CareQuality Commission

The opinions of our clients naturally matter the most to us, but the opinions of our franchisees are massively important too. Walfinch has been awarded the Work Buzz 5 Star Franchisee Satisfaction Award. This is based on a franchisee satisfaction survey, which measures: Training and Support, the Franchise System, Culture and Relationships, Leadership, and Overall Satisfaction.

Why Walfinch?

- **We have a network of franchisees who collectively have over 200 years' experience in the home care sector**
- **The Walfinch brand is a rapidly expanding business operation which is already established in services across local authorities and organisations**
- **You'l lgain access to a franchise opportunity in a growing industry**
- **Investment in a Walfinch franchise secures you both credibility and experience**
- **You will receive the backing of an expert franchise support team**
- **You'll make a meaningful contribution to your community**
- **Nationally known brand means more recognition for your business**
- **Culture of caring for staff as well as clients - better staff care means better client care**
- **Technology and systems that drive efficiency, giving you more time to concentrate on care**
- **Practical business coaching to help you grow with a focus on quality and profitability**
- **Guidance in building relationships at a local level to gain more business**
- **Financial returns in a growing market**
- **Awards and affiliations**

"Being part of Walfinch means you can get support where you need it – you're not on your own."

Sarah, Managing Director - Walfinch Suffolk Coastal



Why start a franchise in the homecare sector?

A 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).

A large unment demand.

Requests for adult social care support soared to 1.9 million in 2019-2020 but around 29% of them resulted in no care being delivered. (King's Fund, 2021)

The UK population is ageing.

Around one in five people in the UK is over 65. By 2042, this will increase to one in four. The numbers 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 2019 there were 13,330 centenarians – 11% up on 2018 (ONS, 2020).

Making a difference in your community.

The number of older people experiencing loneliness is expected to reach 2 million by 2025, so private companionship and care services are more important than ever (Age UK).

An essential service with year-round demand.

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

Multiple business streams.

Care demand is not limited to the over 65s and people with dementia. Walfinch offers a wide range of care services for over-18s, including care for specialist health conditions, convalescent and after-stroke care, live-in care and care for adults with learning disabilities, so you have the potential for multiple income streams.

An essential service.

As an essential service employing essential workers, a home care franchise operates in all economic circumstances and the UK government and NHS actively promote at-home care services.

Why start with a franchise?

Investment in a franchise secures you a business in a box, with everything you need to get started and run a business. It means that starting your home care business with a franchise such as Walfinch, is easier than setting it up on your own. Figures from NatWest Bank's business hub indicate that a franchise is a less risky option than going at it alone. The hub quotes British Franchise Association statistics, updated in 2020, showing that 97% of franchisees are turning a profit, and failure rates that can be attributed to commercial shortcomings are only 4.6% a year.

Why start a franchise in the homecare sector?

In comparison, it states that the estimated failure rates for the first five years of an independent business start-up are around 50–70%. The care sector, rightly, is highly regulated. All care services are inspected and rated by the care regulators. The need to meet – and ideally exceed - the regulators' standards makes a home care business tough to run on your own. Poor ratings in inspections can create major problems for your business. That's why setting up your business with an established franchise run by experienced people who know what's required for success is a much easier option.

We believe that carers who are respected and cared for pass on that respect and care to their clients. That's why we pay carers better than average rates, offer our superior care training and support them in progressing up the career ladder. Better care means your business gets a better reputation, attracts the best carers and achieves higher levels of carer retention, all of which benefit your business – and your clients.

All our carers are selected after rigorous assessment, which includes the Mum Test. When we are recruiting, the most important question we ask ourselves is whether we would like this person to look after our mum. If the answer is yes, all our new carers take our industry-leading training course that exceeds the training requirements of the care regulator (the Care Quality Commission (CQC) in England, and relevant regulators in Scotland, Northern Ireland, and Wales). They also receive ongoing training to ensure their knowledge and skills are always up to date. Training in specialist skills such as Dementia care, post-stroke rehabilitation and many more, are always available, and encouraged.



"All our carers are selected after rigorous assessment, which includes the Mum Test. When we are recruiting, the most important question we ask ourselves is whether we would like this person to look after our mum?!"

How can Walfinch help you?

Support.

The calibre of support we provide to our franchise network means that even a franchisee with no prior experience in the care sector can expect to launch and run a successful business. We are proud of our dedicated team of people who deliver in-depth support across operations, marketing, HR, training, and all aspects of care.

Our business systems leverage the latest technology and automation to save you time and ensure accuracy and consistency – vital in the home care business where high standards must be maintained. We offer comprehensive training for our franchisees, and a carer training programme regarded as one of the best in our industry – which is why our carer retention rate is higher than average, providing your clients with more consistency of care and saving you time on staff recruitment and training.

Reputation

A good reputation is highly-prized in the home care industry – and Walfinch already has one. Our name is well-known and trusted by local authorities and individuals alike. Investing in a Walfinch franchise secures you the credibility that our name has already earned, so you don't have to spend time building up your reputation from scratch.

As a Walfinch franchisee you benefit from ready-made client confidence that your business will provide the highest level of quality, compassionate at-home care.

> *"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"*

Shilpi, Managing Director - Walfinch Harrow and Brent



What support does a Walfinch Franchisee get?

Training and ongoing support.

We pride ourselves on the training and support we provide to our care staff and to our franchisees. As a franchisee you will receive formal training on all aspects of running your care business. An initial ten-day training course will cover:

- **Fundamentals of running a homecare business**
- **Accounting and finance**
- **Staff recruitment and training**
- **Sales and marketing strategy**
- **Legal and compliance matters**
- **Systems training**

Technical support.

You will have access to technology and applications to streamline your daily operations and cut down paperwork while ensuring care procedures, medications and wellbeing notes are recorded more accurately, saving time for carers and yourself, and helping ensure compliance. The system allows you to communicate with carers, clients and their families, and their GPs, so it boosts safety and monitoring. It also allows you to access franchisee support quickly.

Marketing support.

We supply initial marketing training and materials to help you launch your new care business plus ongoing training and coaching to help you build your brand in your local community. We also provide you with social media posts and stories for use in local media. We also show you how to build relationships in the local community.

Business support.

We guide you to build your business to ensure long-term profitability and provide advice and help with implementing company strategy and policy. We also help you focus on key areas such as business development and commerciality, to help you spot opportunities for improvement, growth and profitability, and recommend actions that reflect an understanding of what drives your business



What support does a Walfinch Franchisee get?

Recruitment support.

We advise you on ways to boost recruitment, how to use our systems to when advertising vacancies access to materials about our carer referral scheme, and staff training support.

Operational support.

We provide you with a detailed operations manual as part of the franchise package, but our operational support includes full-time access to expertise in the application of efficient processes to ensure smooth business operations, together with the franchise operations manual, we will support you in building and maintaining an efficient business.

One-to-one coaching.

Crucial to the personal development of our franchisees, fortnightly coaching sessions are provided in the early months. An independent franchise consultant with extensive experience will guide you to r each your business and personal goals

Beyond that, we will:

- **Support you through the care regulator's registration process**
- **Help you find, set up and brand your branch**
- **Support you to launch your business to the local community**
- **We can also guide you to source finance to fund the purchase of your franchise**

Financial performance

The minimum investment is £35,000 and funding is available for the total investment. Financial performance will vary according to franchisee, but our franchisees typically earn more than in their previous careers and have more control over



The route to your business launch.

Pre-launch support.

- Comprehensive onboarding schedule
- Support and preparation for care regulator registration and interview
- Business and budget planning
- Assistance with finding office space
- Assistance with building a key contacts list
- Assistance with sourcing managers
- Building list of referral providers and working through the key contacts list
- Assistance with contacting local authorities, procurement teams
- Systems support
- Assistance with recruitment & access to panel of training companies
- In-depth compliance training for staff 10-day Walfinch training

> *The training programme was thorough and comprehensive and I immediately felt part of the Walfinch family. Two years on the support is still there which is great!*

Tiffany, Managing Director
Walfinch Mansfield



The route to your business launch.

The launch of your business and post-launch support.



- Help with marketing and getting up and running for day one
- A performance manager allocated to support you
- Access to professional business advice
- Planning your marketing needs
- Assistance with online marketing and social media campaigns
- Monthly coaching sessions helping you to meet your goals
- Quarterly site visit from the Walfinch team develop your business
- Quarterly business MOT covering KPIs, business information, hours, turnover, gross profit, credit control and the health of your business
- 6-monthly CQC-style audits
- Regional workshops
- A changing coaching program as you develop so you get support as your business grows – for top performers
- We manage your invoicing, credit control and bookkeeping for nominal cost

Franchisee support - regulator registration.

Helping you register your service with the care regulators.

Registering your service with the relevant regulator is mandatory. The Care Quality Commission (CQC) is the independent regulator of health and social care in England. Care services in Scotland must be registered with the Care Inspectorate (CI). The Care Inspectorate Wales (CIW) is an independent regulator of social care in Wales and The Regulation and Quality Improvement Authority (RQIA) is the independent body responsible for monitoring and inspecting the availability and quality of health and social care services in Northern Ireland.

We pride ourselves on the support we provide to each franchisee to navigate the registration process efficiently and successfully. Walfinch has a specialist team who apply their knowledge and experience of the CQC/CI/CIW/RQIA registration process, providing you with both pre- and post-registration guidance. We are proud of the 100% success rate enjoyed by franchisees who use our support when registering.

Regulated by Care Quality Commission

Meet the Walfinch family.

A dedicated team to help you succeed.



AMRIT DHALIWAL

Walfinch Cheif Executive

Amrit is the Managing Director of Walfinch franchise. After graduating from Keele University with a degree in History & Economics, he realised very quickly he needed to be in business for himself. In quick succession he transformed an Italian deli in Richmond in Surrey into an award winning Italian restaurant. Then a street away developed a successful tea shop, again recognised with a prestigious local business award. He was able to sell both and invest the profits into several property development sites in London.

Amrit is the Managing Director of Walfinch franchise. After graduating from Keele University with a degree in History & Economics, he realised very quickly he needed to be in business for himself. In quick succession he transformed an Italian deli in Richmond in Surrey into an award winning Italian restaurant. Then a street away developed a successful tea shop, again recognised with a prestigious local business award. He was able to sell both and invest the profits into several property development sites in London.

SIMON MILLS

FRANCHISE ADVISOR

Simon is a former franchisee who built his own franchise territory and went on to resell the business, so he knows the kind of issues you may face as a franchisee – and the huge rewards that come with running a successful business. Simon provides the coaching that will help you develop your teams and business profitably, passing on his expertise in executive management and leadership, strategic planning and forecasting, consulting and mentoring, and training.



Meet the Walfinch family.

The launch of your business and post-launch support.



RICHARD STANFIELD

FRANCHISE CONSULTANT

Having worked in the franchising sector for nineteen years Richard brings a wealth of experience when it comes to supporting franchise owners. For the past four years Richard has worked with one of the UK's largest domiciliary care providers and has thus developed a passion for this sector and for helping franchisees deliver high quality care to those families and loved ones that need it.

JULIE FARROW

FRANCHISE CONSULTANT

Julie has 25 years' experience in the care sector and over 12 years' experience in franchising. She has supported over 70 businesses to start their home care business, helping to recruit, market, launch and beyond. She brings a wide range of experience working with businesses trading at £100, 000 per annum to £6,000,000 per annum and is well versed in all aspects of business development - from problem solving, coordinating and cater retention, to business growth and strategy.





AMANDA KEELER

COMPLIANCE AND QUALITY OFFICER

Amanda is fully focused on the CQC requirements of all the franchisees at Walfinch. Amanda's higher education qualifications include the Law and Youth Justice, Social Worker and Leadership and Management in Health and Social Care. Amanda is also currently completing a further degree in politics and Level 3 in autism. Her extensive experience is available for advice and support for recruitment for specific skill sets if necessary.

Meet the Walfinch family.

The launch of your business and post-launch support.



ANINE STEYN

PA TO AMRIT DHALIWAL

Prior to joining Walfinch in October 2020, Anine was a Finance Controller for a genetics company in South Africa for four years. Currently a second-year law student at the University of South Africa, Anine also supports Amrit's business objectives and plays an integral part of the successful running of the whole Walfinch team. Anine is also experienced in finance/VAT/bookkeeping and has an accountancy qualification.

DANIELLE ENGELBRECHT

ACCOUNTS COORDINATOR

Our Accounts Coordinator Danielle, achieved her Bachelor of Commerce degree in 2019 and joined the Walfinch team in September 2020. She originally started working in the Operations side of the business, before moving over to the Accounts Department.

Danielle is a a multi-faceted and self-driven individual who strives to make a difference and engage with Franchisees to acheive excellence in a timely manner.





AMANDA SMITH

MARKETING MANAGER

Amanda's professional career lies in digital marketing,; spending six years within the franchising side of hospitality after graduating from Oxford Brookes University.

However, she grew up in the care home industry due to her family's business, and decided to recently join Walfinch where she can combine her skills in marketing, franchising and passion for care!

Meet the Walfinch family.

The launch of your business and post-launch support.



KERRY HUGGETT

CLIENT LIAISON OFFICER

Kerry has 18 years' social care experience and is also a former nurse and was a mid-wife of 20 years.
Kerry has extensive experience in training in management and domiciliary care and also spent a year as an inspector for the CQC. Kerry has also managed a care franchise start-up, and in her spare time is a care home Trustee and a qualified Life Celebrant. Kerry joined Walfinch in 2022 from Bupa - where she was a regional manager.

What makes the Walfinch HQ so unique?

- **Largest support team in the home care franchising industry.**
- **Almost 100 years' combined experienced within the care field.**
- **We are constantly training and adding to our qualifications.**
- **Our team is spread across the UK - we'll never be far from you.**

The Franchise package: £27,000 plus 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
- 5-day Stage 1 training programme for up to 2 Directors
- Accommodation and breakfast near our office for Stage 1 training for up to 2 Directors
- 5-day Stage 2 training programme for up to 2 Directors
- Comprehensive Operations Manual
- Marketing materials including A2 laminated territory map; roller banner; office window vinyl; 250 business cards and 500 flyers
- Preparation for application for licence from the relevant care sector regulator
- Sourcing CVs for one Registered Manager
- 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 rental

The minimum investment is £35,000.
The total investment required is dependent on location, working capital and level of personal drawings required, but we anticipate it to be around £90,000. 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.

Financial performance.

What can you achieve with the licence for a Walfinch branch?

What can you expect to earn? We estimate a net profit of 20% on your turnover from year 3. But like any business, franchising is not a passive income business and requires daily action to make it work. This requires hard work, a resilient attitude and self-motivation. We would expect a franchisee who follows the Walfinch system to achieve an income of £100,000 within 36 months.

Please note the financial figures contained in this document are not guaranteed and are theoretical illustrations of performance that might be reached if the franchisee follows the Operations Manual and training provided by Walfinch. The prospective franchisee must seek independent advice before committing to this or any franchise business.

Year	1	2	3	4	5
Revenue	£255,000	£496,000	£782,000	£996,000	£1,202,000

"The way Amrit takes you through the software systems is quite unique and the systems are very user-friendly which makes our lives easier."

Srikanth, Managing Director
Walfinch Solihull





"It is a continuous growth sector as the population gets older and I am enjoying growing my business within it!"

Greg, Managing Director
Walfinch Mid and South Buckinghamshire

FAQs.

The basics about the Walfinch franchise, all in one place.

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 as 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 £900,000 + 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.

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 20+ offices across the country, 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.

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.

How much is the investment and what do I get in the franchise package?

The minimum investment is £35,000 and funding is available (subject to status) for the total investment. You get the full franchise package, launch and ongoing support, training and coaching and support from our experienced support office team.

What is the ongoing support like?

Our dedicated support office team who 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.

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.

The Walfinch Franchisee.

Could you become our next Franchisee?





The Mum Test.

Our franchisees come from a variety of career backgrounds and bring a mix of life stories. One thing unites them: they have all passed The Mum Test.

The Mum Test is unique to Walfinch. As part of the franchisee recruitment process, we consider carefully whether we would like you providing care to our mums. We make this a part of our recruitment process for carers too.

The other traits our franchisees have in common:

- Strong people skills
- Empathy, drive, determination, and resilience
- The ability to lead and manage a team
- Good organisational and communication skills Dedication to following the Walfinch business system
- A sense of humour!
- The ability to finance the franchise investment

Experience of the care sector is not necessary but sharing our values and a dedication to running a socially rewarding business is vital. We'd expect our franchisees to focus their business interest on Walfinch exclusively, but it's possible to run multiple Walfinch franchises across multiple territories. The franchise package itself gives you everything you need to run the business well. Being part of a franchise means you can get support where you need it, you're not on your own. You can pick up the phone to someone and your life as a business owner is made so much easier.

A day in the life of a Walfinch Frachisee.

The days are varied and busy, yet flexible!

Walfinch Harrow franchisee Shilpi Verma launched her Walfinch business in April 2021, By December she had 23 care staff, two supervisors, a registered care manager, a recruitment officer and a carer who doubles as business development officer. She moved into the care sector after a 17-year career in banking, where she managed a cluster of branches.

8:15am

I arrive at the office after dropping off my 8-year-old daughter at school. I have two children and being able to do schools runs is one of the reasons I gave up my banking career to start my own business with Walfinch. I wanted more flexibility and work-life balance, and as a Walfinch franchisee I can organise my own working hours. My phone has been on since 7am, but unless someone is not well, I don't usually get calls before I get in at 8.15. My days then proceed according to which day of the week it is. I allocate regular tasks to particular days – though in the care business you have to be a bit flexible.

Monday morning: I meet with my two field supervisors, who head up our team of carers, to reflect on the health and wellbeing of all our care clients, including reviewing the carers' notes from the previous week. If something needs attention, we follow it up with the carers and the client. For instance, if someone had a slip or fall, and it has happened too frequently, we call their GP or occupational therapist. If there are other mobility issues, we consider whether the supervisor needs to go with the carer to see if there are any new practices or equipment that might help. We also check any medication the client takes to ensure it is correct and has been administered at the right time.

11.30-12.00pm

Time to grab a snack. I'm hungry because I eat breakfast early with the children. I make time to eat because I tend to lose concentration if I don't, and you must be focussed on the care business.

Afternoon

Mondays are generally about compliance, so I check up on any compliance issues and chase up the results of our carers' twice-weekly Covid tests. Tuesday, Wednesday, and Thursday, I work on business development. That includes relationship building by chatting with the local palliative care nurses and visits to clients. I also do any recruitment interviews. Thursdays are about marketing. That may mean organising and attending local coffee mornings to increase awareness of our service in the community and doing social media posts. Fridays mean finalising the carers' rotas for the next week, giving briefings about new clients, training any new carers starting work with us. I like to do this myself, alongside one the supervisors.

4pm

I head home to pick up my daughter from school. From around 7pm I put in a little extra work at home to pick up any loose ends and be ready for tomorrow. I try to plan things to minimise weekend disruption, so I have family time, though Sundays I spend a few hours doing the accounts and invoicing. It sounds very busy, and it is, but by planning carefully and sticking to my diary, I keep everything under control. It's certainly better than the long hours and pressure I felt in banking, and it's more family-friendly - plus there is the reward of making a huge difference to people's lives.

The next steps - contact us.

We believe franchising is a two-way relationship, so it is important that you contact us, so we find out more about each other and each party comes to an informed decision.

- **Getting to know each other: informal phone/video discussion**
- **Second telephone/video discussion or face-to-face meeting at our office**
- **Prepare your business plan using templates provided with territory demographics and financial data**
- **Business and marketing plan - preparation by you**
- **Contact other Walfinch franchisees and conduct local research**
- **Present your business and marketing plans to our team**

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