Walfinch

INDEPENDENT HOME LIVING

Walfinch Franchise Information



Achieve the satisfaction of delivering independent home living

• hourly care • live-in care • short breaks • respite care • companionship • end of life care • night care

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> “The franchise package itself gives you everything you need to run the business well. We all have strengths and skills; we all have weaker areas. 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.”

Sarah Wickham

Managing Director - Suffolk Coastal



WELCOME

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 while making a good living and building a valuable asset for your future.

Starting a home care business on your own can be an uphill battle in this tightly regulated sector where a mistake can be disastrous 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 us special

- National brand providing care across the country
- A network of local franchisees so you will be close to your clients in an area that you already know
- The expertise gained from recruiting and managing hundreds of care staff
- Experience gained from caring for hundreds of clients
- A strong franchisee support team
- Technical systems that make it easier to run your business
- Training for you and your carers
- Above-average carer retention
- All the compliance systems of a national provider coupled with a local office and a local Managing
- Director (you) to provide personal contact
- A network of fellow-franchisees who you can call on for support
- Leadership from an experienced franchise team

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.

> “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.”
>
> Amrit Dhaliwal
> Walfinch - CEO

AWARDS AND AFFILIATIONS

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.

ABOUT WALFINCH

We are a growing brand

We are a growing business providing care across the country. We have a network of franchisees who collectively have over 200 years' experience in the home care sector.

We provide top-class hourly care and live-in care at home. The Walfinch name and business operation is already established and services both local authorities and individuals. Our existing network of franchisees is proof that our business model works – and it could work for you.

The rewards of your franchise investment

Investment in a Walfinch franchise secures you the credibility and experience of an established brand.

When you invest in a Walfinch franchise, you will be running your own local business as a Managing Director of a franchised office – but rather than being on your own, you will have the backing of a supportive, established brand, its expertise, and an expert franchise support team.

You also get access to a franchise opportunity in a growing industry, plus a genuine chance to make a meaningful contribution to your community.

We encourage our franchisees and care workers to become a resource for their communities. Owning a Walfinch franchise is a great platform for participating in local health initiatives.

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.



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 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

OUR VALUES

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.



THE HOME CARE SECTOR

Why start a business 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 unmet 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)

The satisfaction of 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.

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.



WHY WALFINCH?

Why Walfinch is a good choice to help you start a successful business:

- 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

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. Find out who they are and how their experience and skills can help you on Page 12.

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 Verma

Managing Director - Harrow and Brent



"The support and commitment from everyone in the team is invaluable. We are motivated daily to get up and make a difference in the business, knowing the full commitment we get from all the team members."

Tracy Lezar and Kathleen Plough

Joint Managing Directors - Kingston & Weybridge



FRANCHISEE SUPPORT: Training & development

We offer support throughout your journey to build a successful and profitable business.

You will be trained and supported in all aspects of the operational, financial, and marketing skills that make for a successful franchise.

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
- Sales and marketing strategy
- Accounting and finance
- Legal and compliance matters
- Staff recruitment and 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.



FRANCHISEE SUPPORT: Training & development

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, so 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 reach 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









FRANCHISEE SUPPORT: The route to your business launch

Pre-Launch Support: getting you ready

- 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 launch of your Walfinch business

- Help with marketing and getting up and running for day one
- A performance manager allocated to support you

Post-Launch Support

- 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.









YOUR FRANCHISEE SUPPORT TEAM

Meet the team dedicated to helping you achieve business success.

All care providers must meet consistently high standards, which is why the care sector is highly regulated. One reason for starting a care business with a franchise rather than setting up on your own is that as a franchisee, you get the help of experienced specialists like the Walfinch franchise support team.



Amrit Dhaliwal
Walfinch Chief Executive

As a former care sector franchisee myself, I understand the excitement – and trepidation - you are feeling now about setting up your care business. I know what support you need, and how to make a success of it.

I also know the personal and financial rewards that a care business can bring. As a former franchisee with another domiciliary care franchise, I built my franchise into a £1 million turnover business, developed a valued core team of 70, and won the Franchisee of the Year award, all within four years.

Prior to my care business, I transformed an Italian deli into a restaurant, then created a successful tea shop. Both won awards – evidence that I know how to deliver great client experiences and manage happy teams to create a thriving business.

As a Walfinch franchisee you'll benefit from my business skills and care sector experience. I have learnt first-hand what works – and what doesn't - so you minimise the likelihood of mistakes and maximise your chances of success.

In the next decade I plan to grow Walfinch to have over 200 offices across the UK, revenues of over £200m, and to be the UK's leading quality care provider. We are already on the way – and we can help you to come with us.



Carla van Wyk
Head of Operations

In the care sector, high-quality service is dependent on efficient operations, and I help your business achieve those. I can guide you to build your business to ensure long-term profitability and provide advice and help with implementing company strategy and policy.

I'll help you focus on key areas such as business development and commerciality, so I will help you spot opportunities for improvement, growth and profitability, and recommend actions that reflect an understanding of what drives your business.

On a broader front, my role includes overseeing all Walfinch's operational documentation and ensuring that consistent, efficient workflows are in place to ensure optimal performance and productivity.

I work closely with the Walfinch team to meet company objectives, inspiring teams with clear direction, honest feedback and mentoring, which generates a culture of empowerment, positivity, and a desire for success.



Amanda Keeler

Compliance and Quality Officer

I have over 18 years' experience of working in health and social care. This has given me an in-depth of knowledge of how to manage and quality-audit domiciliary care services and to effectively co-ordinate their operation systems.

I am committed to ensuring people who use our service receive bespoke, personalised care and to safeguard them from unsafe care practices. That is why I am responsible for planning, implementing and overseeing programmes of risk management, to ensure our franchise network evaluate risks in the community effectively.

I directly support our franchisees to ensure they adhere to statutory regulations, by meeting the fundamental standards set out by regulators such as the Care Quality Commission. I do this by measuring against the five domains of the key lines of enquiries that apply to the health and social care sector. I ensure there is a high quality of care delivered to people using our service.

This supports the franchise network to promote an open culture of compliance through skills training and one-to-one support. I also lead the internal compliance audits, so as a franchisee you can be sure that I will work with you to meet the highest standards.



Roxy Engelbrecht

Franchise Operations Manager

I am one of the first people that you will meet as a new Walfinch franchisee, as I lead the franchise onboarding team.

I pride myself on having a naturally calm, rational, and collaborative approach, so you can feel confident talking to me about any issues when starting your Walfinch franchise. I've got extensive knowledge of business legislation and regulations, and I'll be providing you with all the vital information, guidance, and tools for successful registration with the care sector regulators.

I also train franchisees on our systems and software.

Once your franchise is established, you will still benefit from my expertise, because I set and implement policies, procedures, and systems



Mark Thornton

Community Relations Manager

I got involved in social care when I paused my IT career to provide help for my mother. It was to have been short-term light social support but evolved into dementia support.

It gave me a passion for supporting people to carry on living successfully in their own homes, whether they be our elderly community or other adults. I know what an incredibly rewarding role this is.

I began as a franchisee with my own local care company which I built and grew for six years, then sold for family reasons – but after a brief absence from the sector I found I was unable to leave it behind, so here I am back in the care industry.

I bring with me my experience as a carer and as a franchisee, so I understand a lot about your life as a franchisee and the lives of your clients. I offer my experience to help you create a high-quality care business.



Simon Mills

Franchise Advisor

I'm a former franchisee who built my own franchise territory and I went on to resell the business, so I know the kind of issues you will face as a franchisee – and the huge rewards that come with running a successful business.

I provide the coaching that will help you develop your teams and business profitably. I will pass on my expertise in executive management and leadership, strategic planning and forecasting, consulting and mentoring, and training.

THE FRANCHISE PACKAGE
£27,000 plus VAT

- Exclusive rights to your territory Minimum 250,000 people with a minimum of 40,000 people aged 65+
- Your own microsite 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
- A2 Laminated Territory Map
- Roller Banner
- Preparation for application for licence from the relevant care sector regulator (e.g., Care Quality Commission)
- Sourcing CVs for one Registered Manager
- Office Window Vinyl
- 250 Business cards
- 500 A5 Flyers
- Includes 12-month bundle of support including:
- Document signing software
- Email
- Customer Relationship Management system
- Social Media marketing platform
- IT support
- Membership of the Homecare Association, which includes HR advice
- Carer rostering software
- 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 one Walfinch branch?

What can you expect to earn? We estimate a net profit of 20% on your turnover from year 3.

Year	1	2	3	4	5
Revenue	£290 000	£410 000	£575 000	£750 000	£995 000

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.

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

Greg Renk

Managing Director - Mid & South Buckinghamshire



> "Being a Walfinch franchisee is absolutely fantastic! The way Amrit takes you through the software systems is quite unique and the systems are very user friendly which makes our lives easier. With regards to support, the team is simply superb from top to bottom."

Srikanth Reddy

Managing Director - Solihull



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 to in the next decade to have over 200 offices across the UK, revenues of over £200 million, and to be the UK's leading quality care provider. .

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. See more about our franchise package on page 7.

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. Find out more about your franchisee support team on page 13.

Do you have a training programme for your carers?
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

Your future could be right here.

Could you be the ideal Walfinch franchisee?

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 FRANCHISEE
Varied, flexible – and busy!

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 7-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.
While I am with the supervisors, we plan their schedules for any shadowing of new carers and monitoring of existing carers.

11.30-12.00am

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.

4.00pm

I pick up my daughter from school and go home for family dinner.

7.30pm

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.

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.

1. Getting to know each other: Informal phone/video discussion
2. Second telephone/video discussion
3. Face-to-face meeting at our office
4. Prepare Business plan using templates provided with territory demographics and financial data.
5. Business and marketing plan preparation by you
6. Contact other Walfinch franchisees and conduct local research.
7. Business and marketing plans presented to our team

CONTACT US

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