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Mob: +44(0)7432020438
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Welcome...

In this issue, we showcase how buying a franchise can help victims of redundancy, ex-forces personnel and the over-50s become their own bosses.

Many established franchisors are proud to report that their franchisee networks are made up of people from different walks of like.

Some have previous industry experience, some have been customers of the brand, while others have embarked on a radical change of career that involves entering a sector they had no prior association with.

Today, the majority are running their own successful businesses by following the tried and tested systems and training programmes devised by their franchisors.

And when the time is right, franchisees can sell their businesses as a going concern at a profit - another subject covered this month.

Franchising has many benefits. Assisting a diverse range of individuals into self-employment and allowing them to build a saleable asset are just two of them.

Jeff James
Editor

What Franchise

www.what-franchise.com
twitter: @whatfranchise

EDITORIAL
EDITOR
Jeff James

ASSISTANT EDITORS
Catherine Eade, Louise Ramsay

ADVERTISING
ADVERTISEMENT DIRECTOR
Mark Forsyth

GROUP ADVERTISEMENT MANAGER
Richard Davies Tel: 01323 471291
E-mail: richard.davies@aceville.com

ASSISTANT ADVERTISEMENT MANAGER
Neil Phillips Tel: 01323 471291
E-mail: neil.phillips@aceville.com

ACCOUNT EXECUTIVES
Craig Bartlett
& Tom Hepton

CIRCULATION MANAGER
Mick Orrin Tel: 01206 505912

SUBSCRIPTIONS
Tel: 01795 414667

PUBLISHER
Matthew Tudor

GROUP EDITOR
Ted Rowe

CREDIT CONTROL
Sue Carr Tel: 01206 505903

DESIGN
ART DIRECTOR
Lee Whiteford
lwhiteford@btconnect.com

DESIGNERS
Steve Streeting, Lee Francis, Hayley Underwood, Ben Kemp & Sarah Hilder

DESIGN, TYPESETTING & REPROGRAPHIC
MS Typesetting & Design, 21-23 Phoenix Court, Hawkins Road, Colchester, Essex CO2 8JY.

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DUE DILIGENCE

These are the questions to ask a franchisor before you invest, Suzie McCafferty, managing director of Platinum Wave, says

We've helped to sell a lot of franchises over the years from many different business sectors. Some of the questions we've been asked by prospective franchisees, however, have stuck in the mind for the wrong reasons:

"If I don't like it after the first couple of months, I'm just going to sell it to my mate. That's okay, right?"

"I'm very interested, but I need to know if you'll change the logo from green to red? I really like red."

"I've got the money to buy it, so I don't see why the franchisor needs references?"

We've had plenty of sensible questions too, of course. Would-be franchisees tend to be on a spectrum that runs from those looking for an opportunity to achieve a better work-life balance through to those who have few questions beyond: "What's the average monthly net profit?"

COLD AND CALCULATING

An experienced multi-unit operator will decide quite quickly if they think the brand is offering something exciting that the public will like and then they will drill into the figures to see if it's worth their while - it's rarely a long decision making process.

That may seem quite cold and calculating to some, but these investors aren't buying into a dream of being their own boss - they've already done that and know franchising works for them.

For the most part, however, prospective franchisees are looking for a chance to go into business for themselves with the added comfort of a proven business system and the ongoing support of a franchisor.



If you fall into this category and are currently assessing franchise opportunities, then here are some questions you will want your prospective franchisor to answer. Many of them will be addressed in the marketing literature you'll have been sent prior to speaking to or meeting with the franchise recruitment team. But you'll want to expand on those answers until you're satisfied with the answers and explanations given.

The following list of questions is by no means exhaustive, but it should help you in the first meeting to establish a feel for the company and the people you'll be dealing with.

Consider what kind of culture you want to be in? Are you looking for a kind, nurturing environment or a highly competitive one? Do you want a lot of support or to be left alone to run your own business?

Once you've decided if you and the brand are a good fit, you can then get into greater specifics about what's in the franchise agreement and how much money you might make.

COMPANY SPECIFICS

- Who owns the company?
- How long has it been trading?
- When did you start franchising?
- How did your first franchisee perform?
- How many franchisees/ territories do you have?
- How many franchisees/ territories do you want?
- Does the company still operate any non-franchised territories?
- How many franchisees have left the network? Find out how many failed, how many didn't renew



Establish things like how often you'll see the franchisor

and how many were exited from the network by the franchisor.

- What is your vision for the business for the next five and 10 years? Establish if the business is likely to stand still or evolve, offer new products or services, refresh its brand, adopt new methods, etc. How will you feel about this if/when it happens? Would you still want to be part of it?

Do you feel the franchisor's ambitions for the future match your own, as this will be at least a five-year commitment for you?

- Who are your biggest competitors and what are their strengths and weaknesses?
- What are your biggest strengths and weaknesses as a company?
- Are there any opportunities or challenges currently facing your sector or business, or are there any on the horizon?
- Are you active in your sector (eg, trade associations, awards, sponsorships, steering groups, media contributor)?
- Do you belong to a franchise association? Why? Why not?

SUPPORT AND CULTURE

- Tell me about the franchise support team? What are their roles? Find out about the career backgrounds of the people who will be responsible for supporting you and your business.
- Who would be my main contact as a franchisee? Where are they located?
- How do you communicate with the network? Establish things like how often you'll see the franchisor, how and why? Are there meetings - face to face, regional, national?
- Is there a franchisee council? Try to get an impression of whether the franchisor sees this as a good thing or a necessary evil. Ask for examples of the positive effect it has had.
- Tell me about the initial training programme. How has it developed over the years? How often is it reviewed? Get a sense of whether or not the franchisor is proactive or reactive in terms of how it supports its franchisees at the beginning.
- Is there a structure to the ongoing support you offer or is it ad hoc?
- How do you help underachieving franchisees?
- How do you help your top performing franchisees?

The answers to the last two questions should reveal a lot about the franchisor/franchisee relationship and culture. Is it a case of sink or swim? Is it a hands off approach or are franchisees encouraged and supported to grow their businesses?

Some brands will have reward and recognition programmes for their networks designed to continually motivate franchisees to keep pushing.

> "GET A SENSE OF WHETHER OR NOT THE FRANCHISOR IS PROACTIVE OR REACTIVE IN TERMS OF HOW IT SUPPORTS ITS FRANCHISEES"

- Do any of your franchisees have multiple territories? Has it worked out well for them? Is it encouraged?
- What are the attributes of your most successful franchisees? This will give you a good idea of how well the franchisor actually knows its franchisees. Do the answers go further than: "They work harder than everyone else and they follow the system"?

SOMETHING EXTRA

While these questions are more about establishing a fit for you in terms of personality, ethics, drive and culture, they will also help you decide if this franchisor is likely to offer you that 'something extra' you're looking for from buying a franchise, as opposed to starting your own business from scratch.

Is its aspirations for you in line with your own? Is the franchisor going to help you get to where you want to go?

There are hundreds more questions to ask and things for you to get to the bottom of, but here's one last piece of advice: never forget that securing your perfect franchise isn't only your decision to make.

A good franchisor will be scrutinising you from the first email or phone call. You want a franchisor who cares as much about making the right decision as you do - and the best ones always do.

ABOUT THE AUTHOR

Suzie McCafferty founded Platinum Wave in 2010, after gaining more than 10 years' experience in the engine room of franchising, first as a franchisor who built her own retail brand from a single store to a network of over 60 outlets in six countries, then as the franchise director and board member of a multi-million pound division of a recruitment plc. She is the chairperson of the British Franchise Association's Scottish regional forum.



PERFECT FIT

Former British Army engineer Craig Tiley explains why going from the forces to investing in a Signs Express franchise was such a good career move

> FRANCHISING TICKED ALL THE BOXES FOR ME, THANKS TO THE ADDITIONAL SUPPORT AND KNOWLEDGE A NATIONAL HEAD OFFICE GIVES YOU"

Joining Signs Express after almost 15 years in the British Army, Craig Tiley was ready for a new challenge. Already knowing and being around people in franchising, he decided this could be an ideal route to running a business for himself, but not by himself.

With a background in the signage industry prior to joining the army, Craig felt a business within the signs and graphics industry could be an ideal fit. After attending several franchising and sign shows, he decided upon Signs Express.

Craig says: "Franchising ticked all the boxes for me, thanks to the additional support and knowledge a national head office gives you.

"I met several franchisees from the Signs Express group when I was researching franchising and they all struck me as being very happy with what the franchisor offered them. Knowing that there was a business for sale in my local area, I jumped at the chance."

FEASIBLE OPTION

Craig was sure his army experience and business ideals were a perfect match for those held at Signs Express and with the comfort of knowing you have a full pension from the forces, franchising is a feasible option for ex-servicemen and women who have capital behind them.

Leadership, drive and being organised are just a few attributes franchisors look for and are qualities every forces member has.

"Never undersell yourself," Craig advises anyone from the forces looking at franchising. "The leadership skills I gained in the army have been far more valuable to me than my sign making skills.

"After you leave the forces, take time to properly evaluate your options and goals. I took the option to invest in my future by getting a business and I can already see this decision leading me down the path I want.

"Most importantly, I have learnt to never give up and never be afraid to believe in myself."

Being a part of Signs Express, a franchisee must adhere to the company's proven business model. By having previous experience in following a system, taking orders and receiving guidance in the forces, Craig had the skills to be the ideal candidate for Signs Express.

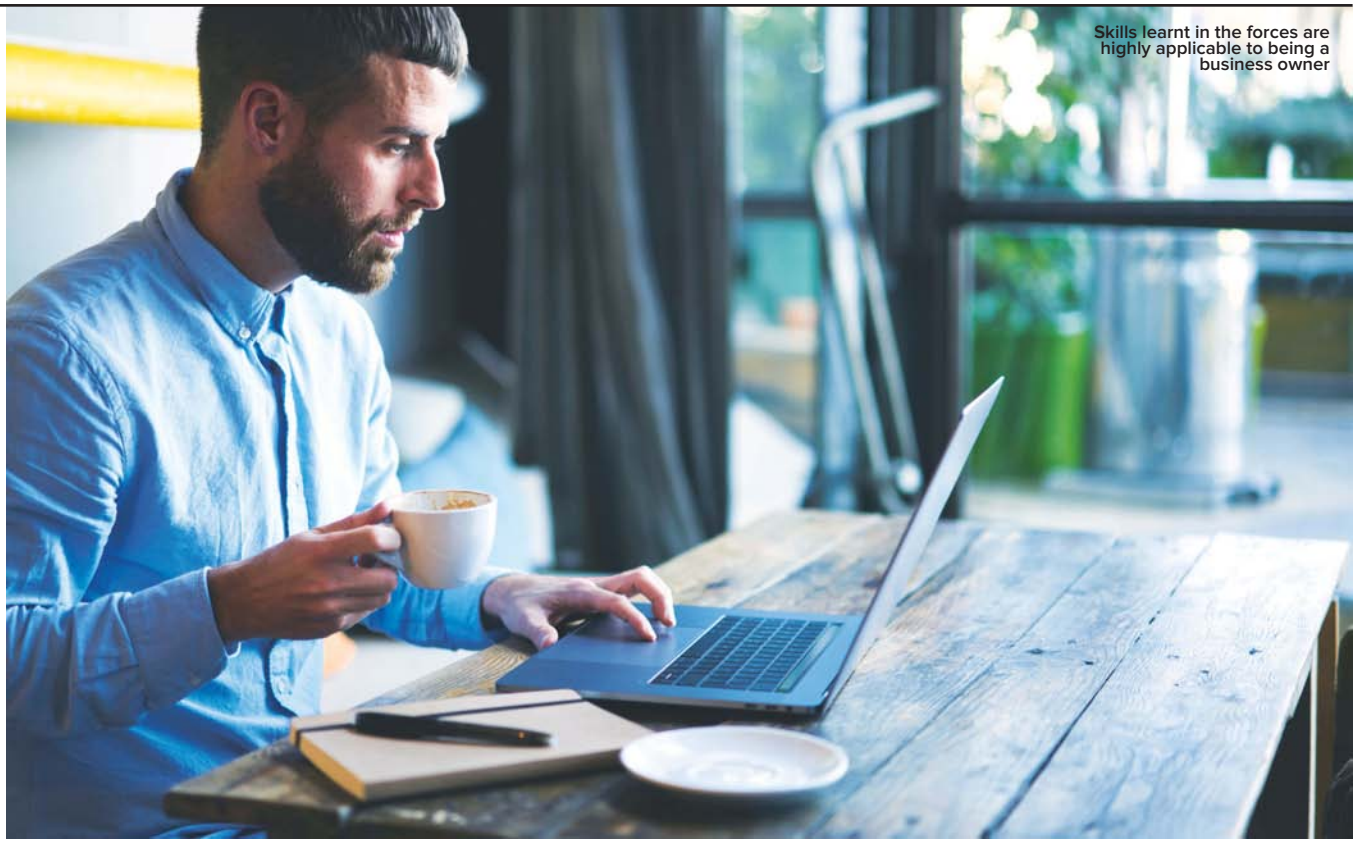


MAKING THE TRANSITION

When leaving the forces, kick starting a new career can be difficult. But having been in charge of 40 soldiers, Craig knew he had the relevant leadership skills to run his own business.

Making the transition can be challenging, as you're no longer following orders - you're the one issuing them and setting your own goals. However, skills learnt in the forces are highly applicable to being a business owner. You don't need formal qualifications and at Signs Express you don't need any previous sign industry experience, just the drive to succeed.

"Running my own business is quite different from what I had imagined," Craig says. "It's a lot of hard work and late nights, but it's worth it and once I'm more established the rewards are going to be substantial.



Skills learnt in the forces are highly applicable to being a business owner

"Once I've grown my business, I will have many more options and will be able to take a step back if I want to."

THE SKILLS

Just like starting a business from scratch, running your own franchise requires dedication and hard work. Ex-servicemen and women have the experience of working long hours, while having to make personal sacrifices for the good of their country. It's these types of competencies that provide the strong work ethic needed to run a Signs Express franchise.

Even after you've done your research, found the right franchise and made the investment in a proven business model, there will still be tough times ahead. The experience ex-military personnel have and the types of obstacles they have overcome gives them the mental and physical strength to push through any difficulties a new business may face.

Craig found that the combination of his military experience and the assistance from the Signs Express franchise support centre enabled him to see the grass through the weeds and stride forward.

"The ongoing support I receive from HQ is invaluable," he adds. "I'm on the phone daily for advice, tips and inspiration and have never been let down.

"Along with my business adviser, Signs Express' dedicated support team ensure I look at the facts and figures and give me advice on the next steps to take. It's important to keep looking at the bigger picture in order to keep on track with the growth I want for the business."

One of the reasons people invest in a franchise is the access it gives them to a wider group of franchisees. Teamwork is a skill all ex-military take pride in and this core asset will enable strong relationships to grow by sharing knowledge, skills and experiences within a network of business owners.

Craig agrees: "I could never imagine having anywhere near the size of business I have now going at it alone. There is a ton of advice out there."

BRIGHT FUTURE

When investing in a franchise, Craig was adamant it had to be in an industry that excited him and that he found rewarding.

"The signs and graphics industry is so rewarding because you take someone's idea for a business sign - a business they have laboured over and put their all into - and turn it into an attractive sign that puts their name in lights," he says.

"It's great to make someone's dreams come to life. I love this industry and when I was looking to invest in a business I would never have considered investing in something I didn't find interesting."

Craig invested in a Signs Express resale in 2015 and since then has been adding the names of some well known brands to his list of clients, including JCB, Dyno, the NHS and Warner Bros.

To facilitate the growth of his centre and its ability to handle increasingly large customers with greater demands, Craig also invested in new equipment, as well as expanding his team.

He topped off his first year in business by winning the Signs Express Newcomer of the Year award at the company's annual convention. After this promising start, what are Craig's future plans?

"For now, I'm going to keep doing what I'm doing with the support of Signs Express," he explains.

"Once I've grown the business to the level I want, continued to develop my team and have a comfortable lifestyle, I may take my foot off the gas a little and enjoy the rewards.

"I now have much more freedom and I've been blessed with the growth we have achieved. I have a very exciting future ahead of me."



BEFORE YOU SIGN ON THE DOTTED LINE...

Heed this advice from Richard Holden, head of franchising at Lloyds Banking Group

Franchising offers many people a fantastic opportunity to run their own business with the benefit of knowing that training and support is on hand when needed. However, franchising doesn't suit everyone.

It's a mistake to believe that investing in a franchise offers any form of guaranteed business success - it doesn't. There is a great deal of hard work and determination needed to establish the business in your chosen location or territory.

RIGHT FIT

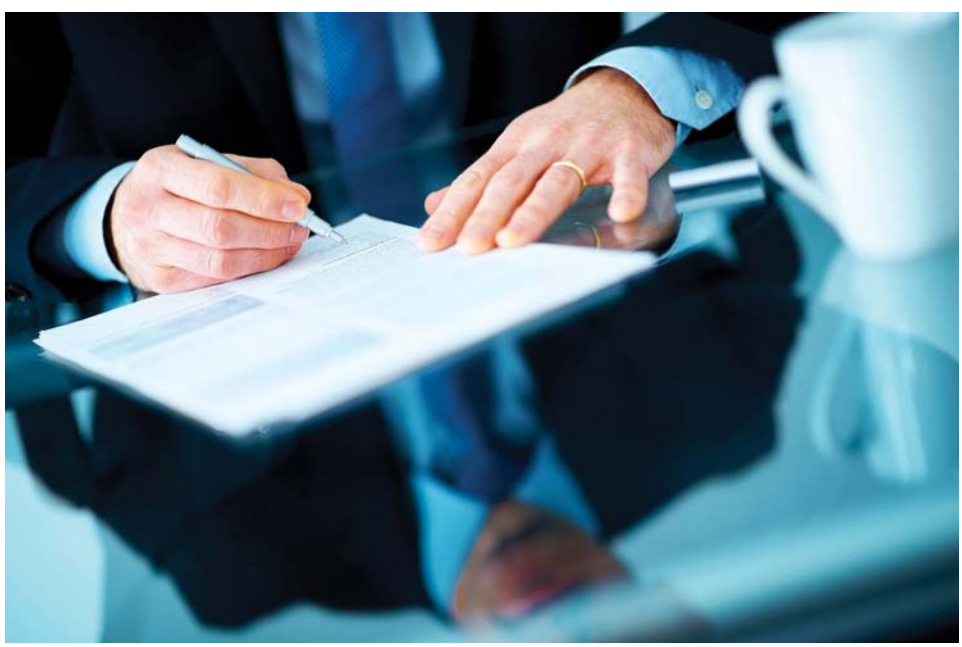
Ethical franchisors will want to ensure as far as possible that you are the right fit for their networks. Alarm bells should be ringing if you're offered a franchise without being made to jump through a few hoops to assess your own suitability.

You need to carefully research your options before signing on the dotted line and parting with your hard earned savings. Most people understand the need to thoroughly check out the franchise brand, local market, financial projections, the level of support provided and legal agreement, as well as speak to as many existing franchisees as possible. However, they often neglect one of the most important steps, which is to reflect on their own skills, attributes and motivations.

A period of self reflection as to whether you're suited to franchising is often overlooked and could prevent costly mistakes and even potential business failure. If you're someone who is very entrepreneurial or wants to reinvent the wheel, franchising is not for you and you would likely be more suited to setting up your own independent business from scratch.

Franchising is all about following a system, so if you find any difficulty in following the rules save yourself potential heartache and don't invest in a franchise. If you've successfully followed instructions in a previous role and you're happy doing so, franchising may be an option for you to explore.

People who come from a systems-based background are likely to have a higher success rate in franchising, as they already know the benefits of following the model.



THEIR WAY OR THE HIGHWAY

You don't have to be a robot to be a good franchisee, but you do need to understand that the franchisor is the custodian of the brand and business model, so it's their way or the highway.

If you have a stubborn streak or are independently minded, think carefully about whether franchising is the right option for you. There is nothing wrong with these personality traits - I recognise them in me - but investing in a franchise system is possibly a wrong choice for these people.

PROSPECT FRANCHISEE CERTIFICATE

The good news is that the British Franchise Association provides valuable guidance to would-be franchisees to help them make an informed decision about their options.



Speak to as many existing franchisees as possible before you make any decision

The Prospect Franchisee Certificate programme, which has been jointly developed by Lloyds Bank and the British Franchise Association, is an essential tool for all who are new to franchising. This modular training programme of informative videos, delivered by sector experts, is free and can be accessed online at bfa.trainme.tv.

Thorough research is the key to owning a successful franchise. There is usually plenty of initial information available on the internet, both positive and negative, about the brands you are considering to help you decide whether you wish to take the next step to investigate further.

Once you have established you wish to learn more, an approach to the franchisor will be necessary. Remember, the franchisor will be assessing your suitability from your initial contact onwards, so it isn't just you deciding whether the business is right for you. Take the opportunity to meet the franchisor and the head office support team to get a better feel for the business.

SPEAK TO EXISTING FRANCHISEES

Once you've shown commitment to invest, the franchisor should give you access to speak to existing franchisees. This is an essential step in deciding whether a franchise you're researching is the right investment opportunity for you and is often not given sufficient attention by prospective franchisees.

Speak to as many existing franchisees as possible before you make any decision. The franchisor may well wish to manage the process. However, you should be allowed to speak to whoever you like and as many of the franchisee network you wish to enable you to make an informed decision about the franchise opportunity.

By carefully selecting your questions, existing franchisees can reveal a lot about the opportunity and the franchisor's attitude to supporting the network. This may raise concerns or give you comfort about the big decision you'll need to make about committing to the franchise or not.

Don't be rushed into making your decision and if you feel pressurised into making a commitment before you're ready to do so, be prepared to walk away. Ethical franchisors will be aware that you're making a significant commitment and will give you all the information required for you to be able to make your decision in your own time.

> "ALARM BELLS SHOULD BE RINGING IF YOU'RE OFFERED A FRANCHISE WITHOUT BEING MADE TO JUMP THROUGH A FEW HOOPS TO ASSESS YOUR OWN SUITABILITY"

HOW THE BANKS CAN HELP

Before you make your final decision, speak to a bank's franchise team to get their view on the viability of the franchise brand you're researching.

If it's an established franchise, it's likely a bank will already have a track record of supporting its franchisees and may be able to give you some valuable insight.

A bank's franchise team will also be able to give you some useful guidance on producing a robust business plan and financial projections.

It's important that you not only understand the capital required to make your initial investment, but also the working capital needed to operate the business until it's profitable and can start to generate you an income.

The Lloyds Banking Group franchise team are available to support you with all your franchising needs, whether you're an existing bank customer or not.



MULTI-UNIT FRANCHISING

Tracey Hudson of The HR Dept explains how she expanded her business by helping a fellow franchisee exit the network

As a holder of a successful franchise business, you're responsible for the direction and often the day to day running of an established company and those who depend on it.

You probably have a client base that relies on you for delivery of products and services, as well as employees who depend on you for their monthly income.

Yet situations can change and there are many reasons why a franchise owner may decide the time has come to step away from their business. It could be family or other personal reasons or professional reasons such as a lucrative job offer or a once in a lifetime opportunity.

So it's not uncommon for franchisees to want to exit from successful businesses. Indeed, I have recently taken on a neighbouring franchise of The HR Dept to complement and bolster the business I set up in South Warwickshire.

> "I SPENT A SIGNIFICANT AMOUNT OF TIME PRIOR TO THE SALE MEETING RACHEL'S CLIENTS AND TALKING TO THEM ABOUT OUR PLANS"

Rachel Royston-Webb, my colleague at The HR Dept North Derbyshire, spent eight years building up the company. As of May this year, it had 60 retained clients and three employees, when she was offered an employed role with one of her clients.

As a valued part of The HR Dept's family, the last thing we wanted to do was risk losing our clients and employees to a local competitor. So I decided to grow my own business and take on the franchise myself.

It's taken a lot of planning and there have been some obstacles to overcome, so I thought it might help other franchisees in similar situations if I outlined a few of those here:



PLANNING AND PREPARATION

Rachel approached me with the opportunity about a year before she planned on leaving.

She had a good team of employees and a loyal client base who she thoroughly enjoyed working with. Her business was approximately a third of the size of my business at the time, which meant I had sufficient resource to take on her clients.

Particularly in a franchise like The HR Dept, which deals in professional services, client relationships are crucial. I spent a significant amount of time prior to the sale meeting Rachel's clients and talking to them about our plans. This helped hugely with the transition, as those clients became comfortable knowing they wouldn't be left in the lurch.

Rachel's team have great client relationships already, which further helped in relaxing the clients about the seamless continuation of services.

It was also important for Rachel and me to be open and honest about the financials from the start. We agreed what Rachel was expecting financially from the transaction, as well as reaching common ground on the terms I wanted in order to take over the business.

Rachel had some work to do in terms of extracting herself from the day to day running of the business in the time before I took over. Specifically, she needed to find a way to make her loyal clients less dependent on her and allow her team to take the lead with advising.

Franchisees should also be aware of their ongoing relationship with



their franchisor while the sale is being facilitated. What restrictions or support can you expect? Will the franchisor want a percentage of the sale fee?

For The HR Dept, it was a relatively simple matter of an additional service fee for the extra territory I was taking on as an extension to my own. However, not all franchisor/franchisee relationships will be so straightforward.

MAINTAINING CLIENT RELATIONSHIPS

Rachel and I have worked closely together over the years. Rachel is brilliant at human resources, earning herself a great reputation across our network of franchisees, and I was confident in her ability if I needed her to work on one of my accounts.

She helped me out with a tricky situation just a few weeks into her starting her own franchise and since then we have worked for each other's clients on occasion, providing support as our respective businesses have grown. Our relationship undoubtedly benefited me when I met her clients for the first time.

With this move, one of the great benefits of transferring clients to another business owner within the same franchise is the consistency of branding - not just in the look and feel, but in terms of the quality and personality of advice and support The HR Dept prides itself on.

Services are uniform across the franchisee network and, although delivery is highly personal between the franchisee and their clients, that consistency is going to make the new relationships much easier to establish than might have been the case otherwise.

OVERCOMING GEOGRAPHICAL OBSTACLES

Geographically, Rachel's clients are in very diverse locations, meaning I spend a lot of time travelling. However, I enjoy driving around, so it's fine with me.

I would recommend two things for franchisees looking to purchase a neighbouring franchise: firstly, that you're comfortable spending time travelling and secondly, that you have the team in place that can continue providing services while you're developing the business and maintaining client relationships.

We now have offices in Belper in Derbyshire and Kenilworth and Rugby in Warwickshire, so we've got the three territories well covered.

Belper is around an hour away from Kenilworth and a little further from Rugby, but in the grand scheme of things it's not an issue. We just make sure we encourage clients to come to our offices wherever possible and, if we're going to meet a particular client at their premises, we try to schedule meetings with other clients who are close by.

EXTRA OPPORTUNITIES FOR GROWTH

We've been keen that this change in everyone's circumstances did not limit our business opportunities to simply maintaining the status quo. In fact, the additional resource of incorporating my time within the structure in North Derbyshire means there are opportunities for further growth for The HR Dept there.

And likewise, bringing the strengths of Rachel's former staff to our offering in South Warwickshire enhances the services we can provide to our current and future clients.

In the months since we took over North Derbyshire, we have been able to take on significantly more work as we now have a larger team. As we are all so flexible, we can work more closely together on projects, teaming up where necessary for anything particularly complicated. A further benefit is that clients always have someone on hand in the event of queries.

POTENTIAL PITFALLS TO BE AWARE OF

Rachel and I were lucky that we had a great working relationship and that's part of the reason why we decided not to incur hefty legal fees and manage the sale and purchase ourselves.
We've done this successfully, but throughout the process I was certainly aware that, had our relationship not been so strong, it could have been much harder work.
I'd certainly advise franchisees considering taking on someone else's franchise to think very carefully before adopting a similar approach, particularly if it's with someone they don't know.
There is the potential for dispute all over the place and having a mediator will not only help resolve disagreement, but also prevent the transaction from falling through altogether.
Ultimately, our exchange hasn't been too exciting or dramatic in terms of change, either for me, our staff or our clients. However, I think that's testament to the lengths both Rachel and I went to in order to ensure business could carry on as usual. We spent a lot of time planning this change and it was time well spent.



REDUNDANCY VICTIM?

Becoming a franchisee can give you a new career and more control over your future, Sue Moore, brand president of Bright & Beautiful, says

Recent reports of job losses and store closures at House of Fraser, BT, RBS, Toys R Us and other large employers are impacting households across the UK. We know that being made redundant can be one of the most devastating experiences anyone can go through.

Although it can be tough when you're facing redundancy, sometimes it gives you a chance to consider options that wouldn't have been possible at other times in your career.

SECURITY AND SUPPORT

The 2017 Office for National Statistics report shows that 15.1 per cent of the labour force are now self-employed. However, starting up your own business from scratch can be a daunting prospect, which is why more and more people are looking at franchising as a great way to be their own boss with the security and support of an established brand and businesses.

In the case of franchise owners who have joined us following redundancy, we have found they have terrific transferable skills, as well as a determination to succeed in building their own business.

Launching your own business and investing in a franchise is not for the faint hearted. But for the determined, it can be a win-win, giving you a new



purpose, career and more control over your future and earning potential.

HIGHLY SUCCESSFUL

Sarah Reeves launched our Aylesbury & The Chilterns franchise in 2012, having been made redundant twice during the recession. She has gone on to build a highly successful company that employs 20 housekeepers, showing year on year growth with an expanding client base.

Sarah says: "Being made redundant can seem like the end of the world, but I was determined that it wouldn't hold me back and immediately began to look around to see what new opportunities were out there.

"Joining a franchise with values, working practices and ambitions that I admired was hugely important to me and the best decision I've ever made.

"I'm so proud to have been able to create and build my own business and to now be giving job opportunities to other men and women who may have been made redundant or need a new career path."

NECESSARY SKILLS

Julie Dunne had a 20-year career in the building industry, working with mechanical consultants, architects, house builders and local authorities.

As the recession impacted on the construction industry, Julie was made redundant twice and used her redundancy payment to buy her Bright & Beautiful housekeeping franchise in 2016

Julie says: "While being made redundant was a shock, I knew I had the necessary skills to run my own business and immediately began to research which franchise opportunities appealed to and would work for me.

"Having gone through redundancy twice because of the recession, certain factors were important to me, such as the simplicity of the business model, the fact that it was a growing market and recession proof.

"Having run my franchise now for two years, the things I'd say I enjoy the most compared to working for a large company are being the decision maker and feeling that I'm making a difference providing ethical local employment for my team."

CALCULATED RISKS

Having worked in advertising and marketing all her working life, Helen Ross bought her franchise in 2017 after being made redundant from her role as head of marketing for a software consultancy.

She says: "I'd been having itchy feet for a while and knew I wanted to be my own boss in one way or another so I could have the flexibility to look after my young children.

"When I was made redundant, I knew I didn't want to become a marketing consultant, as there was a lot of competition in my area at the time. So I looked into franchises, as I thought it was a way to become my own boss, run a business, but have the support of a larger company and a proven business model - I prefer to take calculated risks.

"Although I had no experience in cleaning, other than my own home, I did have a number of the skills needed to run such a business and that's something I'd definitely advise other people in my position - look at your wider experience and not necessarily just in a sector you're familiar with.

"Looking back, being made redundant opened my eyes to the wider opportunities that are out there and was the spur I needed to try something completely different."

> BEING MADE REDUNDANT OPENED MY EYES TO THE WIDER OPPORTUNITIES THAT ARE OUT THERE AND WAS THE SPUR I NEEDED TO TRY SOMETHING COMPLETELY DIFFERENT"



Julie Dunne was made redundant twice during the recession



Sarah Reeves: "I'm so proud to have been able to create and build my own business"

TOP 3 TIPS

Having spoken to Julie, Helen and Sarah and many other people who chose to start their own franchise business after redundancy, we've chosen our top three pieces of advice for those considering this path:

- **Find your fit. Instead of taking the obvious route of looking for another job doing what you've always done, consider redundancy as a catalyst for change.**
- **Evaluate your skills and experience and do some research to find out what kind of franchise might be suited to your long-term goals, skills and experience. An established franchise system can be learnt, so a change of industry may not be as big a challenge as you might imagine.**
- **Be realistic. You aren't buying a job, you're building a business. It's important not to fall into the trap of feeling that running a franchise is easier than having a job - it isn't. But it can present a better opportunity to achieve your goals and desired income.**
- **Be brave. Very few people would choose to be made redundant, but it can be an opportunity to look again at your work/life balance and the direction your life is going in.**



SMART ROUTE TO BUSINESS OWNERSHIP

These are the documents and processes would-be franchisees need to be aware of, according to Emma Lusty, senior associate at Shoosmiths

The first document a franchisor may issue is a confidentiality and/or deposit agreement. Franchisors issue such documents at various stages, but usually before any business specific information is provided and perhaps even before the initial meeting.

These agreements seek to ensure that the franchisee keeps confidential any information received for the purposes of investigating the franchise proposition and may also require the franchisee to pay a small deposit.

The amount of the deposit will normally be deducted from the initial fee, but franchisees should beware that if they pull out before the franchise agreement is signed the franchisor may be entitled to deduct its costs from the deposit.

DUE DILIGENCE

Once a confidentiality agreement has been signed and the franchisor has started to provide information, a thorough due diligence exercise should be completed.

As a matter of good practice, franchisors ought to provide disclosure documents and, indeed, British Franchise Association members are obliged to disclose 'all information material to the franchise relationship within a reasonable time prior to the execution' of the franchise agreement, according to the bfa's guide to the code of ethics. This information should be considered carefully.

Prospective franchisees should speak to as many of the franchisor's current franchisees as possible - they will give the best idea as to whether or not what the franchisor says stacks up.

> "GETTING THE DUE DILIGENCE AND LEGAL DOCUMENTS RIGHT AT THE OUTSET CAN SAVE NO END OF PROBLEMS FURTHER DOWN THE LINE"

One of the key elements of a franchise is the right to use the franchisor's trademarks and know-how. So does the franchisor have rights in the brand and system that it's using and licensing to you?

If an existing franchise business (a resale) is being acquired, the prospective franchisee will need to carry out due diligence on that business, as well as on the franchisor.

FRANCHISE AGREEMENT

A properly written franchise agreement will run to around 50 pages. While prospective franchisees may be relieved to receive a much shorter franchise agreement, they ought to be cautious because it's likely that a short franchise agreement will be lacking in terms of the protections required for both franchisor and franchisee.

Franchise agreements are, by their nature, one-sided in favour of the franchisor. This is understandable, since the franchisor has a brand and system to protect and their protection is of benefit to the whole franchise network.

The franchise agreement should contain the following provisions as a minimum:

- **Territory.** Commonly, each franchisee will be granted a territory within which it's permitted to trade.

Whether or not that territory is exclusive, ie the franchisor cannot itself or license third parties to trade in





The manual sets out how to operate the franchised business

the territory, will vary from franchise to franchise, but this is an important point that may affect the profitability of the business, so needs to be considered carefully.

- **Fees.** An initial fee will be payable at the outset to cover the licence and initial training.

There will also be ongoing royalties and possibly a marketing levy, which will usually be based on the franchisee's gross sales (although fixed fees can be charged) and payable on a monthly basis.

Franchisees who are obliged to acquire products from the franchisor should be wary of high royalties if the franchisor is going to be receiving a mark-up on the products as well.

- **Training.** There should be obligations on the franchisor to provide initial and ongoing training and support.
- **Advertising.** There ought to be obligations on the franchisor and franchisee in relation to national and local marketing.
- **Term and renewal.** In most cases, franchise agreements will be granted for a term of five years with the right to two renewals, which will be subject to compliance by the franchisee with the terms of the franchise agreement.
- **Manual.** The manual is the document that sets out how to operate the franchised business.

Franchisors do not generally let franchisees take a copy of the manual with them until the franchise agreement has been signed, but franchisees should request to see a copy of it beforehand to ensure it contains all the necessary information to enable them to operate the business.

The franchise agreement will contain provisions allowing the franchisee to keep a copy of the manual for the duration of the term of the franchise agreement and a requirement for the franchisee to operate in accordance with the manual at all times.

- **Rights and obligations.** As mentioned previously, the obligations on the franchisee will be far greater than those on the franchisor. The obligations will deal with everything from trading obligations and branding requirements to finance and accounting procedures.
- **Transfer.** The bfa's guide to the code of ethics provides that franchisees should have the right to make a return on their investment by selling their franchised business and the franchisor should be required to grant a new five-year term to the proposed purchaser.

That right is usually subject to conditions, such as the franchisor approving the proposed purchaser and the franchisee paying any fees and complying with the franchisor's resale procedures and documentation.

- **Guarantee.** Franchisee companies tend to be newly incorporated with few, if any, assets and as such franchisors will commonly require the shareholders in the franchisee company to personally guarantee the obligations of the franchisee.
- **Termination.** Franchisors will have vast rights to terminate the franchise agreement in case of the franchisee's breach of the franchise agreement.

SALE AND PURCHASE AGREEMENT

If you're acquiring a resale, you'll need to enter into the sale and purchase agreement. This will be between you and the seller, but the franchisor may also be a party and deal with the transfer of the business to you.

OTHER LEGAL CONSIDERATIONS

If the franchise is a retail or other premises-based business, you should ensure you have in place a lease or licence and that appropriate due diligence is carried out in respect of the premises.

Other licensing arrangements may also need to be dealt with, such as liquor and late opening licences, but the franchisor should be able to confirm what licences need to be in place before you commence trading.

This may seem a daunting prospect, but getting the due diligence and legal documents right at the outset can save no end of problems further down the line and getting advice from an experienced franchise lawyer can pay dividends.

GETTING THE DEAL DONE

A significant benefit of owning a franchise is the ability to sell it at a profit when the time is right. Manzoor Ishani outlines the mechanics of the process

"IT'S GENERALLY ACCEPTED THAT IT IS EASIER AND QUICKER TO SELL A FRANCHISED BUSINESS THAN IT IS TO SELL A BUSINESS THAT IS NOT"

It is said that one of the principal reasons why people buy franchises is that they get to own their business and after years of hard work, when the time comes to retire or to move on, they're able to sell their business as a going concern at a profit.

Franchisors also emphasise this aspect of franchising and it certainly plays a major part in motivating franchisees to grow their businesses. Without question, ethical franchising requires franchisors to permit their franchisees to sell their businesses, albeit subject to certain conditions.

These conditions need not be unduly onerous and are designed to protect the trade secrets of the franchisor, the integrity of the franchised network and maintain the quality of its franchisees.

RIGHTS OF FIRST REFUSAL

In many cases, franchisors reserve rights of first refusal for themselves. There is nothing wrong with this in principle and such a provision can also work to the advantage of the franchisee.

Experience has shown that most franchisors rely on one of two mechanisms for valuing a franchisee's business if they want to exercise their option to buy. In both cases, the franchisee is required to offer their business to the franchisor first before going on to sell to a third party.

Franchisees have no objection in selling their businesses to their franchisor or indeed giving the franchisor a right of first refusal, so long as the terms are fair. After all, all they're concerned about is the colour of the buyer's money, not the identity (anti-money laundering regulations apart) of the buyer.

NOTIFICATION OF OFFER

Franchise agreements provide that if a franchisee wishes to sell, the franchisee has to notify the franchisor of any offer the franchisee has received for their business. The franchisor then has the option of either buying the business by matching the terms of the offer received by the franchisee from a third party or declining to exercise its option.

From the franchisor's point of view, this is an ethical approach because it secures for the franchisee the true market value (a willing buyer, a willing seller and a price that's acceptable to both) of their business.

An alternative mechanism is for the franchisor to require its franchisee to notify the franchisor of their intention to sell the business. If the franchisor is not interested in buying, the franchisee is free to sell to a third party, subject to certain conditions.





AGREEING A PRICE

If the franchisor wants to buy, the franchisor and the franchisee get together to agree a price that's acceptable to both parties. If agreement is reached (and it is in most cases) the deal is done and the business is sold. If they can't agree on a price, the parties arrange for an independent valuer to determine the market value of the business.

Once the value is determined, the franchisor must either exercise its option to buy or decline within a time limit set out in the franchise agreement. If the franchisor declines, the franchisee is free to sell to a third party, with the added advantage of having an independent valuation, thereby enabling the franchisee to market the business more effectively.

PROS AND CONS

There may be a disadvantage to the franchisee in selling to the franchisor on the basis of an independent valuation because there is a chance that the valuation may, but not necessarily will, be lower than a figure the franchisee might have been able to obtain on the open market.

The main advantage to selling to one's franchisor is that the franchisee can effectively sell their business by making one phone call to the franchisor without the hassle of having to deal with potentially numerous prospective buyers.

Furthermore, if the franchisor buys the business, the franchisee has the added advantage of not having to worry about whether or not the buyer will be approved by the franchisor, a condition that is to be found in most franchise agreements.

It's generally accepted that it is easier and quicker to sell a franchised business than it is to sell a business that is not. This is one of the principal advantages of owing a business under a franchise.

ABOUT THE AUTHOR

Manzoor Ishani is a senior consultant solicitor with Sherrards (Solicitors), a commercial practice advising franchisors and franchisees in the UK and internationally. He has specialised in franchising for more than 40 year, is a former member of the legal committee of the British Franchise Association and is co-author of Franchising in the UK, Franchising in Europe and Franchising in Canada.

FRANCHISOR Q&A

Sarah Cressall, founder of The Creation Station, describes how she franchised her business and the benefits of becoming a franchisee

> AS DEMAND GREW AND WE DEVELOPED THE RANGE OF ACTIVITIES, IT WAS OBVIOUS WE HAD UNCOVERED A BUSINESS WITH GREAT POTENTIAL"

TELL US ABOUT YOUR BUSINESS

The Creation Station inspires imaginations through fun, creative activities.

With the squeeze on creativity in education, the rise in the 'experience market' and the increase in the need for more well-being activities, demand for our creative activities continues to increase.

Over 950,000 children have already been inspired by our award winning programmes. The fun and educational activities involve creating journeys of exploration, discovery and development.

They include Tiny Treasure events for parents and newborns to create footprint and handprint keepsakes, Baby Discover and Little Explorer classes, Family Fun holiday workshops, school workshops and after-school Create Clubs, Arty Birthday parties, Event Entertainment, Creative Crafter events for adults and Care and Creativity sessions for senior citizens.

We also provide intergenerational fun by bringing our Little Explorers into our Care and Creativity sessions.

The work we do has been recognised by the franchise, educational, entertainment and business sectors. Over 2,450 customers have rated The Creation Station '5 Star' on Trustpilot and in an independent franchise satisfaction survey we gained 5 Star satisfaction in 2016, 2017 and 2018.

WHY DID YOU DECIDE TO FRANCHISE THE CREATION STATION?

Often, our life experiences lead us on different paths. Before having kids, I'd worked as a contract manager in London and sold some of my own artworks. I also travelled a lot.

While doing Operation Raleigh - now called Raleigh International - in Zimbabwe, I was asked to help women set up their own rural creative businesses. This was a watershed period for me, as I thought if I want to pursue a creative career it was up to me to act and make choices.

I recognised I needed to develop my own business and creative skills before I helped anyone else. I returned to London, studied arts management, became a designer-maker and ran creative workshops.

When I became a mum to my three boys, I spotted a gap in the market for creative activities for pre-school children. There was lots of gym and music, but nothing that sparked each child's curiosity to ignite their own journey of exploration, discovery and development. It was all a bit one size fits all.

My three boys are 21 months apart in age and I could see the huge difference in personalities and interests when they were little. I feel strongly that life isn't a sausage machine and wanted to help nurture the wonder within.



Sarah Cressall: "People kept asking me if they could run their own Creation Station"

HOW DID YOU GO ABOUT IT?

I knew The Creation Station was a business model that would work for other like-minded people who also wanted flexibility and to do something that generated a good income and, at the same time, made a difference to others.

As demand grew and we developed the range of activities, it was obvious we had uncovered a business with great potential. People kept asking me

if they could run their own Creation Station.

I worked with the British Franchise Association and developed the systems and blueprint for the business over five years. I awarded the first Creation Station franchise in September 2007.

We now have an extensive creative hub team, are proactive in responding to market changes and opportunities and continue to innovate to support our 100-plus franchise family and make a difference to individual children and people.

WHAT WERE THE BIGGEST CHALLENGES YOU FACED?

The concepts behind the Creation Station were different to other franchise businesses at the time. It was very much about having a purpose and although profit was key, I wanted to ensure we kept to the core values my husband Duncan and myself had spent time developing.

Sometimes believing in yourself is the hardest bit. My mum said to me you can do whatever you put your mind to and I'm sure this is what helped me carry on.

Over the years lots of things, have happened. In the early days, we relocated three times and had to set up the Creation Station three times. This helped us to understand and record the processes of setting up a new franchise.

WHY SHOULD SOMEONE INVEST IN A FRANCHISE INSTEAD OF STARTING UP ON THEIR OWN?

When starting a business from scratch, you don't know what you don't know. There are always more costs, regulations and hurdles than you think there will be and there's a shortage of time to get everything done.

Some of the benefits our franchise owners have enjoyed include the ability to start earning from day one, exceptional training, ongoing support when they need it and the instant credibility the brand provides.

WHAT DO YOU LOOK FOR IN A FRANCHISEE?

We look for someone who shares our core values and wants to make a difference in their community.

We award the franchise to people who like being with children and adults, are proactive and want to run a successful business. The franchise is designed to be flexible around each franchise owner's life, so they can grow their business at a rate that suits them.



CAN YOU DESCRIBE THE CREATION STATION FRANCHISE AWARD PROCESS?

If someone is looking for a rewarding and flexible creative business, we recommend they visit our website and download the information pack.

Once they've read it, most people get quite excited and there are lots of questions. We invite people to book a 'discover chat' with Maggie Seager, our head of awards and operations manager.

After the chat, we'll both agree whether it could be the right opportunity for you. If so, we'll invite you to a discovery event. Here you will observe an award winning class and chat with local franchise owners. We'll also go through the financials and ensure you have all your questions answered.

After the discovery event, we ask you to carefully consider if the franchise is right for you and we'll let you know within 72 hours whether we would consider awarding you the franchise. If it's a yes from both of us, we will discuss the next steps and options and create the area and opportunity that works for you.

We award our franchise to two per cent of people who enquire. It's important to us that we award our franchise to people who are the right cultural fit and who we believe can make a success of and enjoy running their business.

WHAT PLANS DO YOU HAVE FOR THE BUSINESS IN THE NEXT 12 MONTHS?

We always have a range of great plans and developments. Ideas come from a wide range of sources, including our customers, franchise owners, head office team and specialist experts.

Some of the developments are top secret. However, we can say that we're developing our school programmes, which is a growing area for our franchise owners.

As a result of my book, Creative Sparks - mishaps, hurdles and ideas to inspire you and yours, going to number one on Amazon, I've being asked to talk at lots of events on creativity. I spoke at IBM alongside Lego Education and am speaking to the government on how to incorporate more creativity within our education systems.

We are also looking for master franchise owners overseas to begin our journey of global inspiration.



LATER LIFE ENTREPRENEURS

If you're not ready to kick back just yet, franchising could fulfil your business ambitions, Pip Wilkins, CEO of the British Franchise Association, says

Retirement may seem like a scary stage of life to enter. Many workers start to think about this stage once they enter their fifties, perhaps believing they don't have enough savings in the pot to fully enjoy their golden years or maybe the thought of retirement seems boring and unfulfilling.

Many consider franchising as a way of topping up their pension, fulfilling entrepreneurial ambitions or simply have a desire to be self-employed and want to decide their own schedules for the later stages of their life.

Here are some reasons why you should consider becoming a franchisee:

PROVEN FORMULA

Starting a business from scratch may take years of time, effort and money. However, becoming a franchisee means being part of a successful and established business that you'll simply mirror. This will also come with ongoing training and support from your chosen franchisor.

This will be very alluring to 'olderpreneurs' who aspire to lead and operate their own business, while having the comfort of knowing it has a successful formula, as well as help on hand whenever it's needed.



EXPERIENCE COUNTS

There are many advantages to becoming an older franchisee. Experience is valuable in the workplace because as an older worker you'll be bursting with knowledge and expertise.

This will be essential to getting your own franchise up and running and making sure you keep the business concept successful. This life experience will bring a certain confidence and composure that you might not see in a younger franchisee.

An older franchisee has seen it all before and will be much less likely to become alarmed at the slightest mistake and be able to deal with challenges that might occur. This is enhanced further when coupled with the expertise and support of the franchisor.

FINANCIAL BACKING

Being an olderpreneur will also mean you are more likely to have the financial backing that's needed to invest in a franchise compared to a younger franchisee. You'll no longer have to support any children - children that may be grown up and might even be able to help and support your business venture.





Olderpreneurs are likely to have the financial backing needed, compared to younger franchisees

Hopefully, after 30-odd years working, you'll have saved a decent sum and be able to contribute to the investment necessary for a franchise. Due to the success of franchising, banks are likely to give you a loan of up to 70 per cent of the start-up costs, so you might not need to spend all of your savings. With this source of potential investment, the process of becoming a franchisee will be easier and the thought of becoming a franchisee less intimidating.

Over 55s also have the option of dipping into their pensions and taking out lump sums if they so choose, due to the pension freedoms introduced in 2015. However, this decision should be given careful consideration, as if the franchise fails you want to be sure you have enough in your pension pot to live off.

CAREER CHANGE

A career change is an attractive yet daunting prospect. However, once some people hit their fifties there is a perception their age could stop them securing their ideal job role.

> "BECOMING A FRANCHISEE MEANS BEING PART OF A SUCCESSFUL AND ESTABLISHED BUSINESS THAT YOU'LL SIMPLY MIRROR"

Franchising gives you the option of a career change while also offering the flexibility of being able to work your own hours. This is made possible by the many successful and diverse home-based franchises on offer.

Becoming a franchisee means you can fulfil the dream of being your own boss, while accommodating other aspects of your life, such as health and family.

In conclusion, life is far from over once you hit 50. In fact, it could be the beginning of an exciting phase in your life, one that will keep you active and motivated well into your seventies, while setting you and your family up in your golden years.

INFORMATION

Visit www.thebfa.org.



FINANCIAL FOCUS

In today's digital age, keeping accurate accounting records is much easier than you think, Carl Reader says

Paperwork is a necessary evil in business. I suspect there are very few people in the world who can honestly say sorting out receipts, invoices and other paperwork is their idea of fun.

But staying on top of your bookkeeping and compliance is vital in franchising, even for the smallest businesses, and being disorganised just isn't an option - unless you like paying late penalties and fines.

VITAL FOR SUCCESS

It's important to know exactly what's going on with your franchise's finances for a variety of reasons. Maintaining a healthy cash flow, spotting trends and problems and working within your budgets is vital for the success of your business.

If you, like the vast majority of business owners, hope to one day grow or sell your business, being able to give a clear picture of where you are will make it far more attractive to potential investors or buyers.

In a franchise situation, where there are further recording necessities, such as management service fees and cross network performance to consider, keeping accurate records can be especially important.

ACCOUNTING IN THE CLOUD

Many people consider keeping accounting records a daunting task, but it's much easier to keep financial records than you might think, particularly in today's digital age.

Maintaining a manual cash book or spreadsheet of your income and expenditure periodically to satisfy HM Revenue & Customs is a time consuming and outdated process that comes with a high risk of error.

You can save yourself time and effort by looking for a solution for your business that allows you to record things quickly and easily whenever and wherever you are, while also allowing you to run reports, so you can use your financial data to guide your decisions.

For most businesses, there's no question that cloud accounting software is a far better option.

Market leaders in cloud accounting software such as Xero and QuickBooks





offer secure, easy to use services that allow you to keep a full record of your banking activity, sales and purchases.

You can access this anywhere you have an internet connection. This allows you to run useful, real time reports, such as actual performance versus budget, profit and loss accounts, balance sheets and detailed reports of creditors/debtors.

Usually paid for through a monthly subscription of around £30, cloud accounting software allows you to use your time far more effectively, as there's no need to be chained to a single desk or device. You can access your financial information on any compatible device - such as a phone, tablet or laptop - anywhere in the world, not just one desktop computer.

At this point, it's important to remember that organisation and efficiency doesn't just affect 'behind the scenes' of your business - it can improve service across the board, including customer service.

You can use the software to raise invoices and track any stock you hold, as well as use a 'bank feed', meaning your banking transactions are automatically imported straight into the cloud accounting software, saving you the admin.

It often integrates with other packages, such as customer relationship management systems, too, so you can minimise your time spent bookkeeping. These functions are made super easy and can genuinely transform the way your business runs.

> "IT'S IMPORTANT TO KNOW EXACTLY WHAT'S GOING ON WITH YOUR FRANCHISE'S FINANCES FOR A VARIETY OF REASONS"

Desktop software packages, such as Sage, which you buy upfront and install on your computer are also still available. Some people use these very successfully and are powerful tools.

However, if you're making the switch to digital, I'd recommend cloud accounting software, as these are built to be user friendly, not just accountant friendly. Generally, desktop software is a bit more complex to use, plus you run the risk of your computer breaking for some reason.

Cloud accounting software is easy to use, comes with plenty of support and avoids the risk of losing access, as the data is all stored securely in the cloud.

MAKING TAX DIGITAL

Another reason to embrace keeping your records online is that it will soon become essential.

Under the government's Making Tax Digital scheme, most businesses will be required to submit returns online and, unlike previously, where tax returns were an annual requirement, they will instead need to be filed quarterly. The new system is designed to minimise tax inefficiencies and errors and will require businesses to use some form of software to keep digital records.

In the digital age we live in, it's important to future proof your business' finances and I recommend getting on top of online accounting now, so you're ready, familiar and prepared, rather than switching in a rush when it becomes compulsory to do so.

It's not just about being ready for the Making Tax Digital changes either. Compared to manual bookkeeping and accounting processes, cloud accounting software will make life much easier for you and your staff, plus improve efficiency in your business.

Regardless of the size of your business, speak to an accountant that specialises in cloud software and they can get you set up and running on a system that suits you in no time. It's much easier than you think.

INFORMATION

To hear more from Carl follow him on Twitter @carlreader. www.carlreader.com.



KEYS TO SUCCESS

Nick Neill, managing director of EweMove Sales & Lettings, has some top tips for aspiring franchisees

Nick Neill was one of the first franchisees to join the estate agency brand EweMove Sales & Lettings when he launched the York branch in 2014. Now, five years on, he's at the helm of the business, having been appointed managing director in June 2017.

With EweMove's network continuing to grow across the length and breadth of the UK, Nick explains what makes for a successful franchise and how his insight into being a franchisee has helped him grow a flourishing business that has both its franchisees and its customers at its heart.

Whatever your background, experience and skill set, buying into a franchise is never an easy or straightforward decision. As anyone looking into franchising as a viable career path will know, there's so much work beforehand you need to do to be sure that it's the right decision for you.

DON'T RULE OUT AN OPPORTUNITY TOO QUICKLY

"My advice for anyone looking into franchising as a business is to not rule out an opportunity too quickly based on the sector or type of job you'll be doing - particularly if it's something you've never done before," Nick says.



"Having come from a corporate background and having many senior level sales and leadership roles, becoming an estate agent seemed left field to me. But I was drawn to EweMove, what it stood for, the opportunity it offered and the way it demonstrated its passion to make real change in the industry.

"I didn't know if estate agency was the right thing, but I weighed up the pros and cons of franchising and of the sales and lettings industry and came to the conclusion that I didn't intend to move again, so what ended up on my CV really wouldn't matter. There was only one outcome when I joined EweMove and it was to make it work."

MATCHING YOUR PERSONALITY AND SKILLS

With hundreds of franchising opportunities in the UK, it's important to know which your own individual personality and skills are best suited to.

"For me, the most important part of EweMove and what it stood for was its focus on enhancing every one of its customers' journeys and showing them how estate agency should - and could - be done," Nick explains.

"Many people have experience in customer service, sales, marketing and financial and operational processes, but what makes you really passionate and determined?

"The majority of our franchisees at EweMove come from an estate and lettings agency background, so



Take advantage of ongoing training and development

they know what it takes to make estate agency work, but what we do at head office is work with them to make things awesome. This continued support means some of our top performers are also non-agents and come from a diverse range of backgrounds.

"It's often more important to be the right type of person, with the right attitude, than it is having the very specific and relevant experience of the industry you'll be operating in."

GET UNDER THE SKIN OF THE BUSINESS

It's critical to know as much as you can about your potential franchise.

"Get under the skin of the business you're looking into, the industry as a whole and any evidence of how well other franchisees have performed under the brand," Nick advises.

"It's key to look holistically at the challenges, risks and opportunities, so do immerse yourself in as much market research as you can - and remember to ask lots of questions."

EMBRACE THE TRAINING AND MENTORING ON OFFER

One of the most important ways EweMove supports, nurtures and encourages its franchisees to grow their businesses is through the company's comprehensive range of training and mentoring.

Nick explains: "In many other franchise businesses, particularly in estate agency, it's common to see individuals take the fantastic opportunity of franchising, but then not take advantage of ongoing training and development.

"Not only is it key to get the right people on board in the first instance, but as a franchisee, learning and continuously enhancing what you do for your customers and staff is single-handedly one of the most effective ways in which you can grow your business.

"At EweMove, our franchisees can access training and advice whenever they need it, including an initial seven-day induction training programme - which includes one day of field training with an experienced business development manager - bi-weekly live video webinars, telephone support and a comprehensive library of how-to videos.

> IMMERSE YOURSELF IN AS MUCH MARKET RESEARCH AS YOU CAN - AND REMEMBER TO ASK LOTS OF QUESTIONS"

"We launched a 'boot camp' aimed at those new to business and estate agency, as well as our 'growth camp' for individuals who were too busy for their own good working in their businesses rather than on it. In addition, our mastermind programme is tailored to high performers in the network who have already scaled successfully.

"You may not find this type of support, mentoring and training among other franchise businesses, but if you do have it be sure to fully embrace it.

"I'd also encourage individuals to get to know other franchisees across the network and learn from each other's experiences.

"Everyone is in exactly the same position and the most successful of our franchisees are the ones who continually share ideas, advice and guidance and ultimately benefit from the encouragement and support this can bring."

[BRIGHT & BEAUTIFUL]

ALL THINGS BRIGHT & BEAUTIFUL

Clean up your area with an award winning domestic housekeeping franchise

Do you want to benefit from an industry worth over £4.7 billion? Do you want a bright future, where you can build your own business and be your own boss?

With the Bright & Beautiful management franchise opportunity, you can capitalise on the significant demand for professional domestic housekeeping services and help clean up the industry in the process.

ETHICAL APPROACH

By combining an ethical approach, eco-friendly housekeeping and its powerful brand, Bright & Beautiful has grown significantly over the last eight years. Are you ready to join the men and women already making a success of business using the company's well-established brand?

Bright & Beautiful is a multi-award winning, highly profitable 21st century domestic cleaning franchise. Bringing a fresh concept to cleaning and housekeeping, the brand has more than 60-plus franchise locations across the UK, employs over 500 people and delivers more than 10,000 home service cleans per month nationwide.

> A PROVEN AND TRUSTED FRANCHISE INVESTMENT, THE BUSINESS PLANS ARE ON TRACK TO DOUBLE ITS OPERATION BY 2021

Acquired in 2017 by the Dwyer Group, Bright & Beautiful provides an innovative approach to domestic cleaning by offering a full housekeeping service with exceptional quality. It is ethical, experienced and has a strong leadership team, both in the UK and internationally.

Shortlisted in the British Franchise Association 2018 Franchise Awards, Bright & Beautiful is a cleaning services management franchise, whose network has exceeded a £6 million annual turnover.

A proven and trusted franchise investment, the business plans are on track to double its operation by 2021, creating 500 new professional housekeeper roles and bringing the workforce to over 1000.

TAKE BACK CONTROL

The Bright & Beautiful franchise has many strengths - one of them is, without doubt, its people. Franchisees join the network from wide and varied backgrounds - from the police force and navy, a career in law and marketing, to retail executives, hospitality and the care industry.



The professional experience is diverse, but they all have one thing in common – they've reached a point where they want to do something for themselves, take back control and build a long-term, successful business.

When you invest in Bright & Beautiful, you become part of the world's largest parent company of trade service brands. With a network of over 3,300 franchisees, the Dwyer Group is the go to for service franchises.

Being a Dwyer Group brand, you can be safe in the knowledge that you'll be benefiting from expert training, proven systems and dedicated franchise support.



INFORMATION

Visit www.brightandbeautifulhome.com, call Jo Vorwerg on 0161 240 3704 or alternatively visit Bright & Beautiful at The National Franchise Exhibition (stand A200), which takes place at the NEC, Birmingham on October 5-6.

Opportunities available throughout the UK

The demand for self-storage is huge but it's become overpriced. Customers complain that it's expensive and others simply can't afford it. There's never been a better opportunity to seize the market. **easyStorage**® has developed a highly efficient alternative service that undercuts typical self-storage prices by up to 40%. The pilot has exceeded all expectations and easyStorage has opened 5 centres in London.

A highly attractive franchise opportunity

easyStorage is now looking for the right franchise partners to take this success in to other regions. You will be provided with comprehensive support from a management team which has 30 years of experience in storage and franchising. Centralised telesales, digital marketing expertise and strong **easy**® brand recognition will help you get off to a flying start. Liverpool and Enfield franchises are launching in autumn 2018. Reserve your place on a discovery day in London, Birmingham or Manchester via this email: franchising@easystorage.com

- Iconic trusted brand
- Proven business model
- Low start up costs
- Massive growth industry
- No storage industry experience required
- Full training provided at our London HQ
- Management or owner operator opportunities
- Scalable business model with reoccurring revenue
- Technology for efficient running of your business



"Reserve your place on a discovery day in London, Birmingham or Manchester."
franchising@easystorage.com

Sir Stelios Haji-Ioannou,
Founder and owner of the **easy**® family of brands

0800 061 4091

www.easyStorage.com

easyStorage®
part of the **easy**® family of brands



[EASYFLOW]

REPUTATION FOR EXCELLENCE

EasyFlow delivers the means to build a thriving business, even for solo tradespeople

Plumbing woes are among the most common problems homeowners face. Few consumers understand how unvented cylinders operate and most do not have a professional partner to whom they can turn when their cylinder fails to heat water or when there are leaks or valve failures.

This provides a significant opportunity for talented, driven tradespeople.

EASYFLOW'S BEGINNINGS

EasyFlow began back in 1996 and actually offered both electrical and plumbing services. However, it did not take long for demand for unvented water cylinder and electric boiler services to outstrip all others.

When this occurred, EasyFlow decided to focus strictly on the repair, servicing and replacement of unvented water heaters and electric boilers. Demand continued to grow to the point that EasyFlow was unable to keep pace and decided to offer aspiring business owners the opportunity to enter this space, aided by the EasyFlow name and established reputation for excellence.

Could a specialist tradesperson, just one individual and a van, generate a turnover of £130,000 excluding VAT? Yes, EasyFlow has done it and so can you - read on to find out how.

THE OPPORTUNITY FOR FRANCHISEES

The opportunity for franchisees is significant - the income for a single engineer operating just one van in 2017/18 was over £100,000 per year. This can be achieved with less than £30,000 invested.

EasyFlow also offers all the training necessary to work for oneself, as well as grounding within the company's growth and promotional methods. Residual income is built through annual maintenance plans and engineers are shown exactly how these plans work.

Additional training is provided to help business owners remain at the helm. And this opportunity is not only for experienced plumbers and tradespeople. While a background in these fields can help, the right person can learn all the skills necessary to succeed.



> "THE INCOME FOR A SINGLE ENGINEER OPERATING JUST ONE VAN IN 2017/18 WAS OVER £100,000 PER YEAR"

ARE YOU THE RIGHT INDIVIDUAL?

Speaking of the right person, what exactly does it take to make a good fit? Actually, there are very few requirements.

An EasyFlow franchise is certainly an excellent investment for any plumber or handyman with the requisite knowledge and tools, but it can also be a good venture for anyone who is organised, able to manage cash flow, is detail and record oriented, and is aware of and dedicated to upholding their responsibilities as a small business owner.

You will need to gain a G3 unvented cylinder qualification if you do not already have one. Really, the most important thing is that the right person will be able to promote and sell, while realising that sales and marketing activities are daily responsibilities of any business owner.

A DAY IN THE LIFE

The professional life of an unvented water cylinder expert will vary depending on the amount of time in business. At first, free time will be more common, which provides a convenient opportunity to invest in additional sales and marketing activities.

As clients come on board and remain, 70 per cent of a franchise owner's time will be dedicated to service calls, 20 per cent will revolve around marketing activities and 10 per cent will involve doing paperwork.

The average day will likely involve completing valve swap and immersion heater replacement jobs, as well as a couple of annual services, and likely at least two call outs. Note that all call outs

are charged, so business owners earn money while simultaneously gaining an opportunity to sell. Once the work is finished, you can then plan out the rest of the week or month.

Other important parts of the day include replenishing any parts or supplies used from the van, as well as submitting documents and accounting for sales.

It's recommended that EasyFlow franchise owners always offer a maintenance plan as an upsell. It offers immediate benefits for the customer, builds positive brand recognition and also ensures residual income.

Franchise owners also need to be welcoming with regards to telephone calls - last year the average contribution to profit from each engineer visit was over £150. Speaking of apartments, it's helpful to bring a stack of leaflets with you, so you can distribute them in the letterboxes, which requires just 10 minutes and creates a valuable source of future business.

Finally, franchise owners should always have at least one promotion up and running to keep interest high and generate new phone calls and inquiries.

LOOKING THE PART

It's essential for skilled tradespeople to look the part.

EasyFlow franchise owners will have their vans detailed with eye catching graphics, but will also be provided with a full EasyFlow uniform and ID badge, as well as branded paperwork to boost customer confidence.

COMBATTING COMMON WORRIES

Worried you won't be busy enough when you first start out? EasyFlow can provide more than ample structure so your hours are full.

Perhaps you're concerned you will not be able to complete enough jobs in a day. EasyFlow provides full training to prepare you not only to complete all your regular work during the day, but also call outs and any paperwork needed to maximise your time.

Many skilled tradespeople are concerned about the marketing side of the business, particularly if they have little to no background in generating new business. EasyFlow can show you just how easy it is and even provides support for franchisees.



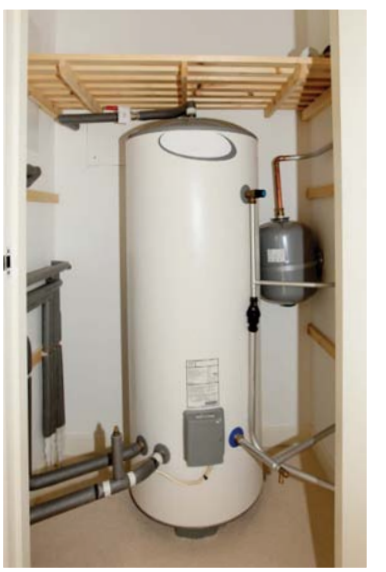
EasyFlow®
electric hot water

Concerned you don't have the plumbing and/or electrical skills? Those can be learned and EasyFlow provides full training.

Think that because you have never owned a business before that you're a poor fit? EasyFlow offers the tools and support you need to learn the ropes and run a thriving franchise.

There is a tremendous need for skilled maintenance and repair professionals dealing with unvented water cylinders and electric boilers.

One of the most significant challenges consumers face is finding reputable, professional help from a brand they trust. EasyFlow provides you with the means to solve that need, create a solid business and take control of your future.



INFORMATION

Visit www.EasyFlow.co.uk/franchise to learn more and to download a prospectus or email Chris Tomlinson at chris@easyflow.co.uk.

[GOOD OAKS]

SETTING THE TONE

Ben Ashton, co-founder of home care franchise Good Oaks, discusses the importance of company values to vibrant, forward looking companies

Company values can either be the stuff of long forgotten webpages and dusty posters or they can work much harder, underpinning every decision a business takes.

Many companies haven't got a set of defined values or even a mission statement. They might not think about it, being too busy with day-to-day operations to think about something as seemingly esoteric as what the company stands for.

They'll be unaware of the opportunities to shape their company that communicating, using and demonstrating company values can bring.

WHAT CAN COMPANY VALUES DO?

A company's values are important for setting the tone of a company and their influence stretches into all the different aspects of your company. Used effectively, your values are:

- Your USP.
- How you hire.
- How you change (or reward) behaviour.
- What attracts, enthuses and retains your staff.
- What drives your business growth.
- What maintains your quality.
- What guides business decisions.


Ben Ashton

> "AT GOOD OAKS, OUR FIVE PRIDE VALUES HELP GIVE OUR FRANCHISE NETWORK A DISTINCTIVE, COHESIVE CULTURE"

PRIDE IN GOOD OAKS

At Good Oaks, our five Pride Values help give our franchise network a distinctive, cohesive culture. We expect client care to be in line with these values and staff are managed and rewarded based on them. They are:

- **Professionalism.** In every interaction, we are professional towards our clients and colleagues.
- **Respect.** We show consideration for each other and recognise and appreciate peoples' different needs and priorities.
- **Integrity.** We do the right thing. We are transparent and own up to our mistakes so we can improve.
- **Dedication.** We are committed to providing a quality service that actively improves the lives of others.
- **Empathy.** We put ourselves in the shoes of our clients to ensure our service meets their needs.

We work with our franchisees in a way that is consistent with these values. Our professional team understand what a commitment starting a business is. And because we've been in that exact situation, we know the hard work and dedication that is needed to succeed.

Because we've been where you are, thinking of making the leap into starting your own business, we know what it's like. Our aim is to make our franchisees' working lives easier and more rewarding, both professionally and personally.

We work with our franchisees as we'd want to be worked with - with the professionalism and respect they deserve, the dedication they need and the integrity and empathy they'd want to support their push for growth and quality.

Established in 2011, Good Oaks provides premium care for older people. We are proud of our reputation for quality, which is built on the value we place on each and every member of our team and our commitment to realise their full potential.

We are creating the next generation home care franchise. It's built on partnership, innovation and a deeply held commitment to transform the lives of families across the UK.

INFORMATION

Call the franchise team on 01202 786415, email franchise@goodoakshomecare.co.uk or visit goodoakshomecare.co.uk/franchise.



BE PART OF THE WORKPLACE REVOLUTION

We are recruiting franchise partners to join the revolution in the UK

Regus provides a network of 3,000 locations, in 120 countries and 900 cities globally, with over 300 centres across the UK. We are looking to grow rapidly, in response to massive changes in the way in which people are working and the growth in demand for flexible workspace.

We are now looking for partners across the UK to help us increase the pace of our growth, to keep up with demand. Our partners will find, set-up and operate Regus centres under franchise. You will benefit from our proven business model, established back-office systems and infrastructure, along with our world-class marketing and sales tools. You will have the opportunity to open multiple centres in a defined geographical area, which can deliver an excellent return on investment.

Gain access to a world of opportunity and become part of a recognised global brand.

If you have the drive, resources and commitment to be part of a global growth story, call our franchise team on ***+44 (0)7823 445061***
Visit ***regus.co.uk/franchise*** *or email* ***franchising@regus.com***

Regus™

[EASYSTORAGE]

EASY DOES IT

There's a new opportunity in the high growth storage sector

easyStorage is a new member of the 'easy' family of brands, which includes easyJet. They are turning the lucrative self-storage market on its head by offering a lower cost alternative service that has added benefits. The potential is enormous.

A GROWING MARKET FOR STORAGE

The UK storage market keeps getting bigger. According to a 2017 report by Cushman and Wakefield, a global commercial real estate services company, it has a turnover of three quarters of a billion pounds annually.

Last year, the amount of occupied self-storage jumped 8.8 per cent to 2.8 million sq feet. Big brands such as Access, Big Yellow and Shurgard dominate. They brought the self-storage concept from the USA in the 1990s, establishing themselves when real estate prices were low.

That was important, as self-storage is highly inefficient. As much as 48 per cent of a building is lost through access corridors and height restrictions, and usability adds to the problem. As real estate prices have risen, this inefficiency has become an increasing burden, with the extra cost being passed on to the customer and so pricing many out of the market.

The average monthly spend for those in London is a staggering



Specially adapted vans collect from customers' homes



Storage pods are an incredibly efficient way to store

£360; elsewhere in the UK it's £190. In contrast, it's just $91 in the USA. Little wonder that self-storage uptake in the UK is 0.67 sq feet per capita, a tenth of the USA figure.

Cushman and Wakefield's survey also discovered that 88 per cent of UK self-storage customers had expected to pay less.

"The market is crying out for reasonably priced storage," Tim Slesinger, founder of easyStorage, says. "Self-storage no longer offers value."

He went back to basics to design a simpler and more efficient storage model. Tim is no stranger to storage. He made his fortune through OSG, the storage for business market leader he founded and later sold, which had operations in nine countries, including Russia, China and Saudi Arabia.

LOWER COST AND EASIER FOR CUSTOMERS

The easyStorage model is based on large storage pods, which are transported on specially adapted vans to a customer's home.

"The customer is delighted we come to them," Tim explains. "They are even more delighted when they hear that transport is free.

"Pods are taken to easyStorage, where we stack them high and deep. Put simply, we 'containerise' storage, which allows us to fit more into our centres. It enables us to charge up to 40 per cent less than self-storage competitors. Customers can visit us or request return."

STORAGE FOR ALL, NOT JUST THE FEW

Tim adds: "I believed my business values perfectly matched those of the 'easy' family of brands. When I approached Sir Stelios, he couldn't agree more. Things moved forward very quickly after that."

easyStorage opened for business near Wembley Stadium. Through targeted digital advertising, customers started arriving, many from self-storage competitors. Within six months, a

EASYGYM AND EASYCOFFEE

easyGym is an unrivalled fitness franchise, currently used by almost 100,000 customers across the UK.

easyGym is looking for the world's most ambitious entrepreneurs to take its technology driven franchise gym model, available in small box and big box franchise opportunities, around the world.

www.easygym.co.uk/franchise.

easyCoffee is currently seeking experienced and well financed entrepreneurs keen to secure area development territories and build their own multi-unit network of between 10 and 40 shops.

As an easyCoffee franchise owner, you'll be part of a brand that focuses on delivering great value and great service.

www.easy.coffee/franchise.



further four easyStorage centres were opened in London.

People recognise the 'easy' branding. They trust it and associate it with good value. easyStorage has the maximum 5 star rating on independent review website Feefo.

FRANCHISE OPPORTUNITIES ACROSS THE UK

This year's National Franchise Exhibition showcases easyStorage for the first time.



Items are placed directly into storage pods

Nigel Dawson, Franchise Director for easyStorage, has a wealth of franchise experience gained with Dollond & Aitchison, Boots, Guinot and British Gas, where he led the team on the Dyno brand.

"The easyStorage franchise brings together all the elements and support needed to set up and build a successful business," he says.

"There are opportunities available across the UK with a low initial investment. It is scalable, allowing investors to build up the business with impressive returns."

Franchisees are provided with specially designed technology, marketing expertise, centralised telesales, finance advice and full training.

"We've had plenty of interest and franchises in Liverpool and Enfield will open this autumn," Nigel says.

> "THE MARKET IS CRYING OUT FOR REASONABLY PRICED STORAGE"


Sir Stelios with Nigel Dawson, easyStorage Franchise Director

INFORMATION

Email Nigel Dawson, Franchise Director for easyStorage, at nigel.dawson@easystorage.com or call 020 3929 8240.

Discovery days will be held in London, Birmingham and Manchester. Reservation is advisable and can be made via franchising@easystorage.com.

Storage pods are unloaded at easyStorage

Expense Reduction Analysts

Helping organisations improve their bottom lines



Use your experience and our expertise to build a successful b2b consulting franchise

ERA UK Franchise Partners work together to provide clients with a range of advice and business strategy to help them streamline overhead costs and generate financial savings.

Working with colleagues and client stakeholders, you provide consultancy and generate long-term added value by leveraging your own experience - and that of a unique network of colleagues - on behalf of your clients.

Our franchise model works for people from many walks of life; it's not necessarily limited to those with a background in business. What they typically have in common is hunger and a motivation to gain control of their lives by being their own boss. Most are looking for flexibility and control after many years of corporate life; wanting to work for themselves and earn what they deserve, rather than have their hard work benefit someone else.

Together our Franchise Partners save UK businesses millions of pounds per year - come and share in our success!

Our next Free Discovery Day Seminars are on the following dates and locations:

6th Septmber - Kent
27th September - Canary Wharf
11th October - Kent
25th October - Canary Wharf
8th November - Birmingham
27th November - Canary Wharf
13th December - Kent

To reserve your place or for more information, please contact us at:

> www.erafranchise.net
> 01732 525901
> franchiseteam@erauk.net

elitefranchise 100 TOP 10

bfa HSBC Franchisor of the Year WINNER BRONZE 2017 bfa HSBC Franchise Awards 2017

fma FRANCHISE MARKETING AWARDS 2016 Winner Best Overall Marketing Campaign

fma FRANCHISE MARKETING AWARDS 2016 Finalist Best Franchisee Marketing Support

bfa FULL MEMBER

Global Franchise AWARDS 2018 WINNER

[VISITING ANGELS]

REPLICATING SUCCESS

Visiting Angels is seeking driven people who can deliver a positive change for carers, clients and families alike

Franchising is about repeating success by following a proven model. Franchisees with leading home care provider Visiting Angels will be following in the footsteps of over 600 franchisees in five countries around the world.

UK managing director Dan Archer explains how his team have added success in the UK to success in the rest of the world.

GOOD FIT

He says: "When I first started talking to Visiting Angels US about bringing the brand to the UK, the business was already a very well established home care franchise.

"I knew that US care brands were really successful at approaching the private pay home care market because that is the industry in the US. I also knew that Visiting Angels had a good reputation as a care provider who looks after their caregivers.

"I could see that the growth area in the UK was the private pay home care sector and I also knew, from my work in health and social care, that the biggest challenge any home care franchise would have is finding and retaining great carers. I felt that Visiting Angels would be a really good fit for the UK market."

Dan had been talking to Visiting Angels since spring 2016 about the launch of a new franchise opportunity in the UK. By August 2017 those conversations had resulted in the formation of the first business, which started trading in October 2017.

"While there was a wealth of knowledge in the US business on running a successful home care business, lots of work was needed on the regulatory framework for the UK before we could launch," he says.

> "WE HAVE MORE CLIENTS THAN WE EXPECTED, THE BUSINESS HAS CREATED MORE REVENUE THAN WE PLANNED AND WE ARE ALSO AHEAD OF OUR PROFITABILITY TARGET"

"America is ahead of the UK in the development of private pay home care franchises, but the regulation of home care in the UK is far more stringent than the registration process in some US states.

"The Care Quality Commission, which is the care sector regulator, does not exist or have an equivalent in America. We needed to build a structure of policies, procedures and compliance for the UK business before we were able to launch."

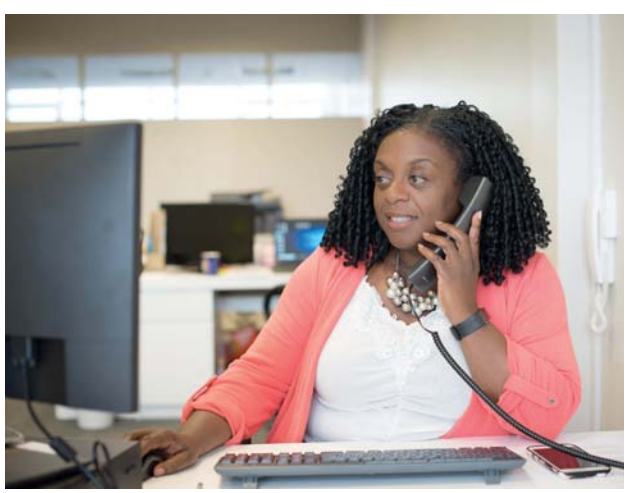
PILOT BUSINESS

The development work through late 2017 led to Visiting Angels securing registration with the Care Quality Commission in January 2018. The pilot business has had a very successful first year.

"I produced a business plan and financial projection for our launch and piloting of the business," Dan says. "I am delighted to say that at every stage of the first year we have been ahead of the projections we planned.

"We have more clients than we expected, the business has created more revenue than we planned and we are also ahead of our profitability target. I have a fantastic team of care industry professionals working with me and our focus on being carer centric has meant we have recruited some amazing caregivers.

"More importantly, the effort we have put into retaining staff means







our staff turnover rates are half the industry average."

The start that Visiting Angels has made in the UK was recognized by the US business at the company's annual conference in Philadelphia in June 2018. Dan and his team were recognised as the best international franchisee because of the way the launch had gone in the UK.

Dan feels that the important lessons he has learned in the piloting of the business will be vital in supporting the franchisees who join the network.

"I have always believed it is important that the people supporting franchisees understand what it is like from the franchisee's perspective," he says. "When I started in franchising in the 1990s, I spent time working in the company owned branch of Signs Express. I learnt about the business from the ground up.

"With Visiting Angels, I did the same thing. From day one I have stood in the same place as every subsequent franchisee will stand. My team and I were responsible for registering with CQC, building the business, recruiting the caregivers and onboarding the clients. I have personally done every job in the business, from caregiver to scheduler, recruiter, trainer and care manager."

FRANCHISING EXPERIENCE

Dan has over 20 years of franchising experience and has worked with some of the UK's biggest franchise groups, as well as sitting on the board of directors of the British Franchise Association for six years.

He feels the lessons learned from a career supporting franchisees will serve Visiting Angels well.

"I know franchising and I really enjoy providing business support to franchisees," Dan says. "With the success I have had in my office of Visiting Angels, I am looking forward to helping other people to replicate our model.

"There are huge opportunities in the home care sector for businesses with the right approach and which are run in the right way. Our formula is a winning one and each franchisee who joins our network will contribute to our mission 'To become the UK Care Sector's Employer of Choice by 2022'.

"We can't do this without the passion and commitment of franchisees who want to change the way care companies are run."

SEEKING FOUNDING FRANCHISEES

Visiting Angels is seeking founding franchisees to expand the business nationally. Foundation franchisees will have direct access to both the US support team and Dan and his team in the UK.

"Home care is not 9-5 and I know that the franchisees choosing Visiting Angels will need to be able to speak to people whenever the question arises," Dan says.

"Training will be provided in Yorkshire at Visiting Angels UK headquarters and in Philadelphia at the US home office. The first 10 founding franchisees will benefit from a reduced franchise fee of £9,995 and will need £50,000-£60,000 in working capital.

The founding franchisees will have the greatest choice in respect of territories available and also be in a position to influence the direction of the business as a whole. Visiting Angels is seeking dynamic, driven, caring people who recognise that by being commercially successful they can deliver a positive change for carers, clients and families alike.

INFORMATION

Call Dan Archer on 0114 433 3000 or 07584 178458.

[REGUS]

DRIVE THE WORKSPACE REVOLUTION

Partner with Regus and get the backing of an established global brand that has decades of operational experience and know-how its sales compensation strategy with the gig economy

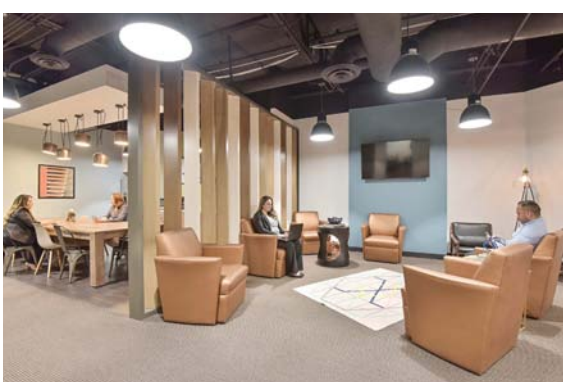
In recent years, disruptive forces have transformed how entire industries operate. Spotify with music. Uber with transport. Netflix with TV and films. The same can now be said for office space and how we work - and it's all down to the flexible workspace revolution.

The serviced office market is now one of the most exciting growth markets in the UK. Thanks to the workspace revolution, projections show that 30 per cent of corporate real estate portfolios could be flexible workspace by 2030.

IMPORTANT FACTORS

Three important factors are driving this growth in the serviced office sector.

The first is cloud-based technology, which is transforming the way people work. Gone are the days of needing to be at the same desk, in the same office, five days a week.



> "PROJECTIONS SHOW THAT 30 PER CENT OF CORPORATE REAL ESTATE PORTFOLIOS COULD BE FLEXIBLE WORKSPACE BY 2030"

And understanding the wants and expectations of our next generation is imperative to gaining a competitive advantage. Employees are increasingly demanding a work-life balance that enables them to be productive in the right environments, within communities that suit them and their lifestyles.

Second, the way in which businesses and employees think about working and how they structure their real estate portfolio is also changing dramatically. This has been influenced by new accounting practices being brought forward with IFRS 16.

Businesses will, from January 1, 2019, be required to include operating leases on their balance sheet. It's estimated that this will put more than £1.5 trillion of leased assets into view for the first time.

Here again, the revolution provides a solution - flexible workspace providers can commit to a long-term lease with a landlord, while offering short-term leases to their customers and partners.

Third, a flexible workspace strategy brings significant financial advantages to franchisees and their customers. For example, these types of centres often have fewer overheads - it takes just a few members of staff to run them.

Businesses benefit from being able to navigate the ups and downs of market forces: they can take out flexible contracts that allow them to scale their usage depending on current need.

GROWTH AMBITIONS

Regus, the world's largest provider of flexible workplaces, is driving the revolution. It has one of the UK's leading franchise teams to manage growth ambitions and ensure that businesses maximise the full potential of their acquired office space.

Regus advisers know what makes a perfect location for a centre. As well as assisting franchisees throughout the location planning process, they provide access to various proprietary systems to help run their centres, as well as comprehensive support, including staff training, site assistance and launch assistance.

When you partner with Regus, you get the backing of an established global brand that has decades of operational experience and know-how.

Don't just participate in the workspace revolution - lead it, with Regus.

INFORMATION

Call + 44 (0)7823 445061, email franchising@regus.com or visit regus.co.uk/franchise.

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- A quality provider at the heart of a growing sector

CARE SECTOR IN NUMBERS

£5.7 BILLION REVENUE PER YEAR

1.58 MILLION JOBS IN THE SECTOR

19% INCREASE IN JOBS SINCE 2009

£41.8 BILLION CONTRIBUTION TO THE ECONOMY

For more information:
Give Ben a call on **01202 786415**, or send an email to **ben.ashton@goodoakshomecare.co.uk**

[FRANCHISE FINANCE]

OUR BUSINESS JOURNEY

Paul Hansen looks back over the journey of Franchise Finance and explains why he loves the business

Since we helped our first client, Prontaprint, fund the graphics equipment for their first franchisees as they rolled out their network across the UK nearly 40 years ago, we have been helping and supporting both franchisees and franchisors on their business journeys and have never looked back.

Sure, there have been some challenges along the way, not to mention the three recessions of the 1980s, 1990s and 2000s. Yet with exceptional leadership, planning and guidance, Franchise Finance has always managed to flourish.

ACHIEVING GOALS

As business advisers and consultants, whenever we talk to franchisees or franchisors we frequently refer to their 'business journey', where exactly are they on that journey and where do they want it to take them in the next 18 months, five years and beyond. We then help them achieve those goals.

As you can imagine, we apply the same concept to our own business planning process and over the last 10 years Stuart Walsh and Chris Roberts have successfully navigated Franchise Finance on an incredible journey.

Their goal was to be the UK's leading franchise finance business, with a reputation for delivering the right financial solutions to our clients, while focusing on our core values of integrity and superior customer service.

Our positive reviews and client feedback, our 95 per cent credit approval rate on funding applications, our 100 per cent delegate recommendation on our training courses and, of course, being awarded the Best Service Provider at the Best Franchise Awards in 2017 clearly demonstrated we were delivering the services the industry wanted.

> "CLIENTS HAVE ALWAYS VALUED OUR ABILITY TO STRUCTURE AND DELIVER SUITABLE SOLUTIONS, SOMETIMES THROUGH SEVERAL DIFFERENT SUPPLIERS"



Paul Hansen



Chris Roberts and Stuart Walsh

ACQUISITION BY HITACHI CAPITAL UK

However, we wanted to be delivering that excellence to a bigger audience and to do that we would need investment. That investment was to come in the form of an acquisition by Hitachi Capital UK plc, which completed in June this year.

Our relationship with Hitachi had been developing over the last couple of years.

When Hitachi started working with us, franchising had been a relatively new sector to them. We liked the approach they took to the franchise market. They wanted to truly understand it and their team spent time with us to ensure they fully



The Franchise Finance team

understood the risks and potential rewards for them as a lender. It was a very refreshing approach.

Since entering the franchise market, Hitachi have not only developed an appetite for the sector, but more importantly they brought a fresh approach to lending to the market.

Hitachi initially supported Franchise Finance by providing us with access to an exclusive £50 million fund, available only to franchisees and franchisors. In addition to this, their funding team and straightforward systems enabled us to submit credit applications online, with facilities being approved in under 48 hours.

With the ability to lend clients up to 80 per cent of the total facility required and on an unsecured basis, they quickly established themselves as a funder of choice to our clients.

Hitachi's mission is to employ exceptional people, who provide outstanding customer experiences every day. They encourage a pioneering spirit and are committed to always doing exactly what they say they will do.

Hitachi's mission and values were very similar to ours at Franchise Finance. Their attitude to customers and their focus on delivering excellent service clearly demonstrated why we were a perfect match.

Stuart and Chris selected Hitachi because it was clear they valued what Franchise Finance does and appreciated what had made us so successful. They didn't want us to change what we did or how we did it, they simply wanted to enable us to take our products and services to more franchisees and franchisors without compromising the exceptional customer service we were known for.

WORKING CLOSELY WITH CLIENTS

We have always focused on working closely with our clients to establish what their individual needs are and to ensure we help them achieve them.

Our clients' needs vary from a £5,000 working capital loan to a multi-million pound finance facility, including business planning, business banking, loan funding, working capital funding, equipment leasing and training.

Our clients' credit profiles vary from 'challenging' to 'excellent'. We have always prided ourselves on constructing and delivering the most suitable and cost-effective solution that matches their needs.

To continually deliver solutions to such a broad range of clients, we use a specially selected panel of partners - from high street banks to alternative finance providers and crowdfunding.

Franchise Finance clients have always valued our ability to structure and deliver suitable solutions, sometimes through several different suppliers. This one-stop shop approach makes it easy for clients to secure the funding they need by telling their story once, to us, not multiple times to different institutions, only to still get multiple rejections.

DREAMS TO REALITY

I really do love my job. Every day the Franchise Finance team help start someone's dream. It is incredibly satisfying and rewarding to be able to do that - every day. My personal goal for 2018 and beyond is to make more dreams come true than ever before.

If you're dreaming of achieving something exciting in franchising and believe our services could help you, your franchisees or your clients, stop just dreaming and make it a reality. Get in touch with me or the team or come and visit the Finance Clinic at The National Franchise Exhibition at the NEC in October. We look forward to meeting you.

INFORMATION

Call Paul Hansen, Head of Sales and Marketing, on 07900 252 722 or email Paul.hansen@franchisefinance.co.uk.

[THE KLEANING COMPANY]

EXCELLENT OPPORTUNITY

The Kleaning Company is offering 21 exclusive UK franchise territories as it aims for national brand coverage

Established in 2012, after-build and 'sparkle cleaning' specialist The Kleaning Company is offering franchises to a select number of individuals to facilitate the company's growth and desire to develop national brand coverage.

21 exclusive territories have been identified in the UK, with each one offering an excellent opportunity for ambitious entrepreneurs to build a highly profitable franchise operation.

The business is supported by high levels of client demand, retention and advocacy, has excellent margins and substantial potential for expansion.

PRISTINE BUILDINGS

After-build cleaning involves deep cleaning buildings towards the end of or immediately on completion of a new build or refurbishment construction project in commercial or residential developments.

Depending on the degree of cleaning required, the process could involve up to six cleans to achieve a pristine, 'sparkle clean' building.

The services are delivered by trained cleaning teams, transforming newly built or refurbished buildings into presentable environments ready for occupation by owners, tenants, businesses or customers.



> "AFTER-BUILD CLEANING INVOLVES DEEP CLEANING BUILDINGS TOWARDS THE END OF OR IMMEDIATELY ON COMPLETION OF A NEW BUILD OR REFURBISHMENT CONSTRUCTION PROJECT"

Dan Twiselton, managing director of The Kleaning Company, explains: "We have excellent client feedback, fantastic testimonials and a strong reputation for quality, service and exceptional attention to detail, resulting in satisfied blue chip, business-to-business clients who use our services on an ongoing basis and also refer businesses to us.

"Our client base includes major construction and interior fit-out companies, typically for projects with house builders, hotel chains, national retailers, sports stadiums, student accommodation complexes and building renovation companies, to name a few."

TRAINING AND SUPPORT

The Kleaning Company prides itself on delivering focused training across the business.

During initial training, franchisees will meet and work with the company's management team and key personnel.

Training is tailored to individual requirements and covers areas such as company structures and procedures, how to operate a TKC franchise, how to use the cleaning equipment, administrative systems and recruiting and training staff.

TKC will also assist you in launching your franchise to create maximum local awareness of the business.

Activities include contacting existing and potential new clients in your territory, personalised emails to existing clients to promote





your business, establishing contact with local, regional and national construction companies and marketing via social media.

SELECTION PROCESS

According to Dan, franchisees ideally require some experience of the construction industry or commercial cleaning sector, possibly as a site manager, project manager, surveyor, recruiter or even working in sales for a building material business, equipment supply company or construction industry recruitment.

"A husband and wife team may also make idea franchisees," Dan says.

"However, as our professionalism and reputation are important to our success to date, it's more important that franchisees have the necessary business-to-business sales and relationship management expertise to develop and sustain strong professional business relationships.

"Franchisees will also need to demonstrate excellent people management and leadership skills, as well as exceptional business administration, management and customer service."

INVESTMENT LEVEL

Total estimated investment for a TKC franchise is £50,000. This includes the franchise package fee, leased equipment and start-up costs, plus working capital of around £15,000.

Dan adds: "As we are only recruiting 21 franchisees across the UK, we aim to cultivate a personal relationship with our franchisees and, indeed, between each franchisee.

"We will grow the franchise business with this ethos and work in collaboration as a team for the ultimate benefit of growing sales, profitability and brand awareness for everyone in the franchise network."

INFORMATION

Call 0800 6899302, email dan@tkclimited.co.uk or visit www.tkclimited.co.uk.

FRANCHISE PACKAGE CONTAINS

- An exclusive, protected geographic territory.
- Rights to use the TKC know-how, operating methods and systems.
- Use of TKC construction industry accreditations.
- Comprehensive initial training and support for you and your team.
- Ongoing training and support.
- Cleaning equipment and consumable products starter pack.
- Advice and assistance with all aspects of starting your business.
- Advice on purchasing equipment and vehicles.
- Initial and ongoing sales generation support.
- Access to TKC's client base in your franchise territory.
- Assistance and guidance relating to legislation and health and safety.
- Comprehensive admin support.
- Franchise business manuals.

[REVIVE!]

MULTI-VAN OPPORTUNITY

Revive! is looking for ambitious, dynamic candidates with a track record of success to join its franchise network

Revive! has always been determined to provide its franchisees with the tools and training they need to build and grow successful businesses.

The company has a clear profile in mind for new recruits - it's looking for ambitious, dynamic candidates with a track record of success and the determination to grow multi-van businesses across the large territories on offer.

LIGHT BULB MOMENT

Revive! Franchisee of the Year Mike Hasleden has enjoyed 40 per cent growth in 12 months.

He says: "A light bulb moment came for me in running the business when I realised I could achieve even more by taking on more people and expanding the business."

And as his business grew, Mike was invited to join the Revive! High Achievers Group, a mentoring and training initiative to help franchisees grow and develop their businesses.

Mike adds: "This has been great for me, as you get to see how the larger franchisees are running their businesses and learn how they got there, as well as giving you the extra push to keep moving forward."

Sales per franchisee in the high performers group have increased by nearly 100 per cent since 2012, with profits up over 62 per cent in that period. Even for smaller operators, profits have more than doubled, with a 43 per cent increase in sales.

AWARD WINNING SUPPORT

The support Revive! gives franchisees and the work it's done to help them increase sales and profitability has been recognised with a major national award.

In June this year the company was crowned winner of the British Franchise Association/HSBC Award for Franchise Support.

Support does not stop after launch however, as Revive! helps with each stage of the business, working with franchisees as they move from trainee to rookie and beyond through the Revive! franchisee journey.

The company runs regular peer to peer meetings with franchisees at a similar stage of their journey, regional meetings, dedicated high performers' events (including external speakers) for the larger franchisees and an annual conference.

The outstanding support for franchisees also includes:

- An extensive national account programme. This work provides franchisees with business that is available immediately, with automatic invoicing through the Revive! app ensuring speedy payment.
- In-house IT support that has been boosted by the addition of an app developer and web developer to accelerate further developments for the Revive! app, which was built in-house and has streamlined and automated the whole workflow process.
- Benchmarking reports that give franchisees up to date business data and performance statistics, helping them to understand and improve their metrics and profits.
- A national marketing fund, which includes sponsorship of British Touring Car Championship driver





Andrew Jordan. BTCC events attract ITV television audiences in excess of 20 million people, who see the Revive! branding at every race.

- A marketing team that provides guidance on local marketing campaigns, plus support with Facebook, PPC and SEO work and brand guidelines.
- Credit control assistance, helping to ensure prompt payment from local dealership customers, as well as national account clients.
- The Revive! communications platform, which is available on tablet, phone or desktop and provides access to a wide range of supporting manuals, including product information, human resources documentation, supplier information and offers and training modules.
- Business planning and growth support as part of the Revive! franchisee journey.
- A customer service team that deals with national account queries and triaging the workflow.
- Wide ranging technical support covering all aspects of the work, from paint matching and alloy wheel techniques to new product testing.
- A range of technical and business courses to support franchisees' needs at different stages of their journey.

MULTIPLE VANS

Over half of Revive! franchisees run multiple vans, so have moved away from being 'a man in a van'.

Steve Thatcher of Revive! Portsmouth says: "The business development team at Revive! head office challenged me to look beyond being just a man who paints cars and recognise my inner management potential.

"My light bulb moment came after I closed a deal with a local dealership. I came out of the meeting buzzing and realised that winning business and growing my company was all I wanted to do. I no longer wanted to be the best SMART repairer in the team - that's what my lads are there for."

ACCELERATED BUSINESS PLAN COURSE

The Revive! accelerated business plan course is open to its group of high performers and offers a guided 'planning for growth' programme with mentor support. Last year, eight franchisees joined the programme, which culminated in a trip to France to present their plans for 2018 to their fellow franchisees and the mentor panel, as well as spending some time relaxing with their peers.

The number meeting the criteria to join the high performer group grows every year. Revive! aims to keep stepping up the pace of growth to take advantage of its wide ranging customer base and the demand for its services.

The company's most successful franchisee is Nathan Holmes, who has grown his business from the one-van operation he started in Cambridge 10 years ago at the age of 24 to a £1 million-plus turnover business spanning five territories with 18 staff, a static site and 10 vans.

He brought in two business partners, Adam Holmes and Andy Blackhurst, which has enabled growth to be controlled, while avoiding the problems encountered if the span of control gets too large for a single individual to effectively manage.

Their success was recognised by the British Franchise Association, which awarded Revive! East Anglia Franchisee of the Year in 2016, beating major household name brands like McDonald's and O2.

The trio aren't resting on their laurels, however. They're planning to grow to £2 million turnover and beyond.

> "I REALISED I COULD ACHIEVE EVEN MORE BY TAKING ON MORE PEOPLE AND EXPANDING THE BUSINESS"

INFORMATION

Visit www.revivefranchise.com.

[PLATINUM PROPERTY PARTNERS]

QUALITY OVER QUANTITY

How Platinum Property Partners aims for 100 per cent success

Nothing in life is guaranteed, but one thing is certain - if you don't believe something is possible, like aiming for 100 per cent success, it will always remain impossible.

In 2004, Steve Bolton came up with a new investment strategy, which is now the proven HMO (House in Multiple Occupation) model followed by Platinum Property Partners (PPP).

Within three years, he'd achieved financial security for his family, a substantial income and more time to spend doing what he enjoyed.

Wanting to help other people replicate his success, Steve did what most other people in the training and mentoring business did and started running courses. They were hugely successful and profitable, but it soon became apparent there was a fundamental problem.

After checking people's progress a few months after they had completed the course, Steve noticed no one was actually applying what they'd been taught. The courses provided 'information and inspiration' but lacked 'implementation' support, making it hard for people to replicate his results. How could he change this?

THE 100 PER CENT SUCCESS SOLUTION

Determined to find a way to create a business where everyone could be successful, Steve spent months agonising over how he could aim for 100 per cent success. He developed these 10 key principles that led him to the perfect solution - franchising:

- Partnership. Work with people for the long-term, so that when the honeymoon period is over and challenges arise, you can give your partners the help and support they need.
- Tried, tested and proven systems. Create tried, tested and proven systems and a profitable and sustainable business model that can be followed by lots of different people with different skills and experience.
- Choose your partners wisely. Only partner with the right people who have the money, time and motivation required to succeed.
- Family culture. Create a community and supportive culture of like-minded people with shared values who like and trust each other and who want each other to succeed.
- Stand on the shoulders of giants. Build a team of experienced mentors and specialists in all aspects of the business.
- The best and most trusted supply partners. Build a network of trusted supply partners who could provide first class bespoke products and support at the lowest possible prices, without compromise.



> STEVE SPENT MONTHS AGONISING OVER HOW HE COULD AIM FOR 100 PER CENT SUCCESS"

- Passion. The management team and staff would have to be genuinely passionate about mentoring, coaching and helping others succeed - because a business of this type would be one that would have to operate and exist for years to come.
- Provide accelerated and blended learning solutions. Provide a wide range of personal and professional development, which would enable Franchise Partners from a diverse range of backgrounds to turn theory into real world results as markets and industries change.
- Be the best, not the biggest. Aim for quality over quantity and focus on measurable results and partner success, not bums on seats.
- Make a profit, reinvest and give more. Have a financial and commercial model that meant the business would be able to afford to provide all the above, still make a modest profit and be able to give back to those less fortunate.

In 2007, the PPP franchise was launched and to date more than 350 Franchise Partners have been given the ongoing support and encouragement they need to achieve 100 per cent success for themselves.

INFORMATION

Get your free PPP property investment toolkit by visiting http://platinumpropertypartners.co.uk/toolkit, which will begin to demonstrate how you can make a substantial income for life from your own property franchise.

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IFA MEMBER

bfa FULL MEMBER

OVER 43,000 STORES IN MORE THAN 110 COUNTRIES WORLDWIDE

[FIBRENEW]

UK LAUNCH

Fibrenew CEO Michael Wilson provides an insight into the niche service mobile franchise and where it's headed

Fibrenew is a niche service mobile franchise business that specialises in the restoration of leather, plastic and vinyl in the automotive, aviation, commercial, marine, medical and residential markets.

To know and understand the unique culture at Fibrenew is to get inside the mind of CEO, Michael Wilson. In this interview, he answers questions about Fibrenew's inception, where the company is today and where it's headed.

TELL US ABOUT THE FIBRENEW FRANCHISE CONCEPT

Michael Wilson: We are a mobile operation that specialises in the restoration of damaged leather, plastic and vinyl.

What makes us unique is that we are not a reupholstery service. Our products and techniques have our technicians repair holes, cracks, fades, stains, burns, etc on any type of leather, plastic or vinyl in situ.

This means we repair the damaged items without having to remove them.





It could be on furniture in a home, office or hotel, it could be on a vehicle's seats, armrests, dashboard or panels, it could be leather, plastic or vinyl in a boat or plane, it could be medical exam tables or gym equipment. We repair it on location and at a fraction of the cost of replacement.

HOW AND WHEN DID YOU BECOME INVOLVED WITH FIBRENEW FRANCHISE?

MW: The previous owners of the company were just starting to franchise the concept and I had lost my construction company because of the devastating recession that had just happened.

In a roundabout way, I bought my franchise out of an act of desperation - and I'm sure glad I did. It turned out to be one of the best business decisions I've ever made. My wife and I then had the opportunity to purchase the entire company in 1994.

It was shortly thereafter that we pushed hard to expand the business across Canada, into New Zealand, USA, Mexico and Australia. I was the first franchisee and today we now have more than 245 locations in five countries around the world. Now is the right time to expand the business into the United Kingdom.

We have built the system and business in North America and we know it will work in the UK. It's just a matter of finding the right people to bring on board and that's who we're currently seeking. People who can work with their hands, who are not colour blind, who are not afraid of work and have the passion and energy to help build a business.

Our business model and programmes have been developed over the past 30-plus years - it's very refined



and we know it works. If you stick to our template, there is a very good chance you'll succeed.

WHAT ARE SOME OF THE ADVANTAGES OF BEING A FIBRENEW FRANCHISEE?

MW: The ability to generate a great income if you work hard and stay focused on growing your business.

I think the fact we run a flat rate royalty system is a big advantage in the eyes of franchisees as well. This means you really are your own boss, because there is no financial reporting, no red tape, etc. You are free to make as much or as little as you wish and you're charged the same rate.

We are here to support you and guide you, but ultimately you are in control of your success. Another advantage is the fact that in most markets there is little to no competition. We are an extremely niche business and our franchisees appreciate that.

TELL US A LITTLE ABOUT THE LEATHER, PLASTIC AND VINYL RESTORATION MARKET

MW: Simply put, the potential our franchisees have in their local markets is near limitless.

Leather, plastic and vinyl can be found in homes, offices, planes, boats, medical clinics, hospitals, schools, bars and restaurants, cars, trucks, buses, trains, hotels and on and on. Inevitably, all this material becomes damaged and the cost of replacement can be astronomical in some cases. That's where we help.

Not only is our service more economical than full replacement, the turnaround time can be faster as well - we save our customers time and money. That's why they love us so much and are quick to refer us to their friends.

As to Fibrenew's place in the market, our experience, knowledge and the quality of products and systems is second to none. We continually reinvest back into our business with the development of new products, systems and software that help our franchisees grow their business. This is a big reason why we have never stopped growing since we started franchising and why we're a leader in the industry today.

IN YOUR OPINION, WHY DO YOU THINK THE FIBRENEW FRANCHISE WOULD BE A GREAT OPPORTUNITY FOR SOMEONE?

MW: I'm biased of course, not just because I'm the CEO, but because I started out as a franchisee myself. I know first-hand that Fibrenew provides the potential to generate a great living while maintaining a desired lifestyle.

> "WE HAVE BUILT THE SYSTEM AND BUSINESS IN NORTH AMERICA AND WE KNOW IT WILL WORK IN THE UK"

Work-life balance and flexible scheduling is a fantastic aspect of owning a Fibrenew franchise. There is no 'bricks and mortar', everything is mobile-based, so that means you're able to set your own hours and work around family scheduling.

We have quite a few franchises that operate as a husband and wife team, father and son team, mother and son team and a brother team. We're now starting to see some senior franchisees pass the business to their children or sell it to new owners after years of building it.

It's wonderful to see this multigenerational aspect now start to evolve in our business. I think this in its self presents a great opportunity for someone who is looking to build a business, provide for their family and eventually have a legacy that can carry on.

The opportunity in the UK is especially unique because it's ground floor - it's a wide open space and for the type of person who finds that exciting, the sky is truly the limit.

INFORMATION

Visit www.fibrenew-franchising.com/uk.

[BOOGIE BEAT]

INSPIRING CHILDREN

Boogie Beat offers a multi-award winning music and movement franchise opportunity

Established in May 2000, Boogie Beat music and movement sessions are based on traditional fairy tales with a lively and active dance twist.

Franchisees can run community classes and workshops in nurseries and schools, parties and special events, plus the company's new intergeneration workshops involving the whole community.

DISCOVERY DAY

Vici Montgomery, Boogie Beat's South Oxfordshire franchisee, explains why she invested in the business.

"After attending a discovery day with my three-year-old daughter, it was a no brainer for me," Vici says. "We both came away from that session with such smiles.

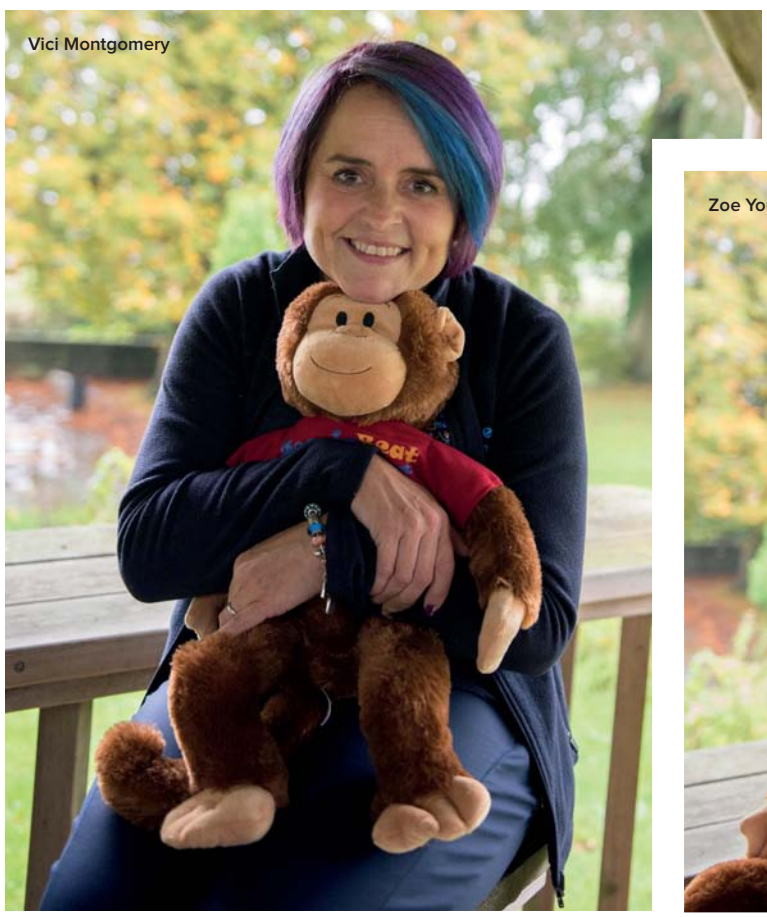
"My daughter was so animated about the whole class, retelling the entire thing to my husband when we got home. I wanted to be able to inspire children in the same way."

> AFTER FOUR YEARS, I STILL WAKE UP EVERY MONDAY MORNING WITH A SMILE, LOOKING FORWARD TO MY NEXT BOOGIE BEAT ADVENTURE"

Today, growing up is complicated enough, according to Vici, who adds: "Children and parents feel the pressure to keep up with their friends and the technology and sometimes simple play gets lost along the way.

"Each and every Boogie Beat session is packed to the seams with role play, singing, dancing, sharing, counting, traditional stories, friendship and confidence building games, cuddles and lots and lots of laughter - there's not an iPad in sight.

"It provides the perfect building blocks for our little ones in their journey through childhood. Many of


Vici Montgomery


Zoe Young



my customers have confessed that they actually get just as excited as their children on a Boogie Beat morning.

"Sessions are portable too, so the scope to build your business is endless. Classes, workshops, parties, pop-up sessions - all you need is your imagination and enthusiasm to grow it."

Vici describes the support she's received from Boogie Beat head office as "invaluable".

"Nicky and Lisa at head office are with you every step of the way, but they also give you the flexibility to put your own personality into your sessions," she says.

"After four years, I still wake up every Monday morning with a smile, looking forward to my next Boogie Beat adventure. There's not many jobs that will give you that."

AMAZING YEAR

Zoe Young is Boogie Beat's Edinburgh and Stirling franchisee. She bought the franchise just over a year ago and says it's been the best career move she's ever made.

"One year on and business is thriving," Zoe explains. "I'm currently running up to 15 Boogie Beat classes and nursery and after-school workshops weekly, with regular parties almost every weekend.

"It's been an amazing year. I've never looked back since leaving my corporate job. I am able to work my own full-time and flexible hours, while earning good money. I finally feel I have an excellent work and family life balance."

Zoe is now at the stage of recruiting for class teachers, so as to be able to expand her business even further.

"With hard work and determination, together with an amazing franchise package, you really can go far," she says.

"Over the last year I've got to know of the other children's franchises in my area and I feel Boogie Beat has so much more to offer. There is something for everyone - babies, toddlers, pre-schoolers and primary school children up to age six. There's so much scope for you to run and expand your business.

"The ladies at headquarters, Nicky and Lisa, run an excellent business. The ongoing support and comprehensive training package is fantastic and as a franchisee you're very well looked after."

INFORMATION

Call Nicky Attwood on 01934 741648, email nicky@boogiebeat.co.uk or visit www.boogiebeat.co.uk.

BOOGIE BEAT FRANCHISE PACKAGE

Boogie Beat prides itself on the training and support provided to franchisees, which was why the company was a finalist in the Best Franchise Awards 2017.

The package includes:

- **Two-day initial training course based at head office.**
- **Regular ongoing topic and business training.**
- **A comprehensive manual containing all lesson plans and business set up details.**
- **Boogie Beat music (classical, traditional and contemporary).**
- **Boogie Beat illustrations.**
- **Trademark licence and proven business strategy.**
- **Website with your own contact page.**
- **Intranet package.**
- **Extra earning potential via the Boogie Beat party package.**
- **All props, including puppets, parachute, bean bags and scarves.**
- **All instruments.**
- **Exclusive and substantial area for each franchisee.**
- **Ongoing support and mentoring.**

[MINSTER CLEANING SERVICES]

DEVELOPING DERBYSHIRE

Paul Watts' Minster commercial cleaning franchise has almost unlimited scope for expansion

A well established branch of Minster Cleaning Services has a new owner.

The thriving commercial cleaning company's Derbyshire franchise was purchased as a new start in 1998 and the previous franchisee took over in 2005. New franchisee, Paul Watts, chose Minster because he knew his 30 years' management experience would prove to be invaluable.

After a short time in teaching, Paul armed himself with a Master's Degree in Information Management and joined CCN Systems in Nottingham, where he was responsible for product development and strategy, running large development and delivery teams.

CCN later became Experian plc, the world's largest consumer credit and marketing information and decisioning business.

LOW RISK OPPORTUNITY

Paul fulfilled his goal of retiring at 55, but was bored after a year and began looking for something that would make good use of his extensive management and technology skills and was fairly local to his home in Matlock.

Minster's Derbyshire branch fitted the bill and this large, exclusive territory offered a low risk opportunity with almost unlimited scope for expansion. The branch employs 90 staff and provides services to around 120 clients across a wide range of businesses.

Paul says: "There is huge potential for further growth by exploiting Minster's expertise in specific business sectors such as healthcare, which currently accounts for around 20 per cent of our client base, thanks to Minster's knowledge of implementing cleaning regimes that meet CQC requirements.

"Attracting just a small proportion of the market in our area will create a substantial business. We're focussing on customer satisfaction to ensure retention and much of our new business is coming from loyal customers, who give us extra work or recommend us directly to prospective clients. Our target is to double turnover within four years."

The majority of Minster's most recent franchisees have joined through the purchase of an established branch. Buying an existing business has many advantages, including cash flow, customers and staff from day one.

It can also provide evidence of what can and has been achieved and show how the business is likely to perform in varying market conditions. Office cleaning is an essential commercial service that appeals to a broad customer base. This helps to protect franchisees from the peaks and troughs experienced by many businesses.

Minster Cleaning Services began in 1982 and has been a British Franchise Association Full Member since 1992. The company has branches across the UK and employs more than 5,000 people. Annual turnover is £40 million.

Half of Minster franchisees have each built businesses with sales of more than £1 million and the top branches have each achieved annual turnover in excess of £2 million. As the UK's largest commercial cleaning franchise, it offers prospective franchisees a safe and secure future, whether they buy an existing branch or choose a new area.

> "ATTRACTING JUST A SMALL PROPORTION OF THE MARKET IN OUR AREA WILL CREATE A SUBSTANTIAL BUSINESS"



ALL THE HELP YOU NEED

Franchisees joining the Minster network get all the help they need to ease the transition from employment to self-employment, as well as ongoing support in all main business areas, including accounts, marketing, training and operations and professional advice in the complex fields of employment law, health and safety and environmental legislation.

There are currently resales available in Nottinghamshire and Devon and Cornwall at a fee of £10,000 (plus VAT) in addition to the purchase price of the business.

New franchise opportunities include Cambridge, Doncaster, Durham, Leicester, London, Middlesex, Guildford, Peterborough and Swansea. Initial start-up cost is £28,225 (plus VAT), which covers licence, training, computer hardware, marketing launch package and stationery.

In addition, between £40,000 and £60,000 working capital will be needed - finance is available from leading banks, subject to status.

INFORMATION

Call 0121 386 1722 or visit www.minsterfranchise.co.uk.

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*on average, across our 350+ Franchise Partner network

[KIDDLEYDIVEY]

INNOVATIVE AND INSPIRING

The Kiddleydivey franchise opportunity means more children and adults can benefit from the company's music sessions

Please can you come back tomorrow? This is a question Kiddleydivey is asked nearly every day at the end of one of the company's fun, interactive and lively music classes and sessions.

Kiddleydivey is an entrepreneurial company that delivers music sessions and classes to adults of all ages with additional needs and to children from the ages of five months to five years.

ORIGINAL SONGS

The music sessions are formatted and themed by Kiddleydivey's founder Sally Murphy, who has also composed all the original songs used in the imaginative and humour filled classes for young children.

Sally, who is a qualified music therapist, believes music is the most effective medium through which to educate young children and can also provide benefits for people with special needs, Alzheimer's and dementia.

Kiddleydivey educational music classes for the young have been





> "YOU CAN DECIDE TO WORK WITH JUST CHILDREN, ONLY ADULTS OR COMBINE BOTH"



devised to be lively, using a balanced mixture of music-based activity, structure and laughter to develop and enhance the educational themes.

The music classes have a different theme each week. The children may 'go under the sea', exploring with bubbles, dolphins, fish and octopus, perhaps they will 'visit the farm', where they will encounter tractors, scarecrows and animals, or even go to 'the jungle' with monkeys, snakes and other creatures.

While learning about these and other environments, the children learn and develop social interaction, develop their language skills and improve coordination, as well as acquiring basic musical skills such as playing percussion instruments in time to the music and developing awareness of pitch and tempo.

To maintain stimulation and interest, new songs and themes are constantly developed, all of them fun and enjoyable. Every song and activity has an educational purpose.

Music sessions for adults are also themed and equally as lively and fun filled. There are sessions themed around songs from musicals, sessions that take them on an imaginary trip around the world and 'old time' music sessions with songs from the thirties, forties and fifties.

All sessions encourage gentle exercise with easy to use equipment such as pompoms, exercise balls, scarves, bubbles and hoops, as well as hats and bangle ribbons. Of course, the most important element of these sessions is the music and songs chosen to elevate mood, restore energy and enhance and stimulate lost memories.

Kiddleydivey sessions also help to dispel loneliness and isolation, as well as providing fun and musical pleasure.

IN DEMAND

It's not surprising Kiddleydivey's blend of songs and music are so in demand, which is why the company has developed franchises so more children and adults can benefit from these innovative and inspiring music sessions.

"You can decide to work with just children, only adults or combine both," Sally says. "You can also build your workload around your family life. It's flexible, fun and really makes a difference to everyone you meet."

It's not every career that can make such a positive difference to the lives of others, fill your day with smiles and laughter and still earn yourself a good living.

INFORMATION

Email Sally at Kiddleydivey: info@kiddleydivey.co.uk.



With 245 franchises in North America, it's now time to build Fibrenew in the UK.

Fibrenew is a mobile service franchise specializing in leather, plastic, and vinyl restoration. Our highly efficient, proven business model caters to the residential, automotive, marine, commercial, aviation and medical markets.

We are currently seeking qualified franchise partners in the UK. For the right people, this is a ground-floor opportunity with untapped potential and minimal competition.

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FIBRENEW

[PREMIER EDUCATION GROUP]

THE BRAND THAT OPENS DOORS

Premier's flexible business model means you could find yourself with an enviable work-life balance like Adam Kempton

Adam Kempton joined activity and education provider, Premier Education Group, in 2011 and now owns two franchises in Bucks and Bicester.

Before joining Premier, he represented his country as part of the British Gymnastics squad until the age of 22. Here's his account of running a Premier franchise and passing on his passion to the next generation:

WHAT'S THE BEST THING ABOUT BEING PART OF THE PREMIER FAMILY?

Adam Kempton (AK): Brand recognition. I popped into a school recently and I met a teacher on her first day. She immediately said: "Oh, we had Premier at my last school".

Premier is a recognised brand. It's in 15 per cent of primary and secondary schools in England. That's the sort of thing that makes life a little bit easier - the name alone opens doors.

The benefits of this can't be emphasised enough. We've formed our own little network across neighbouring franchises. We all help each other with processes and strategy. Sometimes it saves us money, sometimes it costs us money, but it's a process that helps make our business grow. I wouldn't be able to do it without them and I think they'd say the same.

> "PREMIER IS A RECOGNISED BRAND. IT'S IN 15 PER CENT OF PRIMARY AND SECONDARY SCHOOLS IN ENGLAND. THAT'S THE SORT OF THING THAT MAKES LIFE A LITTLE BIT EASIER - THE NAME ALONE OPENS DOORS"



WHAT WAS IT LIKE WHEN YOU WERE STARTING OUT?

AK: It was tough to put myself out there at first. To get buy-in at your first school, you have to cold call and schedule sales meetings - the things that you'd expect.

Eight years later, I'm still active in the first five schools that signed. Even though it was daunting at the time, I realise now it was worth the effort.

I was hands on with delivery to start with. When I first joined Premier, it wasn't absolutely necessary that I ran the sports sessions myself. But I wanted to understand what it's like to deliver an extracurricular club, a holiday club or a curricular PE session. It meant I could understand the roles my staff would take on.

A year down the line, I took a step back and applied my strengths in other areas of the business.

WHAT'S DAY-TO-DAY LIFE LIKE RUNNING A BUSINESS OF YOUR SIZE?

AK: It's the total opposite of a desk job. When I first started, I threw myself in head first. I coached, drove from school to school to deliver sessions and attended sales meetings. I was determined to get a good number of schools on the books and build up a capable team to create a thriving business.

Since then, my priorities have shifted. Now I focus on the overall operations, like human resources and finance. I still act as Account Manager for my first five schools. These are the customers who I've always looked after, so it's good for them in terms of





Adam Kempton: Area Manager, Bucks and Bicester

business continuity and good for me to remember my grassroots.

WHAT HAVE BEEN THE HIGH POINTS OF WORKING FOR PREMIER?

AK: Premier's partnership with British Gymnastics has helped my business grow to the point where we now run 40 clubs a week. They're popular because we award kids with the British Gymnastics Proficiency award - so they keep coming back to do the next badge.

As well as delivering sessions under the Premier Sport and Premier Wellbeing brands, we started running Premier Arts activities two years ago. In our first two terms, we had 80 girls and seven boys taking part. This year it was 1,200 girls and 400 boys.

As a team, we've taken Premier Arts from turning over a few thousand a term to £50,000 a term.

It's not always about the money. When you look at the number of children engaged in a new activity, well - that's powerful.

WHAT'S YOUR WORK-LIFE BALANCE LIKE IN 2018?

AK: I only work four days a week. I don't work Fridays, which is a nice perk. My team look after the business for me.

I can do the school run, be there for events like Sports Days - you know, the sort of things that crop up during the week. I've worked up to that level of flexibility - it didn't start like that straight away.

It's easy to bite off more than you can chew. I had one franchise for six years before I took on a second. You don't need the extra pressure of multiple franchises when you're just starting out.

WHAT CAN NEW FRANCHISEES EXPECT FROM THEIR FIRST FEW YEARS IN THE BUSINESS?

AK: Ultimately, you need to be prepared to work the business into shape by understanding what it's like to deliver the sessions. The induction training that Premier provides helps massively with that.

But you have to go out there and make sales happen. At first you have to be HR, marketing, sales and operations.

Once you've worked through that first year or two, there is an opportunity to step back. If you recruit right, you'll find good people who can look after your business, without having to put in 80 hours a week yourself. Start slow, know your limits and grow organically.

In the long-term, I plan to step away from the business as we continue to strengthen and expand.

PREMIER AT A GLANCE

- Adam Kempton franchise turnover 2016-17 academic year: £475,000.
- Adam Kempton franchise turnover 2017-18 academic year: £570,000.
- Over the last 12 months, Premier has delivered more than seven million curricular sessions.
- Premier has an established network of 75 franchisees, across more than 125 UK territories.

INFORMATION

Joining Premier isn't about being better than anyone else. It's about learning how to be the best version of yourself you can be. Join the UK's No.1 Sports Franchise today. Call 01953 499040, email jmacmillan@premier-education.com or visit www.makesportyourbusiness.com.

[LEADING THE WAY]

SUPERIOR SERVICE

Leading the Way is a new business opportunity from OSCAR Pet Foods

OSCAR Pet Foods, the pet food home delivery franchise, is extending its expertise to a new franchise opportunity.

Its sister company, Leading the Way, is shining a light on ethical pet care and delivering professional support for responsible pet owners.

RELIABLE

Leading the Way focuses on reliable, accessible and evidence-based care to deliver the peace of mind busy pet owners - and their pets - deserve.

The company knows that whatever the weather dogs must be walked, vets must be visited and pets need loving companionship throughout the working day. The business understands the pressures of busy family life and, in response, delivers the devoted attention, safe environment and comfort at home all pets deserve while their owners are out.

High standards set the franchise tone. Pet first aid training, unparalleled safety and a dog matching service provide the confidence for clients to place their trust in the services.

In-depth training and strong support from an exceptional team of pet care professionals will enable you to deliver a superior level of service, together with the confidence to build and maintain a prosperous business.



INFORMATION

Visit www.leadingthewaypetcare.co.uk, email discover@leadingthewaypetcare.co.uk or call 0800 027 9845.

[WHAT'S ON IN]

WEB PLATFORM

You can become a What's On In franchisee for under £1,000

Of the What's On In franchise, managing director Stephen Smith (pictured) says: "It was simple, we know the UK online advertising market is worth £89 billion and we saw the market was wide open.

"We also wanted to make our franchise available to anyone and that's why we priced it at £789. The return on investment is amazing. We also offer an interest free finance package."



USER FRIENDLY

Dani Smith, joint managing director, says: "I needed to make sure our web platform was user friendly for the advertisers and that we could offer any business a free sales web page.

"82 per cent of UK businesses have no website, so we needed to address this with a free web page for every advertiser."

A typical What's On In website not only offers a franchisee an excellent income from advertisers, but also allows them to place affiliates on their website, which pay franchisees up to 70 per cent affiliate commission.

A franchisee needs no technical knowledge, as all loading of adverts is carried out by the What's On In support team. Bookings are made online via the website and payment is made within three minutes direct to the franchisee's PayPal account, which means excellent cash flow.

Potential monthly incomes are £5,000-£8,000, depending on commitment. Franchisees receive a fully exclusive postcode area.

Stephen and Dani Smith believe What's On In offers the perfect low cost entry into the profitable franchise arena.

INFORMATION

Visit www.woifranchise.com or call 07860 833822.



PIZZA PAPA JOHN'S

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- Targeted Marketing Support

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Turn your passion *into profit*

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Kiddleydivey is fun, engaging and entertaining.

We offer music sessions to the elderly to promote memory engagement and mobilisation, including a qualification as a chair based exercise instructor.

Our music classes for children are designed to be educational and promote development.

We support and train you to forge a business that you can be passionate about whilst helping others in the community to live happy and fulfilling lives.

We want you to get off to a great start with your business which is why we provide you with everything you need to get up and running quickly and successfully.

Kiddleydivey

Our training includes:

- ✔ Overview of Kiddleydivey business and marketplace
- ✔ How to set up and run your business
- ✔ Technical training
- ✔ Sales and marketing training
- ✔ Administration and reporting.

Kiddleydivey Beaconsfield & Gerrards Cross • 07777 999111 • www.kiddleydivey.co.uk

[ACTIONCOACH]

FOLLOWING A GUT FEELING

Predicting the collapse of Carillion, graduate Luke Kay chose a franchise over a corporate career

Luke Kay gave up his place on a graduate scheme, performing in the top 10 per cent of his cohort, with former leading international integrated support services business, Carillion.

With a potential salary of £100,000-plus over the next 10 years, why did this 26-year-old hard-working graduate give all this up to join ActionCOACH?

Luke explains: "After completing a master's degree in project management, I was offered a place on the hotly contested graduate scheme at Carillion. My role varied from managing bids of £10,000 to £30 million to overseeing major maintenance and capital spend projects up to £10 million across six southern regions of England.

"I was working a lot of hours and started to question the ethos of the corporate world - these companies were treating their staff as numbers, not people.

"I had spoken to another high performing graduate, we looked at contracts that didn't seem to make financial sense and I started to get a bad feeling. So, in October 2015, I looked at options for buying my own business. It turned out my gut feeling was right and I wasn't surprised when the company announced its failure earlier this year."

MAKING A BIG DECISION

"My research gave me two options - to buy an existing business or choose a franchise," Luke adds. "My dream had always been that in 20-30 years' time, I would buy, grow and sell



businesses, but I thought I would need to get more experience first.

"I researched franchise brands in magazines and online and my initial thought was I could, in fact, choose a franchise in any industry to get my foot on the business ownership ladder. ActionCOACH ticked all the boxes - I could have my own business, get coached myself and coach businesses in lots of sectors."

A REWARDING MOVE

"Just two months in, I was earning more than on my graduate scheme," Luke says.

"By 2017, I was generating £10,000 a month in client income. By the end of my first 12 months, I hit my goal of £55,000 profit, matching any earnings I could have climbed to in the first year of my corporate career following the graduate scheme.

"Before I started my job at Carillion, I enjoyed a social life and regularly played sports. The job took over that very quickly and I often only spent one night a week in my own home.

"Now, I'm in control of my own business and my free time. I organise my diary so I coach on alternate weeks, meaning I keep every other week free for admin, marketing and leisure time.

"I'm still the youngest franchise partner in the UK and age hasn't held me back. One of my first clients said, if you're good enough, you're old enough.

"The best moment for me so far was when a client of mine, who had previously won entrepreneur of the year in the City of Liverpool, said he'd had the best and most enjoyable year in his shutter business since working with me.

"I'd say I made the right move by choosing this franchise over my corporate career."

> "I'M STILL THE YOUNGEST FRANCHISE PARTNER IN THE UK AND AGE HASN'T HELD ME BACK"

INFORMATION

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A. Get a buzz from helping others succeed;
B. Love learning and developing yourself; and
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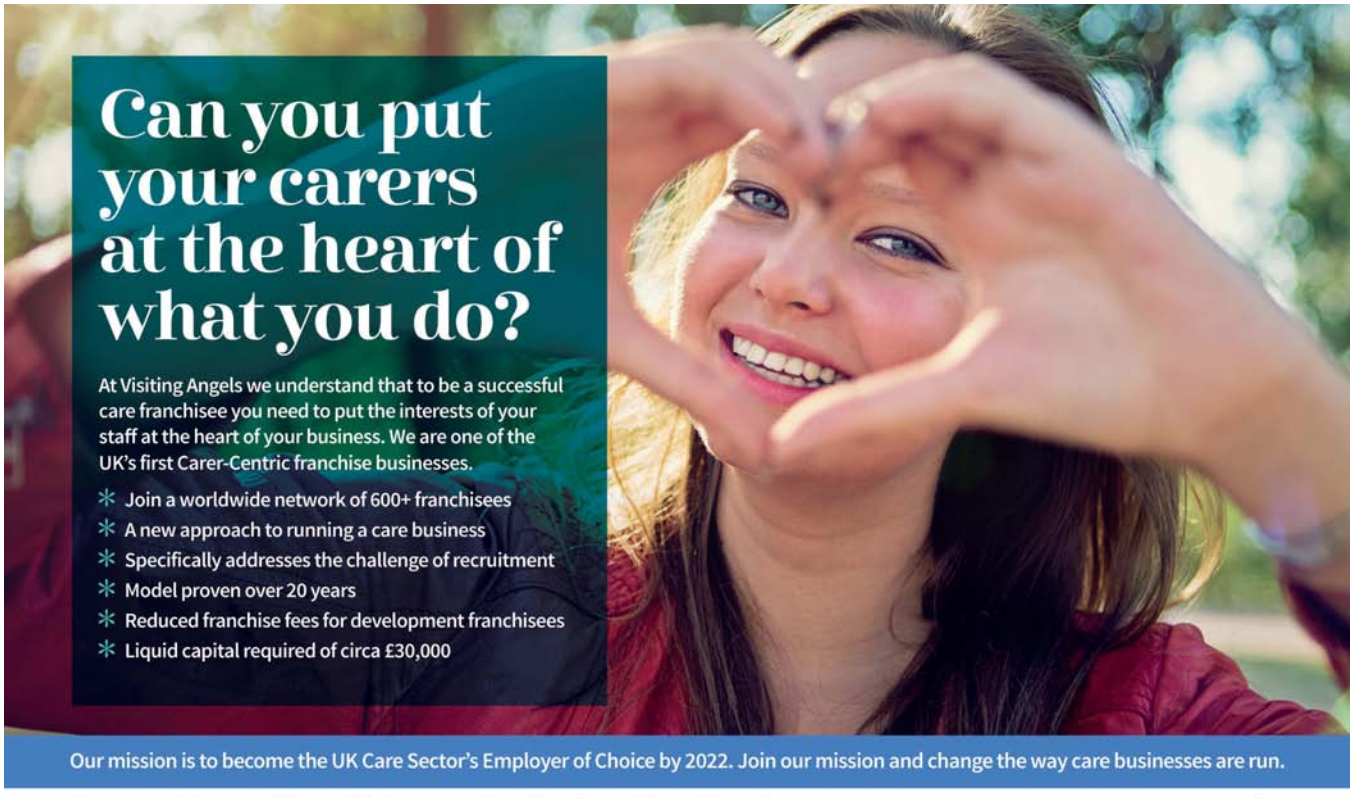
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QUALITY AT HOME CARE

[SUBWAY]

ALL THE RIGHT INGREDIENTS

Will Bray is the latest in a growing number of millennials to join Subway, with two stores at the age of just 24

Franchising is one of the most successful routes to business ownership, enabling hard working, entrepreneurial individuals to fulfil their ambition to become their own boss, but with the added reassurance that they're joining a tried and tested business model.

Subway is one of the largest and most successful franchise brands, with over 2,500 stores now open across the UK and Ireland. Its well established and robust franchise system has helped thousands of people across the world to build their own businesses.

YOUNG

More young people than ever are entering the franchise sector, with one in five franchisees who started a business in the past two years being under 30. Will Bray is the latest in a growing number of millennials to join Subway, with two stores at the age of just 24.

He studied agriculture and business studies at Newcastle University and within just months of graduating became the franchisee of a Subway store in Bath.

Will explains: "During my school years, I was a regular visitor to my local Subway store. In fact, the Sandwich Artists began to recognise me and would start making my sub to my exact specifications long before I even had to ask for it.

"I loved the brand and its future potential. My family is in farming, but I didn't feel this was the right career path for me. With the business studies knowledge I had gained at university and my passion for the brand, a Subway franchise felt like the perfect career."

> "I ENJOY BEING MY OWN BOSS, IN CHARGE OF MY WORK-LIFE BALANCE AND LONGER TERM FUTURE"



Will met with his local development team, who were able to provide all the advice and guidance he needed. With a little financial support from his dad, Will became the franchisee of an existing store in Bath in August 2016. A second store in the city followed in May 2018.

TRAINING

Like all new franchisees, Will attended a two-week training course at Subway's UK and Ireland headquarters in Cambridge. This provided all the necessary classroom and in-store experience he needed to run his Subway franchise.

"The training was really good fun," Will says. "I had a great group, many of whom were from different countries in Europe, and we have stayed in touch. It's great to hear from them and learn about their experiences in their home countries. I've even had the chance to visit one of my fellow trainees in Amsterdam."

Will adds: "The support Subway provides for franchisees is ongoing and consistent. My field consultant is always at the end of the phone to help with anything, from deliveries to financials and advertising.

"The best part of being a Subway franchisee is the flexibility it offers. I enjoy being my own boss, in charge of my work-life balance and longer term future."

FUTURISTIC

Will has recently opened a new store in Subway's latest Fresh Forward decor.

"The new store looks amazing, very futuristic," he says. "It's so colourful and fresh and that's what our customers keep saying to us. Feedback has been positive and our staff members love working in the new store.

"I think the new Fresh Forward decor has put Subway on the map."

INFORMATION

Call 0800 0855 058 (UK) or 1800 413 076 (Eire).
Email: franchiseopportunities@subway.co.uk.
Web: www.subwayfranchising.com.

[OSCAR PET FOODS]

INSTANT IMPACT

Hayley Clare's OSCAR business is built on dedication, enthusiasm and a belief in a quality product

The principle of OSCAR Pet Foods had an instant impact on Hayley Clare's plans for the future.

She explains: "For 18 years I had been a sales representative and buyer for a medical pharmaceutical company and I wanted a complete change of direction.

"I started with an online business search, which led me to OSCAR.

"I liked the concept of the business and I knew it was for me. I instantly recognised my communication skills would come naturally when meeting pet owners - helped, of course, by my own dog, Cooki.

RESALE

Hayley invested in an established franchise that was available for resale.

"After one year I have clearly made a good impression, as my customer development has grown through an active network of dog trainers and breeders in my area," she says.



"And now with my added COAPE qualification, I'm better equipped to advise on pet issues and with a greater understanding of how the OSCAR range of foods work against allergies, skin problems and sensitive tummies I continue to add to my success.

"I make the most of everything that's put before me, which means my OSCAR business will thrive on dedication, enthusiasm and belief in a quality product."

INFORMATION

Call 0800 068 1106 or visit www.oscar.co.uk.

[PAPA JOHN'S]

FIVE STAR

Papa John's franchisee Sukhbir Gill has been quick to taste success by opening five stores in five months

Leading pizza franchise, Papa John's, has announced the opening of its new Sunderland store.

It will be run by Sukhbir Gill and his business partner Lakhwinder Singh, who also manages four other Papa John's, including Skegness.



ATTRACTIVE

Sukhbir says: "The Papa John's franchise was attractive because it's growing so rapidly and there are many opportunities for expansion.

"In addition, there is no question that the product is the best on the market. The pizzas are made with only the freshest ingredients for a better flavour, which tops the competition."

Papa John's head office staff have been particularly supportive, according to Sukhbir, who adds: "The whole team is motivated and they've been able to provide some very good incentives to help us grow our portfolio of stores to five in a short space of time.

"These incentives include royalty reductions and deals on equipment, plus help with marketing to ensure we taste success quickly.



"Our Skegness store is picking up in terms of sales, which is a great sign for the future of our business. For Sunderland, which is a big university town, we also anticipate a thriving enterprise."

INFORMATION

Visit www.papajohns.co.uk/franchise/
Email enquiries@papajohns.co.uk.

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- work within profitable preschool market



I really wanted my own business however lacked the confidence to 'go it alone'. diddi dance offered me the support that I needed to make my dream a reality.
Gina Kane, diddi dance West London

2018 UK AWARDS — diddi dance Best Early Childhood Dance Classes 2018

elitefranchise 100 TOP FRANCHISES 2018

2014 2015 2016 2017 2018 5 STAR FRANCHISEE SATISFACTION

www.diddidance.com/franchise

[MONEYPENNY]

NEVER MISS AN OPPORTUNITY AGAIN

Moneypenny helps franchisors maximise every lead

Few businesses can afford to miss enquiries and for busy franchisors and franchisees, making sure they capture every lead as well as consistently provide exceptional customer service and protect their brand name is a familiar challenge.

That's where Moneypenny can help. The world's leading outsourced communications provider, Moneypenny looks after telephone calls and live chats for over 13,000 businesses of all shapes and sizes across the UK.



DELIVER OUTSTANDING SERVICE

The service is simple. Your dedicated Moneypenny Receptionist - or team of receptionists - answers live chat enquiries or telephone calls exactly as if they were based in your office. Your receptionist gets to know you and your business and customers need never know that they have come through to Moneypenny.

Think of them as a trusted extension to your in-house team, taking the pressure off and ensuring live chat enquiries or calls are always answered in real-time by a real person; someone who's ready to roll out the 'red carpet' service and protect your brand.

Franchisors and franchisees, as a result, gain valuable insight into call and chat data across either their entire network or individual franchise.

CAPTURE EVERY LEAD

Your Moneypenny Receptionist can answer all your calls and live chats, or simply those you aren't able to get to. In addition to support during the daytime, Moneypenny is able to look after chats and calls in the evening, over weekends or 24/7.

Moneypenny works with franchisors to provide bespoke solutions based on their needs, using a seamless blend of exceptional people and cutting edge technology.

For franchises launching into new territories, Moneypenny can also source regional telephone numbers, as well as national numbers, which provide easy tracking of your return on investment on marketing campaigns. This leaves you free to grow your franchise and concentrate on what you do best, as well as reduce any unnecessary human resources and staffing overheads.

HOW MONEYPENNY SUPPORTS JACKSON FIRE & SECURITY

One franchise that already knows the difference working with Moneypenny can make is Jackson Fire & Security. The company, which supplies fire and security services, is often out on the road to see clients and found it wasn't always possible to answer the telephone.

As a result, the growing franchise was missing valuable business opportunities and falling short of the customer service it wanted to provide.

> "YOUR MONEYPENNY RECEPTIONIST CAN ANSWER ALL YOUR CALLS AND LIVE CHATS, OR SIMPLY THOSE YOU AREN'T ABLE TO GET TO"

Realising something needed to change, Jackson Fire & Security turned to Moneypenny to support its franchises with telephone answering, minus the associated HR overheads.

Rachel Evans, Marketing Manager at Jackson Fire & Security, explains: "We are committed to offering our franchisees a complete package and turned to Moneypenny to support them with telephone answering.

"We were instantly blown away by Moneypenny's reputation and our franchisees are now assured that they are capturing every lead and delivering a fantastic first impression.

"We had high expectations of the service and the Moneypenny team has certainly delivered what they promised. Moneypenny offers a completely bespoke service and we couldn't be happier."

INFORMATION

To discuss your needs in more detail, as well as find out more about Moneypenny's no obligation free trial for Live Chat and Telephone Answering, contact Jess Edwards via email at jess.edwards@moneypenny.co.uk, call 0333 202 1005 or visit www.moneypenny.co.uk.



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Looking for a better quality of life?

TaxAssist Accountants is a first class white collar business opportunity for accountants and finance professionals.

Alex Smith, a former accountant in industry and auditor in a Big 4 practice, started his franchise aged just 30.

"It was a big decision to leave a job with a good income to join a franchise, but I can honestly say TaxAssist has provided me with everything I need. My experience before joining was largely technical, and not in sales or marketing, and I felt the TaxAssist model would fill these gaps in my skill set. This has absolutely been the case.

"I now have over 400 clients which generates an income and flexibility that could not have been achieved on the corporate ladder."

TaxAssist Accountants
The Accountancy and Tax Service for Small Business
www.taxassistfranchise.co.uk

To find out more, call us today
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OUR FRANCHISE IS JUST £25 per week

Leaflet delivery UK
www.leafletdeliveryuk.com

For more details email:
info@leafletdeliveryuk.com
or call **01253 739662**

SIMPLE TO RUN • LOW INVESTMENT • GREAT RETURN

[EXPENSE REDUCTION ANALYSTS]

LEADER OF THE PACK

After three years in business, Expense Reduction Analysts franchisee Keith McGregor is breaking records, building international connections and has his sights set on a million-pound future

Keith McGregor's Expense Reduction Analysts (ERA) journey began in 2015 after an unexpected redundancy. Vowing never to be in a similar position again, he became a part of the UK's leading procurement franchise.

As of July 2018, Keith has signed more clients than any ERA franchisee this year. He aims to continue to sign one new client a month in a move that will triple his income.

SIMPLE TARGETS

Keith explains: "Since day one, I set myself simple targets and stuck to them. That's my key to success. I've worked out now, that if I sign one new client every month consistently for three years, I'll be earning over £350,000. It's hard work, but I'm hungry for it."

Paul Lewis, ERA Operations Director, says: "As a conservative projection, we advise that with five new client sign-ups each year you can achieve a six-figure income. Keith's results are impressive, to say the least."

> "MY CLIENTS ARE A RESULT OF THE TRAINING I'VE HAD FROM ERA, PLUS MY OWN HARD WORK"



Despite his success, Keith is the first to admit he had no prior sales training or experience. He puts his achievement down to his own determination and the training he's received.

"Until joining ERA, I had no direct sales experience at all - I was working as a finance director," Keith says. "It's not like I was someone who'd worked in sales all my life and used that skill set to get clients. My clients are a result of the training I've had from ERA, plus my own hard work."

MOVING FORWARDS

Building on his impressive start, in 2016, while working on a particularly complex client, Keith stumbled upon a solution that would catapult his business forwards.

"I had a client with eight projects running concurrently," he says. "I was struggling with the complexity of it, so I reached out to fellow franchisee David Keating, who operates as a client relationship manager.

"Between us, we delivered impressive solutions and the client was delighted. I realised that combining my strength in sales with someone else's strength in CRM was a fantastic way to grow both our businesses."

MUTUAL GAIN

Working together is not a new concept for ERA franchisees. The collaborative nature of the network continues to set the brand apart.

Franchisees are encouraged to leverage each other's skill sets for mutual gain.

"I work with a few client relationship managers, but my main relationship is with David," Keith says.

"It's win-win: I feed them new clients and I can access their contacts and reinvigorate relationships, either with people who weren't in a position to move forwards at the time or who have moved on to new companies.

"In Germany, there's an ERA business working much the same as David and I do and it's turning over more than a million euros.

"Reaching a million-pound turnover is now something we're actively working towards over the next three years. For me, it's about creating a serious going concern that becomes a saleable asset in the future or a legacy business for my children."

Following ERA UK's recent buyout by the brand's European division, the newly aligned business offers greater scope for international collaboration for franchisees - something Keith says he's already experiencing.

"The new structure enables us to work across Europe," he adds. "In fact, I've just been speaking to our Italian director about a client there. There's already a lot of transparency and exchange of information - it's very exciting.

"I often talk to people who are considering joining ERA and they all ask me what the support from head office is like. I always say it's great, but the value you get from the other franchisees is exceptional."

INFORMATION

Visit www.erafranchise.net, call 01732 525901 or email franchiseteam@erauk.net.



Keith McGregor





[LITTLE LEARNERS]

WAY FORWARD

Rachel Fay, founder of Little Learners, explains why she franchised the mother and baby class business

As a reception teacher, I knew children could arrive in school without the motor skills necessary to hold a pencil and write/make marks. I could see a need for a preschool class that encouraged mark making through fun and messy activities.

I utilised my knowledge to create a writing programme that included four cute 'mark maker' characters and could be delivered in a fun and relaxed preschool class. I also produced a companion book, so parents/carers could continue learning activities at home.

TRIALLED

I trialled the classes locally and, following a period of feedback, assessment and refinement, Little Learners was born. Demand for the local classes quickly outstripped supply and after careful evaluation of costs and the potential for earnings, I could see franchising was the way forward.

I wanted classes, parties and events to be offered around the country and for us to work in partnership with schools and other early years settings. I also wanted to provide an opportunity for others to run their own satisfying and family friendly business.

At just over three years later, I'm delighted to say we're now an award winning preschool company with 31 franchisees around the UK. However, we are anything but complacent and exciting times are ahead for us - this autumn we take little learners Down Under.



INFORMATION

Email info@littlelearnersuk.com or visit www.littlelearnersuk.com/join-our-messy-play-franchise.

[LEAFLET DELIVERY UK]

DIRECT APPROACH

Do something different and invest in a Leaflet Delivery UK franchise

Leaflet Delivery UK, one of the fastest growing franchises around, is currently recruiting enthusiastic, reliable, people who are looking for an opportunity to do something different and join a successful team of franchisees.

All delivery is by Royal Mail, so you don't have to waste time recruiting and managing delivery teams. You are free to develop relationships with the customers who will build your business.

SUCCESSFUL

Leaflet Delivery UK has been trading for over a year and is a part of U-Save Ltd, which owns other successful direct mail brands.

In the first year, franchisees can expect to earn around £30,000. Former chartered surveyor Martin Budzinski, the franchisee for Bishop's Stortford, made £31,000 in year one and loves the lifestyle and freedom this business gives him.

At a time when social media and digital marketing has had so much conflicting reporting, perhaps we have forgotten that the letterbox still represents a cheap and, most importantly, very effective way to reach customers.

We should remember that all the leading national brand franchises have leaflet drops as a key part of their marketing strategy.



INFORMATION

Email info@leafletdeliveryuk.com.

FranFinder

What Franchise's Franfinder provides everything you need to know about the franchising industry in a user-friendly 9-page reference guide designed to help you find the perfect franchising opportunity

For more information on any of the companies listed in this section visit www.what-franchise.com and click on 'Looking for a franchise'. Then select the category(ies) you are interested in and find the companies you wish to know more about.

The World of Franchising

Franchising is one of the most successful routes to owning your own business. Statistics confirm that the failure rate in franchising is 2.1 per cent against over 80 per cent for stand-alone start-ups.

However, franchisors are highly selective when appointing franchisees who, as owner operators, will be responsible for maintaining the franchisor's image and standards of service.

Franchisors will always appoint applicants with the drive, discipline and ambition to succeed through a formal but tried-and-tested business plan.

FUNDING

Around 60 per cent of all new franchisees borrow to start their businesses. Typically, if you have £30,000 capital to invest, a bank specialising in franchising will lend you a further £70,000 – raising your start-up capital available to £100,000.

USING FRANFINDER

For more information on any of the companies listed in this section visit www.what-franchise.com and click on 'Looking for a franchise'. Then select the category(ies) you are interested in and find the companies you wish to know more about.

FRANCHISE BUSINESS CATEGORIES

Franchising opportunities fall into well-defined business sectors and the What Franchise FranFinder is divided into these categories for your easy reference:

- **Bar**
- **Business & Professional Services**
- **Business Franchises**
- **Care & Elderly Services**
- **Childcare**
- **Children**
- **Cleaning**
- **Coffee**
- **Commercial & Industrial**
- **Communications**
- **Delivery & Haulage**
- **Education**
- **Entertainment**
- **Fast Food**
- **Financial Services**
- **Fitness**
- **Food & Beverage**
- **Gym**
- **Health & Beauty**
- **Homebased**
- **Homecare & Property Maintenance**
- **IT & Computers**
- **International**
- **Lettings & Property**
- **Motoring Services**
- **Online Franchises**
- **Pest Control**
- **Petcare**
- **Pizza**
- **Plumbing**
- **Print & Promotional Services**
- **Recruitment**
- **Restaurant**
- **Retail**
- **Services**
- **Sport**
- **Travel**
- **Leisure**
- **Vending**

FRANCHISE FACTS

- Franchising contributed £15.1 billion to the economy in 2015 and employs 621,000 people, of which 321,000 are in full-time employment. Both figures are up more than 10 per cent since 2013.
- The number of franchisee-owned businesses totalled 44,200 in 2015, over one third of which are run from home.
- 97 per cent of franchisee-owned businesses are profitable and over half turn over in excess of £250,000.
- Less than one per cent of franchisees closed their businesses because of commercial failure in the last 12 months.
- 29 per cent of franchisees run multiple units.
- More younger people are entering the franchise sector, with one in five franchisees who started their business in the past two years being under 30.
- Franchisee-franchisor relationships are at their strongest level, with nine in 10 franchisees declaring satisfaction.
- Home-grown success is converting into export success. Four out of every five brands in the UK are domestically owned, with 38 per cent expanding their business model overseas and a further 11 per cent considering doing so in the future.

Source: British Franchise Association/NatWest Franchise Survey 2015.

WEBSITES TO VISIT

Making Money	British Franchise Association	Business Startups
www.what-franchise.com	**www.thebfa.org**	**www.startupbusinessuk.net**

FRANCHISOR	INVESTMENT LEVEL	WEB ADDRESS
BAR		
Bar Sport	£60,000	barsportfranchise.co.uk
Coyote Ugly	£500000 - £1500000	coyoteuglysaloon.com
BUSINESS & PROFESSIONAL SERVICES		
Auditel (UK) Ltd	£37,950	auditelfranchise.co.uk/
Crane Business Solutions	£20,000	cranefranchise.co.uk
Expense Reduction Analyst	£39,900	erafranchise.net/
Franchise Resales	N/A	franchiseresales.co.uk
Pitman Training	£22,500	pitman-franchising.com/
Rosemary Bookkeeping	£16,970	rosemaryfranchise.co.uk
BUSINESS FRANCHISES		
ActionCOACH	£21,000	actioncoach-franchise.co.uk
Aspray Limited	£37,500	aspray.com/business-opportunities.html
Bartercard	£60,000 - £90,000	bartercard.co.uk
Business Doctors		businessdoctors.co.uk
Business for Breakfast		bforb.com
CNA International	£30,000	cna-international.com/franchise.php
CPA	£14,750	cpa.co.uk/
Interface Financial Group	£70,000	interfacefinancial.co.uk/page/opportunity
Leadership Management International (UK) Ltd	£15,500	lmi-ukfranchise.com/
Mail Boxes Etc	£60,000	mbe.co.uk/franchise_opportunities/
Personal Career Management	£25,000	personalcareermanagement.com/franchise.php
X-Press Legal Services	£12,000	xpresslegal.co.uk/view/Franchise/
CARE & ELDERLY SERVICES		
Abacus Care	£22,000	abacuscare.com/franchise/abacus-care-franchises.htm
Ableworld	£29,950	ableworldfranchise.co.uk/
Bluebird Care	£25,000	bluebirdcare.co.uk/key_information/franchising_with_us
Brightstar Care	£1,000,000	franchise.brightstarcare.com/
Caremark	£32,950	caremarkfranchises.com/
Clarriots Care	£32,500	clarriotscarefranchise.co.uk
Eirsen Health Care	£69,500	eirsen.co.uk
Heritage Healthcare	£27,995	heritagehealthcarefranchising.co.uk
Home Instead	£39,500	homeinstead.co.uk/franchise/
KarePlus	£40,000	kare-plus.co.uk
Motivation & Co	£13,000	motivation-and-co.com/motivationandcofranchiseops.aspx
Promedica	£18,000	promedica24.co.uk
Right at Home	£100,000	rightathomeuk.com/
Seniors Helping Seniors	£10,000	seniorshelpingseniors.co.uk/start-a-centre/
Surecare	£32,000	surecarefranchise.co.uk
CHILDCARE		
Pyjama Drama	£2,350	pyjamadrama.com/franchise
Sherpa Kids	£15,500	sherpakids.co.uk/franchise/
Tigerlilly Childcare		tigerlilychildcare.co.uk
YogaBugs	£15,000	yogabugs.com
CHILDREN		
Apex Dance & Performing Arts		apex360.co.uk/apex-360/dance-franchise/
Baby Ballers Academy		
Baby Sensory	£6,000	babysensory.com/en/Run_A_Class.aspx
Babyprints	£15,000	babyprints.co.uk/franchise-opportunities
Creation Station	£5,500	thecreationstation.co.uk/Become-A-Franchisee/
Dancing Tots	£7,000	dancingtots.co.uk/Franchise.html
Diddi Dance	£6,400	http://www.diddidance.com/
Footiebugs	£15,000	thebugsgroup.com
Gravity		gravity-franchise.co.uk/gravity-franchise.php
Helen O'Grady Drama Schools	£15,000	helenogrady.co.uk/franchise-corner.aspx
Kids Bee Happy	£2,495	kidsbeehappy.com
Leaps and Bounds	£11,500	leaps-and-bounds.co.uk/opportunities.php
Little Angels	£6,750	becomeanangel.co.uk
Little Impressions	£7,500	little-impressions.com/little_impression_business_about.html
Monkey Music Ltd	£12,975	monkeymusicfranchise.co.uk/
Monkey Puzzle	£30,000	monkeypuzzlenurseryfranchise.com
Moo Music	£1,499	letsmakemoomusic.co.uk

Find your perfect franchise

What-franchise.com is the ultimate online resource for all your research needs

The website, from the publisher of Making Money and What Franchise magazines, includes:

- The ability to search over 350 top UK franchises. You can tailor your search by location, industry type and investment level.
- This month's best opportunities. The pick of the leading franchises available.
- Ones to watch. Franchisors provide an insight into how they've built their businesses.
- The getting started guide. A comprehensive, step-by-step guide to finding the perfect franchise.

Subjects covered include 10 reasons why franchising might be for you and the costs involved, to how to get the best legal advice and preparing for the launch of your business.

- A free mini-course on becoming a franchisee.
- A digital download of the latest issue of What Franchise magazine.
- Free newsletter. Sign up to be notified of the latest expert advice articles and insightful case studies.
- Advice section. Everything you need to know about running a franchise, franchise exhibitions, marketing and promoting your business and resale opportunities.

BRITISH FRANCHISE ASSOCIATION

The site also includes a section dedicated to the British Franchise Association.

Formed in 1977, the bfa is the body that protects and promotes good franchising practice in the UK and is recognised by government and internationally for its values and credibility.

It accredits franchisors against a strict set of criteria before offering membership. The process involves an in-depth examination of the franchise model and the business' proven performance.

bfa member franchisors adhere to the guidelines in the franchising code of ethics and the rules of membership, which enshrine the principles of best practice in franchising.





> SIGN UP TO BE NOTIFIED OF THE LATEST EXPERT ADVICE ARTICLES AND INSIGHTFUL CASE STUDIES"

EDITOR'S PICKS THIS MONTH INCLUDE:

- What you need to succeed in the preschool franchise sector.
- The benefits of buying a franchise resale.
- Dispelling the 4 common myths about franchising.
- Forces to franchisee: Dwyer Group launches new franchising programme.
- Don't let becoming a parent put you off being a franchisee.

ACEVILLE PUBLICATIONS

www.what-franchise.com is published by Aceville Publications. The company has more than 35 years' experience of producing print and digital media in a number of sectors, including business, health, gardening, food and crafts.

Aceville publishes 35 national magazines and 36 websites, commanding a powerful print and online presence on a global scale.

INFORMATION

www.what-franchise.com.
Twitter: @whatfranchise.
For advertising opportunities call 01323 471291. For editorial opportunities call 01273 862258.

FRANCHISOR	INVESTMENT LEVEL	WEB ADDRESS
Photography for Little People	£15,000	photographyforlittlepeoplefranchise.com/
Progressive Sports	£9,950	progressive-sports.co.uk/franchise.htm
Razzamataz Theatre Schools Ltd	£15,000	razzamataz.co.uk/franchises
Rockabubz	£3,997	rockabubz.com
Rockin Jump		rockinjump.com/trampoline-park-franchise/
Seriously Fun Swimming Schools	£12,500	seriouslyfun.net
Spanish Amigos	£2,950	spanishamigos.co.uk
TetraBrazil Soccer Schools	£5,995	tetrabrazil.co.uk
Tinies Childcare	£25,000	tinies.com
Tumble Tots (UK) Ltd	£14,000	tumbletots.com/franchise-opps.php
Tutor Doctor	£29,700	http://www.tutordoctor.co.uk/
CLEANING		
Betterclean	£19,995	bettercleanservices.co.uk/franchiseopportunities.php
Bright and Beautiful	£15,995	brightandbeautifulhome.com
Chem-Dry		chemdry.co.uk/franchising-opportunities
Chemex	£23,500	chemexfranchises.co.uk/
Clear Brew Ltd, Beer Line Cleaning Professionals		clearbrew.co.uk/franchise-opportunities
Club-Clean	£14,995	club-clean.co.uk/franchise.html
Countrywide Floorcare	£10,000	countrywidefloorcare.co.uk/franchisees.asp
Daily Poppins	£16,995	dailypoppins.co.uk/franchise/franchise.php
Diamond Home Support	£1,295	diamondhomesupport.com/cleaningfranchise
Dolly Char (UK) Ltd	£7,995	dollychar.com/franchise.htm
Domestique	£10,000	thebusinessforyou.co.uk/
Dyno Rod	£20,000	https://www.dyno.com/
Ecocleen		eslsolutions.co.uk
Envirogroup	£23,950	envirogroupfranchising.com/
Furniture Clinic	£19,995	furnitureclinic.co.uk/Leather_Repair_Franchise.php
Maid2Clean	£9,999	maid2clean-franchise.co.uk
Merry Maids	£19,995	merrymaidsfranchise.co.uk
Metro Rod	£100,000	metrorod.co.uk/franchiseopportunities
Minster Cleaning Services	£28,225	minsterfranchise.co.uk/
Molly Maid UK	£16,975	mollymaid.co.uk/franchise-opportunities
My Home	£29,995	myhome.com/franchise/
NATIONWIDE CLEANERS	£7,999	nationwidecleaners.co.uk
NIC Services Group Ltd	£20,000	nicfranchise.co.uk/
Ovenclean		ovenclean.com/franchise
Ovenu	£4,950	ovenu.co.uk/franchise-opportunity/
Rainbow International	£80,000	rainbow-int-franchise.co.uk
Renue Systems		renuesystems.com/franchisee-opportunities/
Safeclean	£17,350	safeclean.co.uk/franchise.html
ServiceMaster	£19,995	servicemastercleanfranchise.co.uk
Time For You	£4,750	time4youfranchise.com/
VIP Bin Cleaning Ltd	£10,000	vipbincleaning.com/2013/franchising.php
Well Polished	£9,995	well-polished.com/franchise/
COFFEE		
Cafe2U	£23,600	cafe2u.com/global/index.htm
Coffee Bike	£10,550	https://coffee-bike.com/en/franchise/
EasyCoffee		easy.coffee/affiliates/
Esquires Coffee Houses	£60,000	esquirescoffee.co.uk/franchising/
Gloria Jean's Coffees	£18,000	gloriajeanscoffees.com.au/
Mrs Fields Franchise	£140,000	mrsfieldsfranchise.com
Ringtons	£28,950	ringtons.co.uk/franchise
COMMERCIAL & INDUSTRIAL		
Autosmart Ltd	£12,000	startautosmart.co.uk/
Bio-rite	£20,000	bio-rite.com/
FiltaFry	£14,950	filtafryplus.co.uk/home.html
IRT Surveys	£30,000	irtsurveys.co.uk/franchises/
Jani-King (GB) Ltd		janiking.co.uk/franchise/franchise.html
Pirtek (UK) Ltd	£70,000	pirtek.co.uk/franchise-opportunities.aspx
Signal 88		signal88.com
Skidproof	£5,000	skidproof.co.uk/franchise/
COMMUNICATIONS		
Business Development Partnership		bdp-ltd.co.uk
Telcoinabox		telcoinabox.co.uk

FRANCHISOR	INVESTMENT LEVEL	WEB ADDRESS
DELIVERY HAULAGE		
CargoCall	£26,000	cargocallfranchising.co.uk/
Diamond Logistics	£19,998	diamondlogistics.co.uk/franchise-opportunities-form/
Driver Hire	£35,000	goo.gl/MAontV
InXpress UK		inxpress.com
Pack and Send	c£100K	packsend.co.uk/packandsend_franchise.php
TWO MEN AND A TRUCK®	£50,000	twomenandatruck.co.uk/pages/franchise-opportunities.php
EDUCATION		
ComputerXplorers	£29,500	computerxplorers.co.uk/become_a_franchisee.php
Helen Doron Educational Group		helendoron.com/business-opportunities.php
Jo Jingles Ltd	£6,200	busop.jojingles.com/
Kumon Educational UK	£3,000	kumon.co.uk/franchise-opportunities/index.htm
MagiKats Maths and English	£10,000	magikats.co.uk/
Wall Street English		wallstreetenglish.com/franchising/become-franchise/
ENTERTAINMENT		
Fitkid	£7,500	fitkid.co.uk/
Go-Kart party	£10,000	go-kartparty.co.uk
Gymboree Play UK	£25,000	gymboree-uk.com/gymboree-working-with-children-franchise/
FAST FOOD		
Auntie Annes	£50,000	auntieannes.co.uk/Franchising/Franchising.html
Baguette Express	£30,000	baguette-express.co.uk/franchising/
Baskin Robbins	£100,000	http//:baskinrobbins.co.uk
Burger King Corporation	£800,000	burgerking.co.uk/franchise-operations
Donut King		donutking.com.au/
Dunkin Donuts	£1,500,000	http://www.dunkindonuts.co.uk/franchising/
Favorite Fried Chicken Limited	£120,000	favorite.uk/franchises-new
Felix Chicken	£30,000	felixchicken.co.uk/
Little Caesars	£330,000	franchise.littlecaesarsinternational.com/
McDonald's	£125,000	mcdonalds.co.uk/ukhome/Aboutus/Franchising.html
Southern Fried Chicken	£80,000	southernfriedchicken.com/franchise
Subway	£100,000	subwayfranchising.com
The Country's Best Yoghurt		franchise.tcby.com
Wimpy International Ltd	£270,000	wimpy.uk.com/franchise.asp
FINANCIAL SERVICES		
Certax Accounting	£30,000	certaxaccounting.co.uk/franchising.htm
Cloud Bookkeeping	£9,900	cloudbookkeeping.co.uk/bookkeeping-franchise
Dennis & Turnbull		dennisandturnbull.com
DNS Accountants	£25,000	dnsaccountantsfranchise.co.uk
Franchise Finance		franchisefinance.co.uk
Moneysave Solutions	£24,995	moneysavesolutions.com/franchising/
TaxAssist Accountants	£36,950	taxassistaccountants.info/themodel.php
FITNESS		
Kung Fu Schools	£10,995	kungfuschoolsfranchise.co.uk
Pro-Fit Franchise	£5,000	pro-fitfranchise.co.uk/
The Fitness Space	£24,950	thefitnessspace.com/own-a-fitness-space/
FOOD & BEVERAGE		
Bennigans		bennigans.com/franchises.cfm
Bella Italia		casualdininggroup.com/franchise/intro/
Brumby's Bakery		brumbys.com.au/
Cafe Rouge		caferouge.com/franchises
Delifrance		delifrance.com.sg/story
Greene King Meet & Eat	£85,000	greenekingpubsfranchise.co.uk/
Heavenly Deserts	£100,000	http://heavenlydesserts.co/
Hooters	£800,000	hooters.com/franchising
Jaspers Corporate Catering	£100,000	jaspers-franchise.co.uk/index.asp
Kona Grill		konagrill.com/more/franchising/brand
Las Iguanas		casualdininggroup.com/franchise/intro/
Muffin Break	£250,000	muffinbreak.co.uk
Riverford Organic Vegetables	£25,000	riverford.co.uk/about_riverford/franchise_with_riverford/
Sub Zero Ice Cream & Yohurt		subzeroicecream.com/franchising/
Veeno Company, The	£75,000	theveenocompany.com/franchising-with-veeno/

FRANCHISOR	INVESTMENT LEVEL	WEB ADDRESS
Vom Fass	£19,500	vomfassuk.com
VQ Juice Ltd	£15,000	vqjuiceworld.com
Wiltshire Farm Foods	£100,000	wiltshirefarmfoods.com/opportunities
GYM		
Fit4Less	£95,000	energiefranchise.com/fit4less.html
Snap Fitness	£325,000	snapfitness.com/fitness-franchise-opportunities
The Little Gym	£150,000	thelittlegym-eu.com/franchise/
HEALTH & BEAUTY		
Biothecare Estetika	£21,500	biothecareestetika.com/en/franchising/
GlamnGlow		Franchise.GlamNGlow.ca
Guinot		guinot.com
Just Cuts		justcuts.co.uk/franchising/salon-list
Massage Heights	£750,000	massageheightsfranchise.com
Mirage		miragebeauty.co.uk
Rush	£15,000	rush.co.uk/franchise/
Saks Hair and Beauty	£15,000	saks.co.uk/careers/franchising/
Silverdaze	£11,500	silverdazeuk.com/jewellery_franchise.php
Supercuts		supercutsfranchise.co.uk/
Taylor & Colt		Franchise.TaylorandColt.ca
Toni & Guy	£60,000	toniandguy.com/careers/job/73
xtreme lashes		xtremelashes.com/
HOMEBASED		
No Letting Go	£20,000	nolettinggo-franchise.co.uk
HOMECARE & PROPERTY MAINTENANCE		
Agency Express	£18,500	agencyexpress.co.uk/franchise.cfm
Apollo Blinds	£20,000	apolloblindsfranchise.co.uk/
Briary Garden Services	£9,500	briary.co.uk/franchising.html
Colourfence	£25,000	colourfence.co.uk
Complete Weed Control	£26,250	completeweedcontrol.co.uk
Concept Building Solutions	£27,995	concept-solutions.co.uk/opportunities
Countrywide Grounds Maintenance Ltd	£45,000	countrywidegrounds.com/franchise/
Countrywide Lawn Doctor	£45,995	countrywidelawndoctor.com/franchising.asp
Drain Doctor	£35,000	draindoctor.co.uk
Dream Doors	£70,000	dreamdoorsfranchise.co.uk/
Dream Doors International Ltd		dreamdoors.co.nz
Ed's Garden Maintenance	£11,000	edsgardenbusinessfranchise.co.uk
Envirocare Grounds Maintenance	£43,000	franchise.envirocarems.co.uk/
Envirovent	£19,950	homeventilation.co.uk/franchise/index.php
Fifty Plus		the50plus.co.uk
Flat Roof Company (The)	£25,000	flatroof.co.uk/
Furniture Medic	£22,075	furnituremedic.co.uk/franchise-opportunities
gas-elec Safety Systems	£16,500	gas-elec.co.uk/g-fixfranchise.html
Granite Transformations		gtfranchise.co.uk/
GreenThumb Ltd	£31,700	greenthumb.co.uk/franchising
Hire a Hubby	£25,000	hireahubbygroup.com/sign-up/
In-toto	£15,000	intotofranchise.co.uk/
Jim`s Mowing	£15,000	jimsmowing.co.uk/franchise-information.html
Lawnkeeper	£15,000	lawnkeeperfranchise.co.uk/
Lawnscience	£9,995	lawnscience.co.uk/franchise/
Magic Man	£19,500	magicman.co.uk/
Mould Doctor		moulddoctor.co.uk
Reeds Rains	£25,000	the-property-franchise.co.uk/
TruGreen	£28,000	trugreenfranchise.co.uk
Urban Planters	£55,000	urbanplanters.co.uk/franchise-opportunities/
Wilkins Chimney Sweep	£15,000	franchisechimneysweep.co.uk/
I.T & COMPUTERS		
Computer Troubleshooters		computertroubleshooters.co.uk/franchise-opportunity/
INTERNATIONAL		
Desita		desita.it
Sky Zone		skyzone.com
LETTINGS & PROPERTY		
Belvoir Property Management	£22,500	belvoirfranchise.com/Franchise-Opportunity
CENTURY 21 UK	£23,500	century21uk.com/franchise

FRANCHISOR	INVESTMENT LEVEL	WEB ADDRESS
Countrywide Signs Limited	£21,500	countrywidesigns.com/Franchise/
Enfields	£100,000	enfields.co.uk/franchise
Go Direct Lettings	£6,000	godirectlettings.net/be-your-own-boss/29
Goodchilds	£22,500	franchise.goodchilds-uk.com/
HomeXperts	£19,995	home-xperts.co.uk/
Martin & Co	£25,500	propertyfranchise.co.uk/
Medics On The Move	£25,995	medicsonthemove.co.uk/franchise-introduction.aspx
Northwood	£25,000	northwoodfranchises.co.uk/
PHP Lettings	£10,000	phplettings.com
Platinum Property Partners	£32,970	platinumpropertypartners.net/
Property Inventories	£18,000	propertyinventories-franchise.com/
Redstones	£11,995	redstones.co.uk/pid_563_Franchise.html
MOTORING SERVICES		
ChipsAway International	£29,995	chipsaway.co.uk/franchise-info-request-mmwf/
Dent Devils	£8,500	dentdevils.co.uk/recruitment.htm
Dent Wizard	£20,000	dentwizardventures.co.uk/what-we-do/
Green Motion		https://greenmotion.com/car-rental-franchise
Mac Tools	£50,000	mactools.co.uk/becomefranchisee
Mobile Car Valeting	£11,995	mobilecarvaleting.com/franchise.htm
Red Driving School		reddrivingschool.com
Revive!	£23,500	revive-uk.com/franchise
Snap-on Tools Ltd	£20,000	www1.snapon.com/franchise/uk
The AA		theaa.com/driving-school/driving-instructor
Vanarama	£24,995	vanarama.co.uk
Wheel Specialist (The)	£100,000	thewheelspecialist-franchise.co.uk/
ONLINE FRANCHISES		
bestof.co.uk (the)		getthebestof.co.uk/
Platinum Business Partners		platinumbusinesspartners.co.uk
Project M		projectmglobal.com
PEST CONTROL		
Prokill Pest Prevention	£25,000	prokill.co.uk/be-your-local-hero.asp
Whelan Pest Prevention	£16,995	whelanpestpreventionfranchise.co.uk/
PETCARE		
Bark Busters Dog Training	£18,000	barkbusters.co.uk/dog-training-franchise-business-
opportunity		
Barking Mad	£11,950	barkingmad.uk.com/franchising/become-a-franchisee
Dial a Dogwash	£14,500	dialadogwash.com/Franchise/
Dog Groom	£15,000	doggroomuk.com
Husse	£9,900	husse.com/uk
Living Portraits		Livingportraits.co.uk
Oscar Pet Foods	£8,995	oscars.co.uk
Pals4Pets	£11,950	pals4pets.co.uk/franchise.html
Trophy Pet Foods	£15,000	trophypetfoods.co.uk/franchise.asp
Wagging Tails	£12,995	waggingtailsfranchise.co.uk
PIZZA		
0800 Pizza		800pizza.com
Crust Gourmet Pizza		https://crust.com.au/
Dominos Pizza	£280,000	dominos.uk.com/franchising/
Papa John's	£175,000	papajohns.co.uk/franchise/
Perfect Pizza Limited	£30,000	corporate.perfectpizza.co.uk/
Pizza Capers Gourmet Kitchen		pizzacapers.com.au/
PLUMBING		
Your Plumber		yourplumber-uk.com
PRINT & PROMOTIONAL SERVICES		
Barrett & Coe	£5,500	barrettandcoefranchise.co.uk
Business2Business	£13,250	businessmk.co.uk/images/ads/B2B-franchise-prospectus-2011.pdf
Card Connection	£20,000	card-connection.co.uk/franchise.php
Cardgroup	£14,995	cardgroup.com/franchising.html
County Signposts	£4,995	magazinepublishing.org.uk/
Dor 2 Dor	£6,000	dor2dor.com
Fastsigns	£40,000	fastsigns.co.uk/FranchiseOpportunities.aspx
Fastsigns International		fsfastsigns.com/
Kall Kwik	£50,000	kallkwik.co.uk

FRANCHISOR	INVESTMENT LEVEL	WEB ADDRESS
Minuteman Press International	£52,000	printfranchise.minutemanpress.com/
MyNews		mynewsmag.co.uk
Raring2go!	£9,995	getraring2go.co.uk
Recognition Express Ltd	£35,000	franchisoroftheyear.com/
Sign-A-Rama	£25,000	signarama.co.uk/franchise_information
Signs Express Ltd	£40,000	franchise.signsexpress.co.uk/
The Original Poster Company	£33,000	originalposter.com/franchises/how-does-it-work
Venture Photography	£20,000	venturephotography.com/uk/franchising/
Voucher Packs	£10,000	voucherpacks.com
RECRUITMENT		
Antal International Network	£50,000	antalfranchising.com/
Drivers Direct Recruitment Agency	£20,000	driversdirect.co.uk/Franchises.aspx
MRI Worldwide Ltd	£95,000	mrinetwork.com/franchise-info/the-opportunity/
Novi Global	£9,750	noviglobal.com
Prima Ardelle Associates	£15,000	recruitmentfranchise.co.uk
Travail Employment Group	£12,000	travail.co.uk/franchise.asp
RESTAURANT		
Beatons Tearooms	£40,000	beatonstearooms.co.uk
Pan Chai	£35,000	panchai.com/franchise/
Steak n Shake		steaknshake.mc
Wok and Go	£130,000	wokandgo.co.uk/
RETAIL		
Bang & Olufsen	£200,000	beoretailer.co.uk
Bargain Booze	£25,000	bargainbooze.co.uk/corporate/own-your-own-store/index.html
Blazes	£7,500	blazes.co.uk/franchising-with-blazes/
Bo Concept	£100,000	/franchise.aspx?ID=78030
Boots Opticians	£200,000	bootsopticiansfranchise.com/franchising.php
Cartridge World		cartridgeworld.co.uk/franchise-opportunities
Cash Converters UK Ltd	£250,000	cashconverters.co.uk/franchise
Cash Generator	£70,000	franchise.cashgenerator.co.uk/become-a-franchisee/
Foot Solutions	£160,000	footsolutionsfranchise.com/
Noa Noa	£25,000	noanoa.dk/about-us/franchise.aspx
One Stop	£4,784	openaonestop.co.uk
Snappy Snaps Franchises Ltd	£30,000	snappysnaps.co.uk/info/franchise.php
United Carpets	£30,000	unitedcarpetsandbeds.com/p/franchise-opportunities/
Zipyard	£40,000	thezipyard.com/franchise/our_brand
SERVICES		
Franchising Centre (The)	n/a	thefranchisingcentre.com/
FT10	n/a	FT10.co.uk
Sandler Training	£42,000	sandlerfranchising.co.uk/
WSI		wsifranchise.co.uk
SPORT		
Allstar Football	£4,900	allstarfootballacademy.co.uk
Leisure Leagues	£4,995	football-business.co.uk/default.aspx
Premier Sport	£14,950	premiersport.org/career-opportunities-/make-sport-
your-business		
TRAVEL		
Go Cruise	£11,995	cruisefranchise.co.uk/
Travel Counsellors	£295	tctravelacademy.co.uk/the-travel-franchise/
Your Perfect Travel		yourperfecttravel.co.uk
TRAVEL & LEISURE		
Detective Project (The)		thedtectiveproject.co.uk
Sports Xtra	£149	recruitment.sports-xtra.com/
VENDING		
Snack-In-The-Box Ltd	£19,750	sitb.co.uk/

Promoting good practice

What the British Franchise Association can do for you

Starting a franchise business is not a decision to be taken lightly - it's something you should take your time with and research carefully.

Part of that research should involve a brand's British Franchise Association membership status. The bfa is the body that protects and promotes good franchising practice in the UK and is recognised by government and internationally for its values and credibility. It accredits franchisors against a strict set of criteria before offering membership.

Here are some of the ways in which the bfa helps prospective franchisees and why you should consider membership to be a powerful indicator - and one you should actively seek.

NOT ALL FRANCHISES ARE EQUAL

The bfa's work is entirely standards based and has been since its formation in 1977. If a franchisor can't meet the required standards, it cannot join - each year applications are refused.

The process involves an in-depth examination of the franchise model and the business' proven performance.

bfa membership is not a guarantee of success, as becoming a successful franchisee depends on many factors, not least your own passion, the right match and your work ethic.

FAVOURABLE FUNDING

The banks involved in franchising all respect the standards represented by the bfa. They understand bfa accreditation and the quality needed to gain and retain it, so therefore look more favourably on funding applications from franchisees of member brands.

DUE DILIGENCE

bfa member franchisors adhere to the guidelines in the franchising code of ethics and the rules of membership, which enshrine the principles of best practice in franchising.

For example, projections on turnover and profit should be based on historically attained numbers - either by an existing franchisee or a company owned outlet - with proof available.

FRANCHISEES CAN JOIN

Franchisees of bfa members can join the association, accessing business and personal benefits galore. Legal, human resources and business support combines with deals on everything from car hire and shopping to holidays.

There's also the opportunity of representation, as three franchisees sit on the bfa's board of directors and many more on its governance committees.





ANNUAL EVENTS

The bfa runs a host of events throughout the year to help prospective business owners enter the £15 billion franchise sector.

There are four bfa supported franchise exhibitions annually, where only accredited brands can attend and a wealth of advice is on offer; a women in business conference in November; the Great Northern Breakfast in June; Scottish Franchise Week in spring; and prospective franchisee seminars, which move around the country on a monthly basis.

"THE BFA SPEAKS FOR ALL STAKEHOLDERS IN FRANCHISING AND LISTENS TO WHAT THEY HAVE TO SAY"

INFORMATION

Visit www.thebfa.org.

[ENCOURAGING WOMEN INTO FRANCHISING]

CREATING A BUZZ

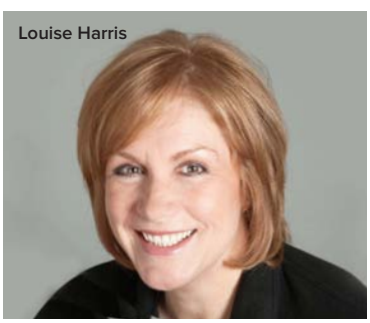
EWIF Week and the organisation's national conference highlighted the work of some of the leading females in the franchise industry

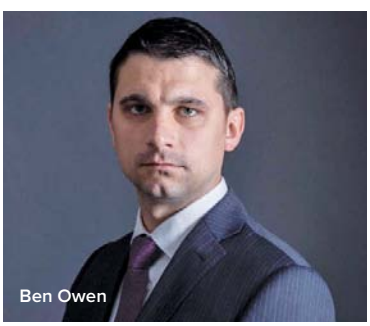
The Encouraging Women into Franchising national conference, which took place in September, continues to celebrate the successes of women in franchising. This year, attendees were joined by stars from hit C4 show, Hunted, and franchising expert, Louise Harris.

After the wonderful success of the EWIF Awards earlier in the year, there was a sense of excitement at The Best Western Plus Manor Hotel in Solihull. The room was a buzz of networking and conversation before the event started.

WONDER WOMAN

The speakers were a highlight of the event. Louise Harris, the EWIF Special Recognition Award winner and a former franchise director, was first up, clearly demonstrating to the crowd why she is franchising's 'wonder woman'.


Louise Harris


Ben Owen

Louise's talk was complemented by the introduction of Danni Brooke and Ben Owen, part of Channel 4's Hunted.

Ben and Danni, who are used to high pressure work, were invited to take on the challenge of speaking to a room filled with feisty business women and men.

Not ones to shy away from a challenge, they offered a glimpse into life on TV, shared their experiences of being team leaders and for Danni, the pressure of being a woman taking part in male dominated undercover work.

Danni was inspirational as she spoke of how she rose through the undercover cadre to become one of the most successful operatives in recent years.

She explained: "Women can be effectively deployed in commonly renowned male dominated fields to great success. When we use our natural female skills in very high pressured and high threat environments, we can be resilient and calm, playing to our strength."

While Ben offered up pearls of wisdom such as: "To look six, 12, 18 months down the line, to predict behaviours and the regions where we see things pop up, you need to look back over historical data to see what the issues were.

"You can then start to predict what may happen in the future and negate the issue before it comes."

EWIF WEEK

As EWIF celebrates its 10th birthday in 2018, details of the first ever EWIF Week were announced, which is designed to spur the regions to promote the organisation locally and attract new members.

> "THE ROOM WAS A BUZZ OF NETWORKING AND CONVERSATION BEFORE THE EVENT STARTED"

Many of the regional chairs arranged meetings and events, including:

- Fiona Boswell, Midlands EWIF Regional Chair, who did a 13-mile walk from Nottingham Castle to Newstead Abbey (part of the Fraser Brown Castle to Castle Challenge).

Along the way, she raised money for EWIF's chosen charity Rosa and a local autism charity, while raising awareness of EWIF.

- Kate Matthews of Boddy Matthews and EWIF Regional South Chair arranged a historical walking tour of Reigate, Surrey. Members were invited to bring friends - including four legged ones - to celebrate EWIF's achievements.

There are many events taking place in the EWIF regions as part of the 'EWIF 10 Events' programme. Why not get involved in promoting EWIF in 2019 and become part of something exciting and innovative?

The 10-year celebrations have been a success, along with the conference and a host of fantastic speakers. Here's to the next 10 years of EWIF.

INFORMATION

Visit www.ewif.org.

Coming Soon to The Los Angeles Convention Center

NOVEMBER 1-3, 2018

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Beauty • Beverages • Chemicals • Children's
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Cosmetics • Dating • Educational
Embroidery • Employment Services • Environment Service • Financial
Fitness • Florist Shops • Gaming & Entertainment
Hair Salons • Health Aids • Home Furnishings • Home Inspection
Hotel • Laundry & Dry
Cleaning • Lawn & Garden • Maid Services • Maintenance, Cleaning &
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PROFITPLUS
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