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BUSINESS BENEFITS

The top 10 advantages of becoming a franchisee

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Expert advice on running a fitness franchise



From businessman to business owner

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The franchise model remains a compelling proposition for aspiring entrepreneurs to launch their own businesses in the UK, despite economic turbulence and the uncertainty of Brexit.

That's the message from the latest research on the industry by the British Franchise Association and NatWest, which revealed that 48,600 franchise businesses are contributing £17.2 billion annually to the UK economy - up from £15.1 billion since 2015.

Perhaps most significant for would-be investors is the fact 93 per cent of franchisees were profitable in 2018.

Growth was driven mainly by an increase in women and people under 30 entering the sector, which adds weight to the comment from Pip Wilkins, CEO of the bfa, who said: "Whatever your background, with the right attitude and ambition you can thrive."

For all the analysis and a round-up of industry comment, head to the British Franchise Association section of www.what-franchise.com.

Jeff James
Editor

What Franchise

www.what-franchise.com
twitter: @whatfranchise

EDITORIAL
EDITOR
Jeff James

ASSISTANT EDITOR
Catherine Eade

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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BUSINESS BENEFITS

These are the top 10 advantages of becoming a franchisee, according to Tim Harris, chief executive of Franchise Brands

Deciding to invest in a franchise is a life changing decision and requires extensive thought, research and consideration before you take the plunge.

There's an array of benefits to joining a franchise, making it a popular decision with people who decide to set up their own business.

CLAIM THE REWARDS OF YOUR OWN WORK

Do you ever feel like you're not being credited enough for your hard work in your current career?

With a franchise, you're self-employed, so any effort you put into running your own business will impact you directly, rather than benefiting someone else. With your own franchise business, the more you put in, the more you get out, which to most will feel far more rewarding and empowering.

FLEXIBLE WORKING

A franchise business allows you to take control of your life, giving you the freedom and independence to organise your own work schedule to suit your lifestyle - one of the main benefits of running a Barking Mad franchise, for example.

Or perhaps you're prepared to work the odd weekend, so you're able to have more time off later in the year. All this is possible with a franchise opportunity - you have no one to answer to but yourself.



RISK AVOIDANCE

You will also benefit from a proven business model and there will be systems that are set in place to follow.

The good news is that all these systems will be tried and tested by the franchisor, which will have a wealth of experience and expertise.

For example, Franchise Brands has many years' worth of experience and a combined network of over 450 franchisees across four brands. Therefore, we know exactly what works when helping franchisees to launch and expand their businesses locally.

If you follow your franchisor's systems correctly, it's highly unlikely that your franchise business will be unsuccessful.

RECEIVE ONGOING SUPPORT

There's no doubt that setting up your own business can be a daunting and stressful process. If you invest in a franchise, you will receive ongoing operational and emotional support from your franchisor, including assistance with admin, insurance, legal documents, finance and marketing.

At Franchise Brands, we have a department solely dedicated to supporting new and existing franchisees, which you simply wouldn't get if you were to go it alone.

TRAINING AND SUPPORT PROGRAMMES

The majority of franchisors offer training and support programmes to educate you on how to run your



A franchise business allows you to take control of your life

business successfully. Each of our brands has a tried and tested training period, which is an essential part of any new franchisee's journey.

For example, Ovenclean provides an initial two weeks' intensive training course, ongoing business mentoring from an experienced franchisee and regular sales and marketing courses thereafter in order to keep franchisees up to date with the latest technology and industry changes.

ACCESS TO A PROTECTED TERRITORY

You will be given an exclusive and protected service area to operate, run and market your business.

As a franchisor, we spend a considerable amount of time in the initial stages working out the territory that will work best, taking demographics and geography into consideration to ensure a new territory is occupied by the franchise's typical customer base.

ECONOMIES OF SCALE

Being part of a reputable franchise enables you to take advantage of sometimes substantial economies of scale, due to the franchisor being able to secure better rates because of bulk ordering, which you aren't able to achieve as a one-man band.

This in turn obviously saves you money and helps those all important profit margins.

GREATER ACCESS TO FINANCE

You may find it easier to secure finance for a franchise opportunity, as banks are usually more willing for you to take out a loan, due to the fact that franchising has a much higher success rate than going it alone.

BENEFIT FROM A REPUTABLE BRAND NAME

If your business is backed by a strong brand name, you won't need to spend time, energy and money trying to raise your business profile, like you would when setting up your own business.

Customers are more likely to be drawn to a strong brand name because it's viewed as more reliable, trustworthy and customers know what to expect.

For example, ChipsAway, one of Franchise Brands' companies, may be more appealing than a local car body shop, because ChipsAway is the UK's leading car paintwork repair specialist, with 11 times the brand awareness of its closest competitor.

> "IF YOU FOLLOW YOUR FRANCHISOR'S SYSTEMS CORRECTLY, IT'S HIGHLY UNLIKELY THAT YOUR FRANCHISE BUSINESS WILL BE UNSUCCESSFUL"

MARKETING SUPPORT AND ACCESS TO MARKETING MATERIALS

Even if you're an expert in producing compelling content, attractive marketing materials and engaging social media campaigns, you won't have the time to produce new material from scratch on a regular basis while trying to get a new business up to speed.

Many franchisors recruit marketing teams that are experts in creating positive publicity on both a national and local basis.

Franchise Brands has a dedicated marketing team who concentrate solely on managing all its brands' digital marketing, TV advertising, content creation and PR.

Although investing in a franchise has many advantages, it's not for everyone. So we strongly encourage you to think long and hard about your decision beforehand and find out as much information as possible from the prospective franchisor and other experienced franchisees.

Franchising may make running your business easier, but it doesn't make it easy - hard work and self motivation are essential to making it a success.



FIRST CLASS SERVICE

Jim Watson has made the Drain Doctor Newcastle and Sunderland franchise one of the most successful in the company's franchise network. Tony James reports

> MY PLAN IS TO BE LESS HANDS-ON AND WORK ON THE BUSINESS RATHER THAN IN IT"

Jim Watson's customers get the red carpet treatment. Arriving on a job, one of the first things his Drain Doctor technicians do is spread out red mats branded with the franchise's logo to protect the home or business.

"It's just one small way of showing how much we care about what we do," Jim says. "I'm absolutely passionate about customer service and doing every job, big or small, to the highest possible standard."

QUADRUPLING TURNOVER

It's a philosophy that has certainly paid off for Jim. Since taking over the Drain Doctor Newcastle and Sunderland franchise less than four years ago, he's made it one of the most successful in the franchise network, quadrupling turnover to an estimated £1.2 million in 2019, and hopes to soon expand over the border into his native Scotland.

The pinnacle of last year's achievements was winning Drain Doctor's Franchisee of the Year award, which Jim claims was completely unexpected and was quick to attribute to having the right people on his 15-strong team.

"They are as passionate about customer service as I am," he says. "Once you have the right people on board, you can then concentrate on getting everyone involved and creating a fun and family atmosphere."

MIXED MEMORIES

But Jim's franchise journey has had its darker moments and he has mixed memories of his reasons for moving from Scotland to Newcastle and starting a business that has proved so successful.

"I was working for Drain Doctor in Glasgow at the time and consequently met someone, which led me to relocate to Newcastle," Jim says. "Following my move, I then got married and took over Drain Doctor Newcastle. Everything was going so well."

A year after Jim started the franchise business, he faced some sad and hard times. His wife passed away, leaving him to bring up their son, Jaden, now eight, alone.

"Building a business and bringing up Jaden has been a tough call," Jim says. "But in other ways developing the franchise has given me something to keep me fully focused and given me a work-life balance, while Jaden is the reason I get up in the morning. I dedicated my Franchisee of the Year award to him."



INDEPENDENT OPERATOR

An experienced plumber and drainage technician, Jim worked for other drainage companies for 15 years in Glasgow and Newcastle before deciding to go on his own as a franchisee in 2014.

"Drain Doctor has a proven system that offers a largely recession proof opportunity to be an independent operator running your own business, but with all the back-up that comes with being part of a large organisation," he says.

"We offer a 24-7-365-days-a-year service with prices agreed before any work is started. We have no call-out charge, never charge extra for evenings, weekends or bank holidays and cover all plumbing and drainage



emergencies anywhere in the North East."

Recent jobs for the teams in their nine liveried vans include pipe and sewer line inspections, preventative maintenance, drain clearance, gutter renewals and commercial and domestic plumbing.

"No job is too large or too small," Jim says. "At the moment, about 60 per cent of our work is domestic, but if the current trend continues the commercial side should soon be up to 50 per cent."

Drains still get blocked and plumbing leaks regardless of the saga of Brexit and the performance of financial markets and Drain Doctor reports that its current top franchisees are turning over at least £2 million a year and increasing business by up to 40 per cent per year.

Part of the Neighbourly community of service experts network of over 3,000 franchisees running 21 international brands throughout America, the UK and Europe, Drain Doctor has 30 years of franchising experience, over 20 in the UK

Drain Doctor now turns over more than £30 million a year. A franchise costs around £70,000 and includes on-site and off-site marketing and technology training, plus business planning and continued business and technical support.

NO EXPERIENCE NECESSARY

Jim was a skilled plumber when he arrived at Drain Doctor, but the company stresses that's not essential.

As it says: "If you already have plumbing or drainage experience, that's great, but sometimes it's not as good as somebody who doesn't know anything.

"We want somebody who is not afraid of hard work, who will lead others and who has plenty of empathy and understanding. This is not a get-rich-quick scheme. They have got to want to look after the customer."

"I absolutely love the job," Jim says. But he admits that being a lone parent and running a fast growing business has its stresses: "It can be hard, but Jaden is my best friend. He's a fantastic little boy.

"I've put a TV and an Xbox in a room at the office to keep him occupied while I finish work. I want us to spend more time together - in the past, I've worked almost round the clock - and my plan is to be less hands-on and work on the business rather than in it."



DIY SOS

Jim recently had the chance to help keep another family together when his Drain Doctor team donated their services to adapt a home in North Shields for the prime-time BBC programme DIY SOS, which helps homeowners improve their property to cope with dramatically changed circumstances.

In fact, Drain Doctor has helped with other DIY SOS big builds in East Anglia, York and Birmingham.

The latest project, fronted by presenter Nick Knowles, involved Drain Doctor carrying out a CCTV survey before installing drains and manholes for a new extension to the property.

"It was fantastic and very humbling to have played a part in the building project and I can't thank my technicians Dan, Craig and Ian enough for the hard work they put in over three days," Jim says.

"It was incredible to see the North East coming out in force to make it possible to keep a family together and to have a hand in making it work. But then, helping people out is what Drain Doctor is all about."



ADDRESSING THE BALANCE

Women are making waves in traditionally male dominated franchise sectors, Lisa Law, national franchise manager at Snap-on Tools, says

'Do what you know' is a phrase often thrown around when considering franchise opportunities, so surely it's a given that anyone looking into buying a business of their own would opt for an industry they have experience of?

But what if experience of a trade wasn't as important as good people skills, impeccable time management and a will to succeed?

There is still a common misconception that men are more suited for van, automotive and business services franchises, while women opt for children's services, cleaning and healthcare.

For many franchisors, passion tops experience, so women with dedication are just as likely to succeed as their male counterparts - no matter the sector.

> "WOMEN WITH DEDICATION ARE JUST AS LIKELY TO SUCCEED AS THEIR MALE COUNTERPARTS - NO MATTER THE SECTOR"



Snap-on has seen a spike in women making enquiries about its franchise

Savvy franchisors have long since recognised that women are ambitious, hardworking franchise owners with a lot to offer a network. When it comes to appealing to - and developing - female franchisees, understanding what drives them and helping them to utilise their strengths is key. Women can be, and are, every bit as successful as men. Even in sectors that are traditionally male dominated.

WHY WOMEN ARE MAKING INROADS

Times have well and truly changed and the traditional male 'breadwinner' role is long gone. Women can, and do, have it all - whether that's a career, a family and/or business ownership.

Female prospective franchisees are looking for an opportunity that allows them to fulfil their professional and financial ambitions just as much as their personal ones. And that means carving out new paths in industries and sectors they may not have considered in the past.

Snap-on is a prime example. Over the last few years, we've seen a spike in women making enquiries about our franchise opportunities.

It seems that more women now understand that operating a successful business isn't all about knowledge of the product or service - although that is important - but much more about skills and attributes they naturally possess for things like customer service, relationship building, team leadership, multitasking and organisation. All of which are far harder to teach than product specifications, systems and processes.

Those franchisors who place more emphasis on their training programmes and support structures, regardless of sector, will have no doubt discovered it's an aspect that women find particularly appealing. Now that women know they can be taught all the skills they need and will be supported throughout the life of their business, everything is an option.

Take the automotive industry again. It's estimated that still only 10 per cent of the automotive workforce in the UK is female which, despite being an increase of 125 per cent since 2011, means the majority of the women who have been making enquiries to Snap-on have little to no experience of the tool trade.

That causes no issues, as we teach our franchisees everything there is to know about our products and services. All we ask for is someone who has great people skills, with the ability to build relationships with customers. Some of our most successful franchise owners had never stepped foot in a garage before joining us - that goes for our male franchisees too.

HOW CAN FRANCHISORS ATTRACT MORE WOMEN INTO THEIR INDUSTRY?

Women want to earn well, be successful and often want the flexibility to work around their family, now or in the future.

The franchise industry as a whole is getting better at promoting the achievements of women and talking about the particular skill set they bring to any business. But brands looking to address the male to female balance in their networks or attract more women business owners need to continue with more of the same.

Attracting women to a traditionally male dominated industry is about



communicating the support and training offered, from the very beginning. It's about recognising the strengths women have - empathy, assertiveness, adaptability and good time management skills - and explaining how these qualities will complement the existing business model.

Men will often feel comfortable approaching a franchisor with 50-60 per cent of the required skills, confident that they can learn the rest later.

But from my experience in franchise recruitment, I've found that women tend to think if they don't have 100 per cent of the required skills, they can't do it. Women will question their own ability from the outset, often removing themselves from the process, before it has even begun.

It's often a confidence thing and that's why franchising is so great for helping to support, encourage and empower women to realise they can do it and do it exceptionally well.

BREAKING DOWN BARRIERS

Women don't excel in male dominated sectors because they're women. They would excel in any sector; the difference is they are now empowered to break down previous barriers.

Quite simply, women make great franchisees. They tend to be process driven, are often used to juggling many different tasks at a time, can lead with both heart and mind and collaborate with others well.

These are sweeping generalisations and, of course, there are exceptions to every rule, but women tend to be more resilient than men and can assert themselves more diplomatically too - especially in matters of business.

Women are hard workers, with a desire to succeed that shouldn't be underestimated. In my experience, women are just as competitive in business as their male counterparts.

Because they are usually great communicators, they are actively sought out as assets to any customer facing franchise. Brands that promote and encourage success, at all times, will testify that the women in their network will strive to achieve that success.

A franchisee should be hard-working, with a positive attitude and the motivation to succeed. The way I see it, women fit the bill just as much as men do. I encourage women to challenge the status quo by looking into those 'male dominated' franchise opportunities - you might know more than you think.



LEGAL EASE

A specialist franchise lawyer can assist aspiring franchisees in a number of ways, according to John Pratt, senior partner at Hamilton Pratt



bfa affiliated lawyers tend to charge a fixed fee to review a franchise agreement

While, for understandable reasons, franchisors stress to prospective franchisees the partnership relationship that's necessary in franchising, the relationship is governed by a detailed and often complex franchise agreement.

For many, reading - and trying to understand - the franchise agreement is a daunting prospect. Franchise agreements are normally 40-50 pages long and, in some cases, much longer.

They often contain legal jargon and terminology, meaning anyone who's not experienced in reading and understanding commercial contracts may struggle to understand the implications of what is written. Yet franchisees are required to comply with all the terms of the franchise agreement.

HELP'S AT HAND

Clearly, that is something franchisees need assistance with, which is where specialist franchise lawyers will be able to help.

While at one level franchise agreements are a commercial contract and therefore not materially different to other commercial contracts such as agency or distribution agreements, past experience and knowledge of franchising is essential.

Most commercial solicitors claim to know about franchising and to have advised in respect of it, but the reality is that unless a lawyer does a great deal of franchising, they simply will not know what is normal, reasonable and what works. It's that knowledge you should be looking for when instructing a lawyer to report on the agreement.

While the franchise agreement will not be changed by the franchisor, you need to know the extent to which you are being required to comply with provisions that don't represent what franchisors generally seek to impose on franchisees.

You will also need to know whether the franchise agreement has been well drafted and prepared by an expert in franchising. You may believe that is a problem for the franchisor - to some extent it is - but when you invest in a franchise you do so in anticipation of the brand's reputation growing both geographically and in terms of value.

Unless it has a robust franchise agreement that facilitates enforcement of its terms, the franchisor may simply not be in a position to maintain that brand reputation in the face of franchisees doing 'bad things'.

This means that, counterintuitively, a well drafted franchise agreement should be seen as a plus rather than a



minus for franchisees who intend to comply with the system. Further, it is unlikely that a franchisor who has not had a proper franchise agreement drafted has done a 'proper' job with its franchise system.

BRITISH FRANCHISE ASSOCIATION

The British Franchise Association has a list of affiliated lawyers who undertake a sufficient amount of franchising to make it worthwhile for them to pay the association's membership charges.

Generally, lawyers on that list will provide you with a fixed fee quote for undertaking a written review of a franchise agreement. Geographical proximity is not a significant factor in choosing a lawyer for this exercise, unless you require a face to face meeting and such meetings can be expensive.

In addition to reviewing the franchise agreement, you need to undertake a substantial number of checks into the franchise before you enter into the franchise agreement.

Inevitably, franchisors who are seeking to grow their systems and recruit franchisees paint a rosy picture of their franchise and the franchise agreement will seek to exclude the franchisor's liability for things it has said to you to encourage you to enter into the franchise agreement that are untrue.

As a result, you need to obtain a full list of all franchisees and talk to them to find out how pleased they are with the franchise. This is called due diligence and is vital. Here again, an expert franchise lawyer will be able to guide you on the areas where, in particular, you need to obtain information.

OPERATIONS MANUAL

Another example of where specialist lawyers can provide commercial input is in relation to the operations manual, which is the document that contains all the franchisor's know-how relating to day to day operational matters.

Because it contains the franchisor's know-how, franchisors have historically been reluctant to make the manual available to a prospective franchisee until after the franchise agreement has been signed.

What a specialist lawyer will know is that, increasingly, franchisors are allowing prospective franchisees to review the manual at the franchisor's premises to enable the prospective franchisee to assess how good it is and how useful and comprehensive the information contained in the manual is.

Without this knowledge, a prospective franchisee could enter into a franchise agreement in the hope that the operations manual was detailed and comprehensive, only subsequently to find that it's not.

TALK ON THE STREET

Further, solicitors who undertake a great deal of legal work relating to franchising will be aware of the 'talk on the street' about a franchisor and whether it's supportive of its franchisees, franchisees make money, the system is largely free of disputes and so on.

Franchising in the UK is unregulated, but with a powerful franchise association and a relatively small and homogeneous franchise community, information spreads quickly.

> "IT'S ALWAYS GOOD TO KNOW THERE'S SOMEBODY AT THE END OF A TELEPHONE WHO IS AWARE OF THE TERMS OF A PARTICULAR FRANCHISE AGREEMENT"

Indeed, your selected lawyer may have obtained feedback from other franchisee clients about a particular franchisor, so they are a useful source of insights.

AVOIDING A DISPUTE

Specialist franchise lawyers will be able to advise in relation to problems with your franchisor. The best possible advice is guidance on how to avoid a dispute blowing up into litigation, which can be eye wateringly expensive.

Franchise lawyers will know, because they have been involved many times in similar disputes, what particularly concerns franchisors and will be aware of ways of reaching a commercial resolution a franchisor is likely to accept.

Clearly, no franchisee should be in constant contact with their lawyer, but it's always good to know there's somebody at the end of a telephone who is aware of the terms of a particular franchise agreement, because that lawyer has reviewed it and, therefore, can give advice to franchisees quickly, which generally means less expensively as well.



INDUSTRY INSIGHT

Len Rainford, managing director of The Franchise Specialist, highlights how franchising has flourished in the past decade, plus trends and prospects for 2019

The beginning of every year is always a time when many people decide to change what they have been doing.

Some will have spent the Christmas break relaxing, recuperating and enjoying themselves, while others, maybe at the same time, have been planning what they're going to do in the new year. Are they going to make changes or are they going to carry on doing the same old things?

THINKING AHEAD

Some companies will be considering franchising their business and some people will be looking at investing in a franchise. Existing franchises may be looking at ways to improve. For all, it will involve change. As well as personal changes, there are economic, political, social and technological changes and, of course, the impact of Brexit.

When dealing with my franchise clients, I'm always thinking ahead about some of the changes that might impact franchisors and franchisees.

Over the past decade franchising has flourished into an industry that now has over 900 brands in a multitude of different sectors and nowadays its eclectic mix of businesses includes everything from hairdressing and photography to pet care and coffee shops.

There's something to suit your passion, whatever it may be. In many respects, franchising has never been in better health than it is now.

GROWING INDUSTRY

The British Franchise Association/NatWest franchise survey has shown both short and long-term growth trends to be very strong in the sector, including, prior to and since the economic downturn in 2008.



> "OVER THE PAST DECADE FRANCHISING HAS FLOURISHED INTO AN INDUSTRY THAT NOW HAS OVER 900 BRANDS"

After a slight downturn in that year, each subsequent year has shown growth in terms of numbers of brands franchising, numbers of franchisees, numbers employed in franchise businesses and the overall turnover of the franchise sector.

Around 90 per cent of franchisees report profitability and less than four per cent of franchise businesses fail for commercial reasons each year. These statistics compare favourably to figures estimating that between half and two thirds of all independent start-ups close within their first three years.

It's clear that the advantages inherent within a franchise business, including economies of scale and the support of a large brand combined with local marketing and business owners with a knowledge of their area, make them particularly robust and statistically much more likely to succeed.

However, is the picture as rosy as it looks? The figure of around 900 franchise brands in the UK has remained fairly constant over the past decade, while only around 30 per cent of franchisors are members of the bfa.

I had a conversation with another well known franchise consultant at one of the major exhibitions this year and he said: "I wonder how many of these new franchises will be here next year?". We both agreed that on average around 100 new franchises are started each year and roughly the same amount fail.

I've lost count of the number of business owners who have gone ahead and franchised their businesses without having the necessary infrastructure in place and have subsequently failed.

Likewise, the number of people who have invested in a franchise and failed or bought one that doesn't suit them, usually because they hadn't done enough due diligence or had been given insufficient information by the franchisor.

CURRENT TRENDS

One in five franchisees who launched their business in the last two years was under 30. There has also been an increase in the number of female franchisees.

From my experience over the past few years, I'm sure this trend of younger franchise owners will continue. There are no longer jobs for life, people want more flexibility, more young people want to work for themselves and more are becoming aware of franchising as a suitable business model with less risk than starting from scratch.

For the same reasons, the number of females will also increase, as more become independent. Many took a career break due to having a family, no longer want to work for someone else and see franchising as a way to control their working hours and have a better work/life balance.

REGULATORY CHANGES

In 2016 the European Franchise Federation amended the European code of ethics for franchising, with the aim of setting the standard for and to promote good and ethical franchising across Europe. These changes were the first for 13 years.

Its members are a mixture of national franchise associations and federations across Europe, including the bfa, which are required to adopt the code for the benefit of their members using their own membership rules and equivalent national franchising codes of practice.

Although the code represents best practice for franchising in Europe and provides the franchise industry's foundation for voluntary self regulation, there are no legal requirements in the UK.

The self regulation of franchising in Europe has been largely successful, but in recent years some stakeholders have challenged this position, arguing that the lack of uniformity in European franchising is a significant factor in preventing franchising from fulfilling its potential within Europe. Others, however, remain in favour of self regulation. This situation is unlikely to change.

MARKETING AND PROMOTION

I've had many conversations with people who haven't a clue what franchising is about. I have done talks at schools and academies to students studying business, but when I ask them what they know about franchising I'm invariably met with a blank look.

I asked one tutor why this was and the answer was simple: "We don't teach franchising."

In the UK, there are only a handful of universities that have a franchise module, so is it any wonder that there is a lack of knowledge about the subject? Despite the fact most people come into direct contact with several franchises every day, there's still a huge lack of understanding about what franchising is and how it works. This needs to change.

THE KEYS TO SUCCESS

There is no question that one of the main keys to the success of a franchise is the relationship between the franchisee and the franchisor. A strong and effective business relationship is critical to the success of both businesses and the franchise system overall.

To be effective, communication needs to be open and honest and the key to a long-term sustainable relationship is trust.

Franchisors need to genuinely care about the success of their franchisees and be committed to their success. If franchisees do not sense that commitment, the relationship can quickly deteriorate.

If, on the other hand, franchisees can see that the franchisor is breaking his back to help them achieve their success, there is almost nothing they won't do for them.

Personally, I don't think there will be many changes to franchising in the UK in the short term.

Yes, we should be looking at new regulations and taking steps to reduce any adverse impact they may have, but I feel it would be far more beneficial to improve the way we market and promote franchising across the UK.

I'm always happy to have a personal, confidential discussion about any aspect of franchising. It won't cost you anything and it just might help you to make the right decisions and successfully achieve your objectives.



One in five franchisees who launched their business in the last two years was under 30



MAKING CONNECTIONS

Consider these variables before choosing which networking group to join, Debbie Miles, franchisee with The Athena Network, says

When you're a small business owner, whether alone or part of a franchise network, people will always suggest networking as a way of attracting new customers.

For some, it can conjure up images of dreary meetings, where people repeat their spiel into your face before giving you a business card and moving on. Yet with a bit of practice and flair, networking can be a way of getting referrals, receiving support and training and even making friends.

With GDPR potentially proving restrictive for some traditional marketing activities, now is a good time to try this softer method of meeting potential clients and collaborators.

The first thing you need to consider when you start out is what kind of networking event to attend. There's a wealth of choice out there, making it difficult to know where to start.

You should determine your key networking objective. Consider whether the network can broaden your access to your target market. Decide how much time and money you plan to invest in your networking activity.

There are many different variables when it comes to choosing a group and each of these will have significant influence on your ability and desire to attend meetings, their effectiveness and your commitment and enjoyment. Here are a few to consider:



> "NETWORKING CAN BE A WAY OF GETTING REFERRALS, RECEIVING SUPPORT AND TRAINING AND EVEN MAKING FRIENDS""

STRUCTURE

Is the format structured or free form? Will you have the opportunity to speak to everyone in the room or just a few people in an open networking style? Check the format or the agenda so you're prepared.

VENUE

Is the ambience pleasant, the venue comfortable and is there food? Is the food of good quality? Where is it located? Will the journey and parking add to the time 'out of office'?

ATTENDEES

Will the attendees be the right people you need to meet and appropriate for accessing your target audience? Always bear in mind that it's not just who's in the room that counts, as everyone there has a wider network too.

TIMINGS

When does the meeting take place? Some are over breakfast, some mid-morning, plus there are lunchtime events and evening ones.

How does this fit with your work, family or leisure commitments? How long is the meeting?

COST

Is there a joining fee, an annual membership fee or a meeting fee? Are refreshments or food included in the price? Perhaps there are



opportunities to network free of charge at related meetings.

GENDER

Is the group mixed gender or solely for men or women? What's the proportion of men and women at the event and is that likely to affect your confidence?

Visit and check whether the group feels collaborative, supportive or sales focused.

ETHOS

What is your gut feeling? Ask to visit the group and see whether its values fit with yours.

Do you feel a connection with the people there and could you happily work with them?

NUMBER OF MEMBERS

What is the typical size of the group? Would you feel more comfortable in a network where you have more time to get to know each person or where you are more anonymous and can cruise the room?

What opportunities are there to network further afield? Is the network nationwide or just local?

PERSONAL DEVELOPMENT

Check to see if there's any training included in the meetings and look out for opportunities to showcase your business expertise and develop your presentation skills.

WHAT EXTRA SUPPORT IS ON OFFER?

Look at the professionals in the group and see who can help plug the gaps in your own knowledge.

Also, what additional services does the network provide? For example, social media promotional opportunities or workshops.

HOW FLUID IS THE MEMBERSHIP?

Will you get the opportunity to make good connections or do the attendees change each month? Will there be new people visiting each meeting?

VARIETY OF PROFESSIONS

Check out the professions of the attendees before you go to the meeting and consider what opportunities there will be for collaboration or referrals. Is the group diverse in its membership or are there multiple people from the same industry sector?

Once you've selected some that fit, give them a try and remember, the more you put in, the more you'll get out.

HONING YOUR ELEVATOR PITCH

It's important to maximise the effectiveness of your networking investment with a good introduction, so think about what you would like to be remembered for.

Instead of just trotting out your profession and sounding like every other person who offers that product or service, it's best to talk about the value you're adding. Describing potential benefits in terms of emotion, money or time resonate the most, especially with real-life examples of how you've helped people.

Talk about the need you're satisfying and how you're unique in the way you do it. Look at the situation from your customer's viewpoint. What makes you different?

For example, I expand on my observation that it can be tough for women moving from corporate life to self-employment and/or gaining the confidence to start a career they're passionate about after focusing on their children.

I help them meet like-minded women with the skills to support them and offer business training, so they can help themselves.

To increase your visibility, consider offering to be a speaker on your area of expertise. Or if you feel your business doesn't lend itself to doing a talk, think about how you can offer good advice on a related topic. Perhaps you're a massage therapist who can talk about ways of avoiding stress or a travel agent who can offer an insight into customer service.

Once you've been networking a few times, you'll wonder why you were nervous about the first meetings. It's a journey that's well worth taking. Good luck.



INVESTING IN YOUR BIGGEST ASSET

Staff training in a franchise is as important as the company's brand name, Doug Mutter, director of Vaporized, says



Vaporized, a leading vaping specialist, has grown rapidly since it opened its first store in Edinburgh in 2012. Now with over 110 stores across the UK, we have seen considerable change - both within the company and the industry.

One thing that has not changed over the years has been our commitment to staff training and our pledge that Vaporized stores will have the most knowledgeable staff on the high street. This, we believe, has been the reason why our stores have enjoyed the success we have seen.



HUGE EMPHASIS

Vaporized places huge emphasis on training and when a franchisee comes on board they can be reassured there is a significant support structure for training and developing staff in customer service and product knowledge.

We attribute our success to the work ethic and application of the people involved in the business. It is the staff and our franchisees that get results and make success happen.

It has been our philosophy since day one that it is the boots on the ground that make Vaporized the success it is and we will continue to support and grow our industry experts across the country.

The value of staff training is crucial to any business, but it has been our biggest asset for growing our company. Our customers value having a local expert who can advise and help them quit smoking. At a time when businesses are abandoning the high street, we are fully committed to investing in local communities and local talent.

Our staff know our products inside out. We ensure the training they receive is both expensive and valuable to helping customers. We believe the demand for expert advice in stores will never disappear.

MAKING THE RIGHT DECISION

Our customers want to be informed and guided into making the right decisions. Whether it be the first time a customer wants to make the switch from cigarettes to vaping or customers who have been with us for years wanting to try out new e-liquids



or devices, it is our knowledge and the experience of our staff that gives them the confidence to keep coming back to our stores.

EXCELLENT CUSTOMER SERVICE

Our investment in staff training goes beyond simply providing good product knowledge - we also have a keen focus on excellent customer service.

With every new store we open, we make sure all the staff have gone through our Vaporized Academy. It is an investment in the long-term future of the store and encourages loyal staff, which leads to loyal customers.

Our franchisees know that when they take on new stores with us, they get a commitment to ensuring that staff are continually trained in the newest products and trends in the industry.

Staff training is at our core, but equally we expect the same dedication and commitment from our franchisees.



> "ANY INVESTMENT IN STAFF TRAINING IS WORTH 10 TIMES THAT ON THE SHOP FLOOR"

TOP TIPS

- A franchisor's brand name is only as valuable as the staff member wearing it on their uniform.
- Ensure that training is regular and that staff have a platform where they can identify training opportunities to help upskill the team.
- Identify future trends and needs within the industry. Especially in retail, the market moves so quickly that businesses need to be ready for change when opportunities arise. You need to ensure your staff are also given this knowledge, so that they are ready.
- Share information on market changes with your staff and highlight areas for them to make the necessary changes to help grow the business.
- Customer service is a skill and needs to be trained, refreshed and evaluated regularly.
- It doesn't require vast investment, but any investment in staff training is worth 10 times that on the shop floor.



SOCIAL MEDIA MARKETING

Nick Strong, managing director of Franchise Intelligence, details the dos and don'ts of promoting your business online

Franchising and social media are not easy bedfellows. Few people entering franchising do so because they are or want to be social media experts. This is a challenge, as social media publishing is now part of local and national business building on multiple levels.

What are the options for the new and existing franchisee when it comes to building business via social media? And what are the obstacles and how can these be overcome?

DO WHAT WORKS

Franchising is all about following a system that's proven, profitable and can be replicated in a sustainable market. The challenge for franchising is that social media is all about the moment.

There is no historical or replaceable formula for conversation. So what are your options for using social media effectively in business building?

WHAT WOULD YOUR MUM THINK?

First of all, a warning. What you say and show on social media remains there forever. Once it's shared your control is lost. What goes online stays online. This means we have entered the era of 'living our lives on the rooftops'. What happens in Vegas, stays on YouTube.

As a result, the basic rule of thumb when it comes to social media publishing is: if you wouldn't say it or show it to your mum, don't say it or show it on social media.

BE SOCIABLE

First of all, think about the reader and what they want. Traditional advertising is all about sellers pushing their message into the world of the would-be new customer. The essence of the advertising message is always along the lines of 'We are the best - We have what you want. Buy from us now!'

> "ENCOURAGING RECOMMENDATIONS VIA SOCIAL MEDIA THROUGH CLIENTS AND FRIENDS IS A GREAT WAY OF 'ELECTRONIC LEAFLET DROPPING' ON A LOCAL LEVEL"

Social media is about 'them' - it's 'social'. It's not about messaging per se. It's about people and conversation. The mantra is, show interest in others and they will show interest in you. Give first and get second.

KNOW YOUR CUSTOMER

When it comes to building your business, you're going to need more contacts than just your friends and family contacts on Facebook.

Key here is to know the profile of the ideal client. This is where the franchisor comes in. The franchisor has detailed information about client profiling. This insight will be used to substantiate the territory you receive and the advertising provided.

How can this be useful to you when it comes to business building through social media?

This is an important question to ask any franchisor of interest to you and at an early stage.

CONTENT PLANNING, CURATION AND DISTRIBUTION

Any business worth its salt will have a detailed marketing strategy that's planned out for central and local action. The plan should be clearly defined, with roles, responsibilities and expected outcomes specified.

Within this plan, it's important for you to identify the place of social media and how it will work to support your business. Ideally, a franchisor will provide you with a social media content plan outline, not for you to copy



verbatim, but for a guideline for you to follow.

It's important that a franchisor puts you in a place of personal confidence in all areas of your business building - and that includes the use of social media.

CONTENT DISTRIBUTION SYSTEMS

Some franchisors have developed their intranet systems to send content packages to franchisees. Others focus on central sharing for all franchisees to 'like' and share. Others do little or nothing.

New for the sector is our system, socialHANDLER.online. This content management system enables a franchisor to send content packages to all franchisees. The franchisee is then free to use the franchisor's carefully crafted content in a way that represents the franchisee and the brand effectively on a local level.

DOES IT BELONG TO YOU?

Be careful to use wording and graphics that belong to the brand and to you. Google images are not free to use. They all belong to someone. If you use someone else's images in your posts, you may have trouble with letters from lawyers.

If you use snippets of other people's content or you quote individuals, always make sure you attribute what you post to the original source. This way, you're saying thank you for the inspiration, so they get the benefit of signposting and recommendation.

PAY TO BE SEEN

Many franchisors will instruct an agency to do the hard yards when it comes to branded content that creates a PR footprint. Agencies are often centrally instructed to manage pay per click budgets to this end.

These are 'pay to be seen' ways that are available to you through a franchisor or through your own local marketing budget. It's important to establish what's in place and who needs to do what, how and when.

Pay to be seen advertising is rarely conversational, however it can be effective in creating brand awareness and interest on a national and local level.

Once the brand is seen and you're associated with the brand, it can be a springboard into conversation with your local social media contacts. The more contacts and brand awareness on a local level, the better.



LOCAL IS ABOUT YOU, THE BRAND AND WHAT YOU DO

When it comes to local social media connections and publishing, it's mostly about you and what you do.

Encouraging recommendations via social media through clients and friends is a great way of 'electronic leaflet dropping' on a local level. Ask any franchise that's of interest to you what it has trialled in this area of promotion. It's important for you to identify how what the franchisor has developed can be used by you to get effective promotion and sales for your business.

MANAGE YOUR SETTINGS AND BE CLEAR ABOUT PURPOSE

Be clear from the start how you will portray yourself and your business via social media. If you want your personal life to be separate from your business life, make sure you keep your personal social media accounts private in settings.

The franchisor my stipulate settings as part of its operational guidelines. When it comes to personal social media accounts, it's important to find out what is expected by the franchisor and how they will be managed in practise.

PROVEN AND REPLICABLE

As I mentioned at the start of this article, effective franchising is all about proven and replicable ways of building a local business under the umbrella of central support and a known or growing brand.

Make sure you find out where social media fits into the mix. Be clear what your part is when it comes to building your franchise through social media.

ABOUT THE AUTHOR

Nick Strong is a British Franchise Association accredited adviser to franchisors and franchisees. Nick and his team provide a range of services that promote know-how and business growth in the franchise sector.



FRANCHISE COUNCILS: FRIEND OR FOE?

Don't let a potentially wonderful forum for great ideas lapse into a platform for negativity, Suzie McCafferty says

Franchise councils exist to represent the views of the franchisees in a network.

At best, they can be a wonderful platform for new ideas and bringing together a group of people with much in common, but often little reason or opportunity to talk. At worst, they can be hijacked by negativity and create an 'us against them' culture in a once happy and prosperous network.

REPRESENTATIVE FEEDBACK

For the franchisor, having a council means the opportunity to get representative feedback without having to regularly take the whole network out of their businesses for meetings.

It means decisions and issues can be aired and discussed in a more personal way, allowing for meaningful dialogue and unity. It creates an opportunity for smoother implementation of change with the majority, if not everyone, pulling in the same direction with a clear understanding of the objectives and the bigger picture.

It would be a blinkered franchisor that assumed that because it has built the original business, it has nothing left to learn about it.

> "EMBRACE YOUR FRANCHISE COUNCIL AND SEE IT AS A VEHICLE FOR CHANGE"



Rumour has it the Big Mac was invented by a franchisee

The franchisees are out there every day dealing with the ups and downs of the business in ever changing environments, so they will all have a worthwhile story to tell from a unique point of view. Franchisors should be eager to harness this knowledge and an engaged council ought to be an invaluable source.

CREATIVE THINKING

With the right people on board, it should also be a great outlet for creative thinking.

There's nothing to say the franchisor or franchisees must select an agenda full of decisions requiring action from, or the approval of, the other - far from it. Council meetings can be a great place to ask questions, encourage debate and unleash creativity.

There are plenty of stories of franchisees bringing fantastic ideas and suggestions for improvements and even new product lines. Rumour has it the Big Mac was invented by a franchisee.

INFORMED AND ENGAGED

Of course, in the main, franchise councils are an effective and efficient way for the franchisor to keep the entire network informed and engaged with the progression of the business.

Franchisors spend a lot of time, and a not inconsiderable amount of money, recruiting the best franchisees they can find. Therefore, they should respect and want their opinions on any matters than could significantly affect the business.

For the franchisee, the existence of a franchise council should tell you that your franchisor wants to create a harmonious, cohesive network that



will strive together to achieve great things for the brand.

Even if you aren't in it, it represents a chance to get closer to the business, shape decisions, affect change and have a more tangible share in your future.

Starting your own business from scratch can be a lonely time. One of the greatest advantages of investing in a franchise is that you have people to talk to when the going gets tough or to call on when you need help with a decision. Often, these people will be fellow franchisees, rather than the franchisor.

My advice is to embrace your franchise council and see it as a vehicle for change, rather than a podium to get your own way.

BIG PICTURE

The franchisor/franchisee relationship is different in every brand. At one end of the scale, franchisees are left almost entirely to their own devices, while at the other, some will feel stifled by an overbearing, controlling franchisor.

A franchise council should at the very least give every franchisee the option to take a look at what goes on at head office and see what changes might be around the corner for the brand they have invested in. Even the most happily independent of franchisee should appreciate the opportunity for better engagement with the big picture.

No one likes to have decisions forced upon them, especially even vaguely entrepreneurial people. It's actually quite a common reason for individuals to choose self-employment in the first place.

However, no matter how self-employed you are, there is always someone else who holds at least one trump card over you, whether that be the government, bank, tax man or an industry regulator.

In franchising, it can be all of these things too, but also the franchisor. The franchise council, therefore, should be seen as a friend to open communication and a foe to closed instruction.

Yes, the franchisor may well have the ultimate say, but the benefits of having had an open conversation between all concerned is surely a good thing in any circumstance?

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.



RIGHT FOR FRANCHISING?

The route to success will always begin with you, Cathryn Hayes advises

Is franchising right for me? This is a question that requires plenty of thought and will lead to a number of additional areas you'll need to consider. Buying a franchise is a big step, so don't rush to make a quick decision.

In fact, before you start looking at whether franchising is right for you, it's worth turning the question round and asking: "Am I right for franchising?"

PROVEN STRUCTURE

There are a wide range of franchises available across nearly all business sectors, so there really is something for everyone. Franchising brings a structure of training, support and know-how to help increase your chances of success, provided of course you pick the right one.

But whether this will work for you depends on your ambitions, skills and personality, as much as anything else.

If you want to have complete freedom to operate and wouldn't take kindly to being constrained in any way or being told what to do, franchising is almost certainly not going to work for you.

A franchisor is trusting you with its brand and know-how in order to admit you to its network. In return, you'll need to abide by the 'rules of the club' by working within the franchise framework and brand guidelines, without having the autonomy to make some of the bigger decisions yourself.

At the other end of the scale, if what you're looking for is a job where you have a regular income to rely on and can sit back and watch your business grow without much risk or effort, franchising is almost definitely not for you.



Running your own business, whether as a franchisee or independently, is always going to involve hard work and lots of commitment in order to make it a success.

BE REALISTIC

So before you start choosing which franchise to buy, you should spend plenty of time thinking about your own skills and ambitions, making sure you're focused on the type of franchise you want to run.

In addition, It's important that you're realistic about the investment level you can afford and how much money you have available as initial capital.

Be honest with yourself about your stamina levels, priorities, plus thoughts about risk, sales and stress, as well as your attitude to employing staff. Examine your mindset and challenge some of your own thoughts before you start talking to franchisors.

To help you consider some of the aspects you might not have thought about, the British Franchise Association offers a free training course, the Prospect Franchisee Certificate, which you can work through at your own pace. Visit bfa.trainme.tv for more information.

There are lots of factors involved in growing a successful business and franchising can undoubtedly help and support you to do so. But the route to success will always begin with you.

> "WHETHER THIS WILL WORK FOR YOU DEPENDS ON YOUR AMBITIONS, SKILLS AND PERSONALITY"

ABOUT THE AUTHOR

Cathryn Hayes is franchise director at Revive! Auto Innovations and has over 20 years of franchising experience as head of franchising at HSBC and at the British Franchise Association.



UPWARD TRAJECTORY

Franchising looks set to thrive in 2019, Pip Wilkins, CEO of the British Franchise Association, says

It was an amazing year for franchising in 2018. With the latest British Franchise Association NatWest franchise survey showing growth in almost every region and more people employed in franchising since 2015, franchising truly is flourishing.

The new year is typically the time when people make big life changing decisions, which regularly includes a career evaluation and the possibility of moving into something else. At the bfa, we want to make sure these people consider becoming franchisees.

According to the 2018 bfa NatWest franchise survey, the UK franchising industry has grown by over £2 billion since 2015. And even with economic uncertainties around the corner, franchisees feel buoyant about their businesses. No matter what the outcome, franchising will not just survive, but thrive.

YEAR OF THE WOMAN

I've been part of some wonderful events this year, from the bfa HSBC awards and the launch of Super Brands, to organising and attending one of our flagship events, Empowering Women in Business.

More women than ever are going into business for themselves and our survey stats prove this. An increasing amount of new franchisees over the past two years have been female - more than ever before - and over half of people employed within the franchising industry are women.

I'm proud to be in an industry that champions women in the workplace, allowing a better work-life balance and the opportunity to fulfil professional ambitions. I'm confident this will continue into 2019, with more minorities being represented and a diverse range of voices heard.

> "THE UK FRANCHISING INDUSTRY HAS GROWN BY OVER £2 BILLION SINCE 2015"



NEXT GENERATION

What has also been good to see is the huge increase in young people becoming franchisees.

With such vast entrepreneurial opportunities available, it's not surprising to see a growing interest in what franchising has to offer. I hope to see more young people owning small businesses and kick-starting their futures.

TIME TO FRANCHISE IN SCOTLAND

Nearly all of the UK has shown significant growth, except for Scotland, which has seen a decrease in implied annual turnover from franchising. Here lies an opportunity for franchisors to increase their portfolios and franchisees to kick-start growth in the country.

The bfa holds Scottish Franchise Week every year in order to bring together the best and brightest and provide a platform for people to see what franchising opportunities are available.

For 2019, I hope to develop franchise activity in Scotland and firmly believe this anomaly will turn out to be a positive.

WHAT NEXT?

All signifiers show that franchising is on the up, with a steady trajectory that looks like it will continue.

The bfa will do its part to champion the sector and make a noise about the fundamental fact franchising is ahead of the wider business world in terms of growth, mindset and development.

INFORMATION

Visit www.thebfa.org.



WINNING WAYS

There are five characteristics all first class franchisees possess, according to Carl Reader

There's a truth well acknowledged in the business world that a good team can make or break a business. Franchising is no exception to this. But what makes a good franchisee?

Every franchise and territory is different, so there are many things that are difficult to say universally. But there are certain characteristics most franchisors look for in a good franchisee.

Positive franchisor/franchisee relationships are key, so if you can get these attributes nailed, you're well on the way to a successful business partnership.

A good business team doesn't necessarily mean a stereotypically 'salesy' character, nor particular experiences or skill sets. But there are some common features a franchisor will always look for when recruiting a franchisee.

Some of the expected aptitudes that help someone fit - and succeed - within the franchisor/ franchisee relationship are:

BEING UPFRONT AND CLEAR

Significant levels of trust and confidence is in place from both sides with a franchise partnership. Therefore, if there are any signs of dishonesty, the relationship is going to be impacted.

In my experience, dishonesty within a franchise on either side is the biggest root cause of disputes in franchise agreements. If you're upfront, straightforward and honest with your franchisor, this will serve you well as a franchisee - and vice versa.



You need to be able to communicate effectively in a variety of situations

EMBRACING THE BRAND IN ITS ENTIRETY

One of the main things a franchisor is looking for is a franchisee who's willing to follow the operations manual.

There's no doubt that positive innovation and new ideas should be welcomed and encouraged by most franchisors. However, bear in mind that this will need to be balanced, as franchisors want franchisees who are happy to follow their business model, not those who are looking to create their own. If you're not interested in following the proven business model, franchising probably isn't for you.

Franchisors need their franchisees to be compliant with their system and to be great advocates for it. Ensuring brand protection is key, so understand and believe in the company vision and values and make sure they're clear in everything you do.

Remember, you are in a network and what you do can affect the brand for other franchisees and clients.

TOEING THE LINE

Linking with compliance above, avoid making radical changes to your business.

Strategic and any major changes should come from the franchisor, which has developed its business and been proven to be successful in the past. The franchisor has a responsibility to engage with the network and get feedback on its future



direction. However, the franchisor has trusted you with its business model and name and most would ask that you don't take risks with it.

WORKING POSITIVELY AND TAKING ACTION

Nobody ever said business was easy. Just because you have an operations manual doesn't mean you have the answer to everything or that things will magically happen around you.

The manual and head office should support and guide you, but the main factor affecting your franchise's success is you. Use the systems in place and support available, but also make sure you motivate yourself, be proactive and take action.

Have a positive outlook, be a team player and be enthusiastic.

POLISHING YOUR PEOPLE SKILLS

Business revolves around people. It doesn't matter whether your franchise is business to business, business to consumer or anything else, all interactions are human to human. Therefore, people skills are vital for all interactions.

People build relationships with people, not businesses, so polish your communication skills and interact as positively as possible. Key stakeholders inside and outside the franchise, such as staff, suppliers and customers, need to be dealt with in an appropriate way. You don't have to be a social guru, but you need to be able to communicate effectively in a variety of situations.

> "DISHONESTY WITHIN A FRANCHISE ON EITHER SIDE IS THE BIGGEST ROOT CAUSE OF DISPUTES IN FRANCHISE AGREEMENTS"

These simple aptitudes are desirable in most franchisees. They don't necessarily fit with the stereotypical view of entrepreneurship, particularly the 'wheeler dealer' characters, but they're key elements most franchisors are looking for.

If a franchisor understands its business and network well, it shouldn't be rocket science to know if someone is right for the franchise or not.

I don't know a single franchisor who selects their franchisees based on a CV and a list of skills. Many recruit mainly based on who the person is and whether they would be a good fit for the network.



INFORMATION

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

ASK THE EXPERTS

Your franchise questions answered by our panel of industry specialists

Q I'm considering investing in a retail franchise. Who chooses the site for the business?

JOHN PRATT WRITES:

The whole point of franchising is that a franchisee has the benefit of the franchisor's experience, so franchisees would certainly expect the franchisor to have some input in selecting their premises. Precisely what involvement that is will depend on the terms of the franchise agreement.

At the low end of the range, franchisors would simply reserve the right to approve the premises and possibly the lease of the premises. At the other extreme, franchisors will set out in detail the process franchisees have to go through in selecting premises, supplying the franchisor with details of the property, organising franchisor visits to the premises and obtaining the franchisor's approval.

Prospective franchisees should expect some support from a franchisor in finding premises, whether that support relates to the franchisor having contacts with large estate agents, which enables it to become aware of suitable premises sooner than the franchisee would, the franchisor having specific criteria that needs to be applied in choosing premises or whether franchisors are prepared to send their personnel to assist in choosing the premises.

Q As a franchisee, can I earn an income from day one?

BRIAN DUCKETT WRITES:

Your question provides an ideal opportunity to discuss the difference between profit and cash and how these are treated in the funding or business plan you prepare.

One way or another, you'll need income from somewhere in order to pay your living expenses while everything gets going. Living expenses vary greatly from franchisee to franchisee. Some may have three teenagers at private school and a big mortgage to service; others may be individuals who simply need a roof over their head and something to eat.

If you include these expenses as salary to be drawn from the business, depending on the franchise model being operated, the latter case is more likely to be able to produce sufficient profits, almost from day one.

In my case, when I was a mobile service franchisee who was paid by clients on the day, it was just about possible. The former example above should build in the owner's salary costs, but a borrowing facility will need to be in place to make up the shortfall before the funds start rolling in.

All this emphasises that every franchisee is a unique business set up that has its particular funding requirements. This is why every franchisee needs to have their unique business and funding plan prepared with the help of professionals who know the franchise in question and how it operates.

Q Do I need business experience to run a franchise?

LOUISE HARRIS WRITES:

Typically, franchisors are offering a franchise package that delivers a training programme to allow 'inexperienced' people to run their own businesses. This may include both business skills and appropriate service or product training.

Often, the franchisor would prefer someone with no experience in the specific sector and/or preconceived ideas of how to run the business. While a franchisor may be happy to take someone into the franchise who has no previous experience of running a business, there still need to be levels of capability. It is probable that, in a white collar franchise, it will look for someone who has a form of experience in a white collar role.

Most franchisors will take the approach that they can teach someone the practicalities. What they can't teach is attitude. Everyone can follow the plan, but do they have the right mindset to follow the plan?

It's important applicants understand what is required of them and they are honest with themselves about their interest and enthusiasm around those requirements.

Q How are online sales managed across a franchise network?

SHELLEY NADLER WRITES:

Franchisees often operate their own websites for online sales, either as a page on the franchisor's main website or as a standalone site.

Some franchisors may wish to prevent or restrict a franchisee's ability to make sales online, preferring only to grant the right to make physical 'bricks and mortar' sales in the granted territory. The reason for this is often the franchisor's desire to retain control over its online offering and ensure consistency.

However, such franchisors risk falling foul of competition law. Franchisors operating in the UK and Europe cannot prevent franchisees from making online sales, as these are considered 'passive sales' and cannot be banned.

This means franchisors cannot prevent franchisees from selling online, but franchisors can require that the franchisee's use of the internet complies with certain standards and conditions.

Restrictions on franchisee's use of third party delivery platforms, such as Deliveroo, can be permitted if they're based on objective criteria. Some franchisors also restrict their franchisees from selling through third party online platforms such as Amazon.

The relevant competition law considerations are complex and if you need further information or are unclear of how online sales are dealt with in your franchise arrangement, you should seek advice from a British Franchise Association affiliated solicitor.



BRIAN DUCKETT is chairman of The Franchising Centre, part of the world's largest network of specialist franchise consultants.



JOHN PRATT is senior partner at specialist franchise firm Hamilton Pratt and has advised franchisors for over 25 years.



LOUISE HARRIS is franchise network manager for NIC. She's been a franchisor, franchisee and franchise induction and support training provider.



SHELLEY NADLER is a legal director in Bird & Bird's international franchising team and has many years' experience of advising on all aspects of franchising.

[KARE PLUS]

FRESH START

The Kare Plus multi-revenue model enables franchise owners to build a business around the provision of residential and home-based care

The New Year provides each one of us with the chance to make a fresh start. It can be a commitment to a healthier lifestyle, starting a new hobby or even just taking a little extra time to enjoy the finer things in life.

It is also an excellent time to take on something new; maybe it's about following a dream you've always had or finally branching out on your own and building something for yourself.



RISK FACTORS

Starting a business alone can be difficult though. There are countless risk factors to take into consideration and business owners must have a reasonable grasp of every function their business will encompass.

Franchising limits those risks by providing an experienced and knowledgeable team for franchise owners to fall back on should they need it.

Franchising is the perfect avenue for those looking to start the new year with a bang. With the necessary funding and previous experience of managing a team, you could start on the path to owning and operating your own Kare Plus franchise, in which you are the leader of your own success story.

Each Kare Plus franchise owner undergoes a focused week-long training course designed to bring them up to speed on the intricacies of the healthcare industry and the day to day running of a franchise.

No previous franchise or healthcare experience is needed because its training and guidance is specifically designed to provide you with all the skills and knowledge you need.

The Kare Plus head office team consists of experienced and qualified individuals in compliance, accounts, IT, marketing, contracts and a number of other fields. They support business owners on a day to day basis and their collective knowledge is at each business owner's disposal - help is only ever a phone call away.

MAKING THE JUMP

Kare Plus understands that making the jump to become your own boss is a difficult one, but the company says it's here to guide you through it - each and every step of the way. Your success is Kare Plus' success, so it wants to give you all the support, advice and guidance it can.

> "FRANCHISING IS THE PERFECT AVENUE FOR THOSE LOOKING TO START THE NEW YEAR WITH A BANG"

The company's multi-revenue franchise model enables franchise owners to build a business around the provision of residential and home-based care.

Kare Plus also now provides the option of a franchise model focused solely on homecare and other regulated services, meaning potential franchisees can decide which model best fits their personal and business aspirations.

INFORMATION

Call 01952 783 338.

[CENTURY 21 UK]

YOUNG ENTREPRENEURS

Become part of the franchisee revolution with the Century 21 UK estate and letting agency franchise

The number of 16-24-year-olds choosing to work for themselves has risen dramatically, as figures have almost doubled since the start of the millennium.

Even with economic uncertainty surrounding Brexit, these young entrepreneurs - recently dubbed the DIY Generation - are not letting anything stand in their way. Despite this determination, The Enterprise Research Centre recently reported that almost half of start-up businesses don't make it past the first year.

There is clearly an appetite across the nation to embrace self-employment, but how can you reduce this risk? Century 21 UK believes it holds the key to success with its franchise network.

SUPPORT AND TRAINING

Becoming a Century 21 UK franchisee means you get the support of being part of a franchise network, which is also part of a property services company. Support ranges from the initial set-up and launch of their business, to continuous in the field mentorship, which ensures each business flourishes and triumphs.





Further support is provided as franchisees benefit from the centralised Century 21 UK team, which has a wide array of skills, including marketing, IT and compliance, and works hard to support the company's nationwide franchised estate agents through every step of their journey.

Franchisees are also given access to first rate in class training and ongoing development support via the Century 21 UK Training Academy, as well as a team with over 50 years' experience.

BUSINESS OWNER AT 23

In 2018 Macauley Gibbs became a franchisee at 23 when he opened a new Century 21 UK office in Doncaster.

Macauley already had a wealth of experience behind him, having worked within the property industry, previously running his own local lettings agency.

> "BECOMING A FRANCHISEE IS A GREAT OPTION FOR THOSE LOOKING TO BECOME SELF-EMPLOYED"

In addition to this, he was also a landlord and therefore understood exactly what clients are looking for in their agent.

During his office opening event, which was attended by the local mayor, Macauley said: "I have lived in and around Doncaster my whole life, so I know the area incredibly well.

"By having the support of one of the biggest estate agency brands in the world, I hope to become the leading estate agency in Doncaster and bring something different to the area."

Chris Summers, head of franchising for SDL Group, which owns the Century 21 UK franchise, says: "It's great to see young entrepreneurs joining our network and with the backing from the SDL Group they have the opportunity to boost their earnings via additional property income streams, giving an edge against regular high street agents.

"Becoming a franchisee is a great option for those looking to become self-employed. I am looking forward to welcoming more young entrepreneurs to Century 21 UK - 2019 really could be the year of the franchisee."

INFORMATION

Visit http://bit.do/century21franchise.

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[SHUTTERCRAFT]

SHUTTER PIONEER

The Shuttercraft management franchise has given Charlie Scott a fast-track back into self-employment

Prior to making the decision to buy his Nottingham-based Shuttercraft franchise, Charlie Scott spent 19 years in a variety of sales and marketing roles.

Before joining Shuttercraft, he was Global Head of Client Development at Homeserve Labs, a wholly owned subsidiary of Homeserve plc, with a focus on innovation in the home emergency sector using smart technology.

CHOOSING FRANCHISING OVER AN EMPLOYED CAREER

Having held board level positions at two large franchise organisations, Charlie had seen how the franchise model allowed businesses to scale rapidly and diversify locally to create a balanced business model.

He explains: "I had witnessed first-hand that a franchise business is only as successful as its franchisees, driven by ongoing support, innovation, USPs and a great working relationship. So I was confident the franchise model would work for me.

"Franchising offered me a fast-track back into self-employment, accelerating my learning as I entered a new sector and providing an established brand to build on."

Why was Shuttercraft the best choice? "The recent growth figures in the shutter industry and the quality of the S:CRAFT product initially gained my interest," Charlie says.

"The follow-up meetings with Shuttercraft head office gav e me confidence that the market was there to build a successful business and that the support network would ensure I could deliver market leading levels of service and value in my area.



> "THE TRAINING AND SUPPORT HAS BEEN FIRST CLASS AND I ALREADY FEEL LIKE A SEASONED EXPERT"

"I was also going to be part of Shuttercraft's pioneering management franchise model, which is a first in this sector. This appealed greatly, as it offered me the ability to scale the business quickly and efficiently.

"I had the funds to finance the franchise personally, but I chose to use a business loan for approximately 40 per cent of the initial set-up costs and cash flow requirements, so that my personal finances remained in good shape.

"This approach has been a good one, as it reduces the financial stress levels knowing there is a safety fund there if needed."

TRAINING AND SUPPORT

Charlie is not short of praise for his franchisor when it comes to training and support, saying that: "The training and support has been first class and I already feel like a seasoned expert when it comes to shutter

configuration, surveying and even fitting.

"There is always a helping hand at the end of the phone and the availability of practical hands-on assistance whenever needed.

"I have always enjoyed learning new things, so it's been a really exciting time for me. From a business perspective, having to learn the accounting software and be my own financial controller has been the biggest challenge, but the support from the accountants is great.

"After nearly 20 years in a corporate business to business environment, it was certainly a culture shock knocking on customers' doors with a bag full of shutter samples, but I've got used to it now and enjoy meeting new people every day."

Charlie says he loves being his own boss with the support of an established franchisor: "There are highs and lows in any job or business, but my biggest highs are definitely on the day of fitting, when the customer sees the shutters in place for the first time.

"Having made a considered choice to invest in shutters for their home, waited for them to be manufactured and delivered and then to see them in place - I have already had several customers shed tears of joy."

MAKING GOOD PROGRESS

Charlie's franchise is progressing well and existing customer referrals are already a major driver of new enquiries.

"I have fitters working for me, but the plan is to employ additional sales people and surveyors too, so that we can grow the business and give the people of Nottingham the beautiful shutters they deserve," he says.

What advice would Charlie give to anyone considering a franchise in the near future?



"Research, motivation, dedication and more research," he says.

"There are free resources out there to help you understand more about your options and to match your skill sets to the different opportunities. Take your time to make the right decision, as it is an important one."

INFORMATION

Book a call with Shuttercraft via www.shuttercraft-franchise.co.uk/book-a-call/ or visit www.shuttercraft-franchise.co.uk.



HIGH STANDARDS

The Shuttercraft brand is all about providing exceptional service – from the expert advice provided to customers when choosing their shutters, to the quality of the survey and installation.

All franchisees adhere to the Shuttercraft no hard sell promise – the company says it doesn't use pressure to generate sales and doesn't outstay its welcome. Instead, Shuttercraft builds trust with customers by sharing advice without any obligation to buy, by only fitting S:CRAFT products and ensuring quotes are both fair and competitive based on an accurate, high quality survey.

Shutters are the fastest growing and most on trend window coverings segment in the UK. In the US, one in every six windows is covered with a shutter, while in the UK it is estimated the plantation shutter market is now worth approximately £60 million-£80 million per annum.

Shuttercraft's management franchise opportunity enables you to launch your business and hit the ground running with the assistance of a fitter from the start.

You will be planning a structured, sustainable business, working both in and on your business, with a strong focus on customer service and lead generation.

Shuttercraft has set new standards in franchise support and training. It has a dedicated team of experts on hand from day one, from sales and marketing to logistics, customer services, IT and accounts.

[RIGHT AT HOME]

GOING SOLO

Thanks to Right at Home, Grantley Lynch has achieved his ambition of becoming his own boss

Grantley Lynch believes in hard work and fairness; he has a passion for people and a thirst for success.

From the busy, corporate strain to entering the care profession, Grantley has taken a leap of faith and achieved his ambition of becoming his own boss.

> "I'M MARRIED AND HAVE TWO KIDS. I NEEDED AN OPPORTUNITY WITH REDUCED RISK"

HIGH EXPECTATIONS

Grantley joined Right at Home in July 2018 with high expectations of his new business partnership. His desire to create opportunities and career developments for people in his local area was key to the decision.

"It's a personal thing to me," Grantley explains. "I want to build careers and Right at Home has given me the tools to achieve this goal."

A well educated businessman with a post graduate degree, Grantley was used to managing global teams in New York, Frankfurt and Singapore. So what makes someone who was once fully invested in IT and global business management turn to the care profession and go solo?

"I wanted to do something for myself and I wanted to influence the care my parents receive as they grow older," he says.

Right at Home was the only choice for Grantley when he began looking to invest in a care franchise.





"They're the best," he says. "I found them to be quite understated and over-delivering. They're very down to earth people.

"The first time I visited the national office, I was impressed with how straight to the point they are: 'This is who we are, this is what we do'. It spoke strongly to who my wife and I are."

WORK-LIFE BALANCE

For Grantley, a key element of moving into the franchise industry was taking control of his work-life balance.

"Simply put, I'm a family guy," he says. "I'm married and have two kids. I needed an opportunity with reduced risk."

The network and support Right at Home offers was a clincher when it came to investing.

"There were a handful of companies who went the extra mile with their support and Right at Home was at the top," Grantley says. "They have credibility and seemed to have a great support network for the franchisees, clients, the staff and for the registered managers."

You don't need previous experience in the care sector to consider a Right at Home franchise, simply a passion to provide outstanding care and give back to your local community.

The management franchise model was established in 2011 by CEO, Ken Deary, using the vast experience he gained as a McDonald's franchisee and as owner of a privately run care home.

BRIGHT FUTURE

The future is looking bright for Grantley, who has his business plan honed.

"We want to take our rightful place among the best quality care providers within four years," he says. "I also want to expand into a second territory by year five."

But Grantley is under no illusion of what's involved: "I feel jubilant and eager to start. I'm committed to my business with the full blessing of my entire family. I'm going to work hard and I want to keep the high standards high in all we do."

INFORMATION

Call Kate Dilworth on 0151 305 0755 or 07825 047344. Alternatively, email kate.dilworth@rightathomeuk.com or visit www.rightathomefranchising.co.uk.

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[THE CREATION STATION]

CHANGE DIRECTION

The Creation Station is offering 35 people the chance to kick-start their 2019 with a £2,000 grant to run their own business

Have you ever thought about running your own business, but not sure quite where to start?

Would you love to have more flexibility over your working hours and inspire kids and adults in your community? You are not alone.

Over 100 people already run their own rewarding Creation Station franchise, providing its award winning art and crafts classes, parties and events to kids and adults within their community.

DEMAND

Due to the demand for creative activities Creation Station is offering 35 people the chance to kick-start their 2019 with a £2,000 grant to run your own rewarding and flexible creative business.

If you would like to change career, benefit from your own hard work and make a difference to others, this could be the opportunity you have been looking for.

Don't worry if you haven't done anything like this before. The Creation Station's friendly franchise owners come from a wide range of backgrounds, including management, HR, IT and teaching. And the company provides you with award winning training and ongoing support to help you achieve the success you want.

> "THERE'S LOTS OF SUPPORT, IT'S GREAT FUN AND I'VE MADE SO MANY FRIENDS WITHIN MY COMMUNITY"



The Creation Station franchise has just been ranked as number 15 in the top 100 UK franchises and has recently won the 'Top & Most Supportive Franchise' award.

Lisa Hagg of The Creation Station, Bournemouth says: "I wanted to change my career from corporate banking to have more time with my girls. Now eight years on, I'm so glad I took the decision to run my own Creation Station.

"I've been there for my girls for school runs and special school events. At the same time, I've grown my business steadily and the support from our Creative hub team has been great.

"I love being part of my Creation Station family. There's lots of support, it's great fun and I've made so many friends within my community - I love what I do"



INSPIRED

Since 2002 over one million children, families and adults have been inspired by Creation Station's art and crafts classes, clubs, parties and events. They're rated 5 Star on Trustpilot and have featured BBC, ITV, CBeebies, SKY and MTV.

Investment in a Creation Station franchise starts at £7,999 (plus VAT), excluding the grant.

This includes full training and support, an exclusive area, your own micro, state of the art website, £3000 worth of tools and materials, access to Treasure Trove, which is packed with resources, plus exceptional training and support that you would expect with a leading UK household brand.

INFORMATION

Call Maggie on 01395 239700 or 07584 102296, email maggie@thecreationstation.co.uk or visit www.thecreationstation.co.uk/run-your-own-franchise.

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Carl Whitehead
TaxAssist Accountants Business Owner Long Eaton

[FASTSIGNS]

WORKING FOR HIMSELF

After 12 years in an executive level sales role that demanded frequent overseas travel, FASTSIGNS UK offered Richard Wedgwood the opportunity to fulfil a lifelong ambition

Prior to launching his FASTSIGNS business, Richard Wedgwood was an international sales director for a ceramics company, where he sold food service products to superior hotels.

His sales leadership role afforded him a 'glamourous' jet-set lifestyle, where he would travel around America, Canada, the Middle East and Australia selling the finest ceramics.

> "I PUT EVERYTHING INTO MY JOB AND LIVED A FAST-PACED LIFESTYLE, BUT ULTIMATELY HOTEL LIVING LOST ITS CHARM"

OTHER OPPORTUNITIES

While he loved his job and the perks of the lifestyle, Richard realised he was exhausted, missing out on spending time with his family and not pursuing his lifelong goal of working for himself.

He says: "I put everything into my job and lived a fast-paced lifestyle for more than 12 years, but ultimately hotel living lost its charm. I realised I no longer wished to operate in this way and began to consider other opportunities."

That opportunity came in the form of an attractive redundancy offer in 2009. While taking some time away from employment to decide on what the future held, Richard visited friends in the US and Canada.

While there, he discovered the franchising opportunities these countries had to offer. He identified that franchising offered a proven business model, providing a low risk opportunity to start his own business in virtually any sector.

Unaware of the franchising opportunities in the UK and having found out so much about franchising in the Americas, Richard planned to emigrate to Canada to start both a new life and a franchised business there. However, he chose to remain in the UK and began to work with a company that connected franchise brands to potential franchisees.



It was this company that told him about FASTSIGNS, an American franchise business operating in the UK that provides signs and visual graphics to local business communities.

In 2010, Richard began his franchise journey by attending the FASTSIGNS Foundations training course prior to the launch of his centre. He says the training he received as the centre owner was invaluable.

"My role is often incredibly varied," Richard adds. "I can be trouble shooting machinery one moment, involved in customer sales or dealing with finances. Not only did I gain an excellent overview of the business, from FASTSIGNS perspective, I've also developed a wide ranging array of new skills."

QUICK GROWTH

When FASTSIGNS Manchester first launched, Richard knew he wanted to see quick growth. In order to do this, he followed the FASTSIGNS model as closely as possible, making use of all the systems the company had developed over its 33-year history.

As a result, FASTSIGNS Manchester has achieved year on year growth and in 2016 Richard relocated his centre to a 5,500 square foot, purpose built facility and invested in the latest signage technology and equipment.

He believes the investment will allow him and his team to fulfil and exceed their customers' expectations, experience more rapid expansion in capabilities and has firmly positioned his centre as one of the top five sales turnover centres in the UK.

INFORMATION

Visit www.fsfastsigns.co.uk.

[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.



[SUBWAY]

NEW YEAR, NEW CAREER?

Follow in the footsteps of brothers Simon and Mark Ledwick, who own 17 Subway stores in Cumbria and Lancashire

Is one of your New Year's resolutions to run your own business in 2019, but you're not sure where to start? A Subway franchise could be the step into business ownership you have been looking for.

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

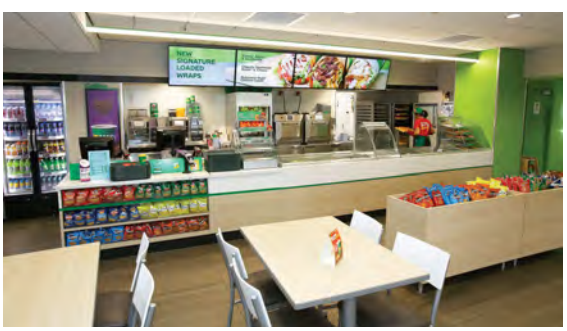
OPPORTUNITY TO GROW

Brothers Simon and Mark Ledwick own 17 Subway stores in Cumbria and Lancashire and employ 160 people across the region. They made their first leap into business ownership with Subway in 2006 and have never regretted their decision.

Simon says: "We looked into a Subway franchise in detail and were impressed with what we saw. It offered a proven business model, with opportunity to grow.

"The brand was already well established in the UK and had a strong customer following. It seemed to be a safe investment, with plenty of opportunity to establish and develop our own business."

> "WE LOOKED INTO A SUBWAY FRANCHISE IN DETAIL AND WERE IMPRESSED WITH WHAT WE SAW"



Owning their own business has allowed Simon and Mark to have more control over their work-life balance and their future. They can grow their business at a speed that suits them, knowing they will have full support from Subway's business development team.

"We certainly set ourselves a tough challenge as we opened three stores within five months, so we had to work very hard and long hours and be prepared to be hands-on," Simon says.

"Nowadays, we spend less time in the stores and are more focused on running the business and our store network."

KNOW-HOW

Like all new Subway franchise owners, Simon and Mark attended a two-week training course to learn everything there was to know about running a Subway franchise, even down to working in a store and making a sub.

"The training was a combination of classroom and store-based sessions," Simon says. "They provide all the training and knowledge needed to set up and manage your own store.

"My local business development agent has always provided great support and mentoring and is available at the end of the phone or via email to answer any queries. The business development agent helps with everything from site selection, leasing and design to construction, hands-on training, purchasing, operations and advertising.

"My business development agent is also a great sounding board and always willing to listen to suggestions and work collaboratively to help me maximise the success of my business."



ROBUST SYSTEM

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

When asked about future business growth, Simon says: "We plan to continue running our network of Subway stores across Cumbria and Lancashire.

"We don't have any specific new store growth targets, but will be looking to refurbish and modernise our existing network with the new Fresh Forward branding that was introduced earlier this year to provide an enhanced customer experience.

"The new décor provides a fresh new look and feel and includes digital menu boards and special displays for the brand's cookies, breads and vegetables."

INFORMATION

Call 0800 0855 058 (UK) or 1800 413 076 (Eire). Alternatively, email franchiseopportunities@subway.co.uk or visit www.subwayfranchising.com.



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[THE INTERNATIONAL FRANCHISE SHOW]

SHOP WINDOW OF THE SECTOR

Whether you're a franchise first-timer or you want to franchise your business, the International Franchise Show is the event for you

Individuals looking to start a new business often consider franchising as an option. With franchises operating in almost every industry you can think of, the options are limitless.

It can therefore be difficult to decide which franchise to invest in. You can ensure that buying a franchise is a positive investment by doing your research before making a commitment.

A franchise exhibition is the shop window of the market, providing an opportunity to meet face to face with franchisors and discuss options.

The International Franchise Show, which takes place at ExCeL London on April 5-6, is a free to attend exhibition where you can conduct a year's worth of market research in two days. The event brings together over 180 industry leading franchisors, putting visitors face to face with global brands, allowing them to discuss opportunities and ask questions.

The show also gives prospective franchisees the opportunity to gain access to expert guidance, personal advice, interactive features and one to one networking opportunities.

SPEAKER FEATURES

The International Franchise Show has a world class speaker line-up, with the 2019 schedule featuring the likes of Ryan Smolkin of Smoke's Poutinerie and Gaurav Marya from Franglobal.

Seminars cover a wide range of topics for both franchisors and franchisees, with talks exploring how to successfully expand your business through franchising to the 'A to Zs' of buying a franchise.

All seminars are free to attend and aim to give you a valuable insight into every aspect of franchising.

> "WITH OVER 180 EXHIBITORS, THE INTERNATIONAL FRANCHISE SHOW HAS BRITAIN'S BIGGEST SELECTION OF UK-BASED AND INTERNATIONAL FRANCHISE OPPORTUNITIES"

NEW FOR 2019

As part of the celebrations for the show's 10-year anniversary, there will also be an area dedicated to headline supporter Google Digital Garage. This zone will feature three unique and interactive workshops, led by an expert Google Digital Garage trainer.

On each day of the exhibition Ian Thomas will take you through the ins and outs of social media strategies, digital advertising and how to build a digital marketing plan. These sessions aim to show visitors the most effective ways to achieve their business goals through online marketing

WHO CAN I EXPECT TO MEET?

With over 180 exhibitors, the International Franchise Show has Britain's biggest selection of UK-based and international franchise opportunities.

You will be able to meet companies such as Smoke's Poutinerie, Chemex, Warrens Bakery, Tutor Doctor, FASTSIGNS and Dickey's Barbeque Pit. Alongside these major franchisors will be a variety of lower investment franchise opportunities, which may better suit your business plans.

If you are interested in speaking to a specific company at the show, you can pre-book a one to one appointment to discuss your options.

You are also able to pre-book a place at a variety of masterclasses, which will give you access to exclusive master





licence opportunities from leading international brands looking to expand into the UK market. These sessions will deliver everything you need to know about these high investment, high return concepts.

NEXT STEPS

Whether you're a franchise first-timer or an experienced business owner looking to become a globally recognised brand, this event is guaranteed to provide you with a complete tool kit of education and resources, so that you can move forward and begin your new venture.

INFORMATION

Register for your free ticket at www.thefranchiseshow.co.uk. To book a one to one appointment or masterclass space call +44 (0) 1179 902 091. To keep up to date with speaker announcements, new exhibitors and everything else happening at the International Franchise Show follow @FranchiseShowUK on Twitter. Facebook: @TheFranchiseShow.



5 BENEFITS OF FRANCHISING

If you're debating whether a franchise is a valuable investment, here are some key benefits of becoming a franchisee:

- **Become your own boss. You can manage the schedule and run the show, running your own unit.**
- **Minimise the risk of failure. Buying a franchise gives you access to a systemised, proven formula, as well as a wealth of experience to draw on to help guide you through the process. This means you avoid many of the setbacks and hurdles independent start-ups often face.**
- **Brand power. You can start your business with a brand name that customers already recognise.**
- **Access to innovation. Research and investment in technology and systems are key elements of business, which a good franchisor will undertake. The aim of this investment is to boost franchisees' businesses through improvements in efficiencies, communications and competitive advantage.**
- **A higher chance of success. The bottom line is that a franchise is more likely to succeed than an independent start-up. The commercial failure rate of a franchised business is less than 10 per cent, with 60 per cent of franchised units turning over more than £250,000.**



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FRANCHISING BLOCKBUSTER





[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.



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.

Visit **fibrenew-franchising.com/uk** today to get started.

fibrenew-franchising.com/uk

FIBRENEW®

[TAN & DELIVER]

SUIT YOUR LIFESTYLE

Due to Tan & Deliver's rapid growth, the company is looking for highly motivated people to run their own franchise business

Tan & Deliver gives prospective franchisees the opportunity to run their own sunbed hire business with the potential to earn a significant income. This franchise can be run alongside your existing job and commitments.

It can be daunting making the move to become self-employed. That's why Tan & Deliver has developed a franchise opportunity to boost your income without risking your current employment.

FREEDOM

Unlike other franchises, you have the freedom to build your business to suit your lifestyle, whether you want to work a few extra hours per week or make it your full-time occupation.

Due to the company's rapid growth, it's looking for highly motivated, enthusiastic people to run their own Tan & Deliver franchise in their local area.

As a Tan & Deliver franchisee, you'll run your own business using the company's brand, systems, support and proven model. You will receive personal, experienced guidance every step of the way, from the day you start and as you continue to grow.

You'll deliver what Tan & Deliver considers to be the best home hire sunbeds on the market to local customers within your dedicated territory.

Operating with a branded uniform and fully equipped tool kit, you will be part of a well known national brand, while enjoying the benefits of being your own boss.

BENEFITS

Here's why you should invest in a Tan & Deliver franchise:

- The company has over 15 years' experience in the home hire sunbed industry.
- You will follow a tried, tested and successful formula that will work UK-wide.
- Tan & Deliver works closely with the industry leaders in sunbed technology.



> YOU WILL BE PART OF A WELL KNOWN NATIONAL BRAND, WHILE ENJOYING THE BENEFITS OF BEING YOUR OWN BOSS"

- The company will help you gain financial freedom and the lifestyle you desire.
- Full training is provided, along with access to a dedicated support network.
- Tan & Deliver actively promotes responsible safe tanning, which has delivered 100 per cent customer satisfaction. All equipment is 0.3 compliant.
- Franchisees are shown the fast track to success, avoiding the many pitfalls along the way.
- Tan & Deliver provides franchisees with premium tanning products and accessories, which will boost your profits with a 40-60 per cent margin.
- Franchisees have a large dedicated territory from which to build their client bases.
- All Tan & Deliver products are manufactured in the UK.

FRANCHISE PACKAGE INCLUDES

- Rights to use the Tan & Deliver brand name.
- Your own exclusive franchise territory.
- Full training provided at Tan & Deliver head office (one-two days).
- Processes, systems and templates to run the business.
- 1,000 marketing leaflets.
- 500 business cards.
- Fully supported social media marketing.
- Initial localised marketing.
- Ongoing support and regular business updates.
- Central website.
- Two branded polo shirts and two sweatshirts.
- No management fee for first six months.
- Tanning lotion and product starter pack.
- Tool kit, parts and initial spares.
- Stationery package.
- Ongoing legal support.
- Van/vehicle branding.

INFORMATION

info@homehiresunbed.co.uk, call 01634 757454 or visit www.homehiresunbed.co.uk.



HEALTHY INVESTMENT

Fitness is getting more fashionable, which is good news for the franchise industry, Linda Whitney says

There are over 7,000 gyms in the UK for the first time, up by 4.5 per cent year on year, while total membership is approaching 10 million (up two per cent).

One in every seven people in the UK is a member of a gym, according to The 2018 State of the UK Fitness Industry Report. And more growth is predicted.

David Minton, director of LeisureDB, which published the report, says: "After being widely quoted from last year's report about 'the golden age of fitness', I'm sticking to my prediction that the period up to 2020 remains the time for fitness to continue to break all barriers."

> "THE PERIOD UP TO 2020 REMAINS THE TIME FOR FITNESS TO CONTINUE TO BREAK ALL BARRIERS"



Mike Racz: "Your customers are loyal for at least 12 months and hopefully longer"

Fitness looks like a good industry to get into, but setting up a gym on your own requires in-depth knowledge of the sector and putting significant capital at risk.

However, many of the top UK fitness brands are franchises, which may be an easier route in. Typically, the franchisor helps you choose the right location, fit out your centre and arrange launch marketing. As a franchisee, you benefit from its training and sector experience.

WHICH TYPE OF GYM FRANCHISE IS FOR YOU?

Some franchises offer the traditional full service gym, with exercise equipment, rooms for classes and a team of staff. Others, often smaller, provide members with 24-hour card access, with staff available only between certain hours, and offer 'budget' membership.

David says: "At present, 'boutique studios' are increasing - smaller, stylish places with high class instructors, expensive toiletries and healthy food. They deliver an experience, rather than just an exercise session - all for a premium price."

Some of the bigger fitness franchises are already incorporating this. Mike Carr, sales manager at the énergie Fitness franchise, says: "We are rolling out the YARD Club, a boutique-type space within the larger club. Technology monitors class participants' heart rates, so trainers can safely deliver individualised workouts."

TRAINING TRENDS

Competition means that keeping up with the latest type of workout or exercise class can make or break your gym business, so choosing a franchise that keeps up with trends is important.

Currently, many gyms are offering functional fitness - group classes where specialist trainers deliver routines that train the muscles for daily tasks, while focusing on core stability.

Sport England's Active Lives Adult Survey 2018 showed more people went to fitness classes, especially yoga, pilates and high intensity interval training (HIIT).

An extra 84,800 people are doing combat sports, martial arts, boxing and boxing fitness classes. Many fitness franchises are already on to this.

A FUTURE TREND?

Norwegian chain HITIO Gym, recently launched in the UK, brings together combat sports with a trend new to the UK - families with children exercising at the same time.

Chief executive Mark Chambers says: "We plan to open two gyms here in Q1 2019 that offer daily classes in martial arts for children, self defence for women and boxing fitness. We also have the usual gym machines and free weights. It means parents can exercise while their children are doing classes."

HITIO is targeting market town locations and is looking for franchisees keen on community involvement - another current fitness industry trend that encourages franchisees to promote the business through sponsorships and at local events.

IMPACT OF TECHNOLOGY

The rise of wearable technology and smartphone fitness apps might be expected to negatively impact gym use, but David says it's just the opposite.

"We found no evidence that these have reduced gym membership,"







COMBINING BUSINESS AND PASSION

Mike Racz has 40 franchised businesses across several sectors, including food. He got into the fitness industry with an Anytime Fitness gym in Gateshead in 2017 and now has seven.

Mike says: "I've always been into fitness and used to be a personal trainer, so this combines business and passion."

Comparing fitness to food and drink franchises, he says: "With a coffee or pizza business, you're always fighting to get repeat business from hundreds of customers daily. With Anytime Fitness, your customers are loyal for at least 12 months and hopefully longer.

"Retention is vital in the fitness industry, even more so than getting new members. You have customers that will stay with you for years and it's great that you can nurture relationships with them in a way you can't in other sectors.

"Regarding staffing, in hospitality you're easily looking at 20-30 staff per store, but at an Anytime Fitness club it's more like five or six. With less staff overheads and the longevity of customers, it's a great platform to run a successful and profitable business."

he explains. "In fact, we found that apps have encouraged some people to join, as they have become motivated to monitor their fitness in thee adds: "We offer énergie Fitness members an app that links to wearable tech such as a Fitbit, so their gym and outdoor workouts can be brought together in one place, driving them to better their performance.

"Apps can also bring members together by offering them the chance to take part in member competitions, which increases the community aspect of the club and helps member retention."

ARE YOU FIT FOR A FITNESS FRANCHISE?

Running a successful fitness centre takes more than a passion for fitness and a desire to make money. Here are some points to consider:

- **Owning a fitness centre will test your business skills more than your capacity for bicep curls. Fitness franchises offer training and support in setting up and running your business, but previous management experience helps.**
- **It pays to get involved. Many fitness franchises are happy for you to be an investor who appoints a manager to run your fitness centre, but if you want your business to grow be proactive in setting business goals, motivating your team and prioritising marketing, both in your community and on social media.**
- **Fitness means working with people. People management skills and customer awareness help.**
- **Fitness franchises typically start at around £100,000, so ensure you have enough capital behind you.**



FIGHTING FIT

Stuart Broster, CEO of Anytime Fitness UK, offers his expert advice on running a successful fitness franchise

> BE A REGULAR ON THE GYM FLOOR, SPEAK DIRECTLY TO MEMBERS AND, ULTIMATELY, HAVE A PRESENCE"

As more and more people identify the business potential of health and fitness beyond a personal passion, increasing numbers of individuals are opening their own gyms. There are nearly 7,000 UK gyms and this figure will continue to soar.

The 2018 State of the UK Fitness Industry Report outlines that one in seven people across the UK is a gym member, while the fitness industry's total market value has grown by 2.9 per cent to £4.9 billion.

A key contributor to such statistics is Anytime Fitness, which is consistently demonstrating why the health and fitness industry is the sector to invest in.

Outpacing the likes of McDonald's and Subway, Anytime Fitness opened 3,000 clubs in its first 13 years. Today, Anytime Fitness has over 4,200 clubs in 34 countries and over four million members, including over 150 clubs in the UK.

Franchising with Anytime Fitness comes with many benefits, including recurring monthly direct debit revenue, a low staffing model and a fixed franchise fee.

We also appreciate owning a fitness club comes with high start-up costs, which is why franchisees have the option of both five and 10-year franchise agreements, providing them with the option of a longer time period to recoup their initial investment.



BE HANDS ON

My advice first and foremost if you want to become a successful franchisee in the fitness industry is to ensure you develop a passion for fitness, customer service and an understanding how gym franchises operate.

While it's by no means essential to have previous fitness industry experience, it's common for gym owners to purchase a club, employ a team and let them do the work. Many individuals who do this don't see results and then ask: "Why are we not getting members through the door?"

Successful fitness franchise clubs have owners who lead from the front, delegating roles and responsibilities accordingly. Be a regular on the gym floor, speak directly to members and, ultimately, have a presence. Act as a second club manager and support your club manager in any way possible.

Teach others your vision and concept. If you do this, they will believe in it too and member engagement will subsequently rise. In your spare time, conduct market research to discover business development opportunities for your franchise.

USE THE FRANCHISOR'S GUIDANCE

The majority of fitness franchises offer their gym owners strategic advice, which aims to enhance their clubs.

By following your franchisor's advice, you're increasing the chances of success, as they are the experts in the field. It's more than likely the franchisor's guidance will have been generated by experienced senior professionals within the health and fitness sector.



With an Anytime Fitness franchise, help is always at hand. Our support covers every aspect of your business, from training, key performance indicator monthly self-assessments and a road map to achieving a strong pre-sale, to opening your club and beyond.

An example of this is our recent launch of the Evolve balanced scorecard, which provides clubs with a framework to self evaluate their businesses, assessing them on key areas of their performance and identifying internal opportunities to help them improve their financial performance.

Additionally, Anytime Fitness offers its gym owners a dedicated franchise performance coach, holistic and online support, industry leading training and a brand standards manual, all of which collaboratively improve club performance.

KNOW AND ENGAGE WITH YOUR CUSTOMERS

The importance of retaining your members is critical to the success of fitness franchises.

Long-term, committed customers are a primary source of business and it remains imperative you provide quality service to both new and existing members. It's far more cost effective to retain members through impactful social interaction, than treating them badly and having to spend money on marketing and sales to recruit new members.

Utilising social media platforms is a fantastic way of transferring your fitness club culture to the local community. Creating fun, engaging content encourages your members to be part of that community.

Train your staff to approach and engage all members. The best advocates for your club are your staff, as their interaction with members can lead to increased member visits. Strong membership engagement can generate further sales, as satisfied members are much more likely to recommend your fitness club to their peers.

Having a team who facilitate a positive, friendly culture and member contact processes, such as sending regular customer emails and updates, potentially leads to reengaging members who may be starting to disengage.

Members value communication from staff and ways they can express their views on how the club could improve. Engaging with your customers is what makes your club special to them and ultimately will discourage members joining a different gym.



ENGAGE WITH THE LOCAL COMMUNITY

Involving your fitness club with its local community can generate various benefits and business development opportunities.

Ensure your club is actively present at community events and offers advice in local schools, societies and clubs.

Partnership working is highly regarded throughout the community sport sector, with its relevance significantly increasing during the fight against physical inactivity to understand behaviour change. This could include offering membership discounts through purchases at local amenities and partnering with local charity events.

Maximising social media's impact through activities such as fitness challenges incentivises membership involvement and subsequently develops a community feel to your fitness club.

Make sure your club's Instagram and Facebook are active on a regular basis. Use these platforms as a primary way to engage with your members outside of their visit hours.

Essentially, it's important to ensure your club provides a unique offering to the community, which encourages membership engagement.

SCHMIDT

Kitchens and Interior Solutions

Success for over 50 years, Schmidt Kitchens are the leading kitchen retail brand in Europe with a turnover over £500 Million. Since 1989 we have been developing an exclusive showroom concept and now have more than 700 showrooms spread around 25 countries.





Why choose a Schmidt Kitchen franchise?

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- £80,000 minimum personal investment
- Cash positive business with a good ROI
- Average showroom turnover in excess of £1million per year (after year 2) with an average GM of 40%
- No franchise fee
- No royalties
- No stock

Support

- 14 weeks of intensive training before and after the opening
- Assistance with finding a premises
- Create a business plan and secure the funding
- Full design and project management
- Recruitment
- Dedicated Specialist to help with IT, logistic, marketing...

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We're looking for a few ordinary people with extraordinary hearts

Are you ready for a positive change? Join our unique franchise community that believes in doing good first. Unlimited earning and unique opportunities to make a positive change in society

Receive substantial financial and emotional rewards

- Help elderly people live independently by matching them with loving, caring, giving and compassionate carers who are close in age to the people they assist
- Management franchise providing non-medical services such as light housekeeping, shopping, gardening, cooking, companion care and more
- Low costs to join a successful global brand with 20 years outstanding results
- Winning national awards as well as hearts and minds in UK
- Unique working practices with unparalleled outcomes for elderly people and older workers
- Backed by marketing expertise and expert management support



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[MATHNASIUM]

MAKING ITS MARK

The demand for Mathnasium's franchises is as great as the demand for its services

Just over 12 months ago Mathnasium - the children's maths learning centre franchise - already a global phenomenon with over 900 centres worldwide, launched in the UK.

A full two-year pre-market entry study was completed, including extensive updates to the curriculum and business model, to create a perfect fit for the UK educational landscape.

Barely a year later, with 32 franchises awarded and receiving over 20 new enquiries per day, this business is showing that the demand for franchises is as great as the demand for its services.



WHY MATHS?

Maths teaches thinking skills and problem solving - increasingly vital in children's future work and daily life.

There are currently more than nine million students in the UK and two thirds of them score below their year level in maths. This is why last year in the UK parents spent more than £6.5 billion on private or extra-curricular tuition.

The bottom line is students everywhere need help with maths at one time or another - more help than schools are able to provide.

Mathnasium firmly believes that any child can be good at maths. Most children possess the ability to understand the relationship between numbers. They just need the right instruction - they need to be taught maths in a way that makes sense to them.

THE RIGHT INSTRUCTION MAKES ALL THE DIFFERENCE

Mathnasium's UK operations director, Steve Felmingham, says: "The strength of the Mathnasium Method lies in its individualised approach.

"As no two students have the same skill level, our approach includes an initial skills assessment designed to identify where strengths and weaknesses lie for each student. Our own proprietary software then generates an individualised learning plan, personalised for each student. It's an incredibly effective system and the results are astounding.

"This has provided the cornerstone to an amazing franchise model, which allows people to run a really rewarding business in a fabulous environment, enriching the lives of children in their community. Our franchisees can make money while making a difference - it's no surprise that so many people want to join us."

WHAT MAKES A SUCCESSFUL FRANCHISEE?

The background of Mathnasium franchisees has always been very diverse.

Mathnasium's UK franchise director, Andrea White, says: "Even if you don't have a teaching background, you can still excel as a Mathnasium franchisee.

"Mathnasium franchise training was designed to level the playing field. We teach you all you need to know about running a business that deals with maths instruction. It is a great business which can earn a great living, but it is also essential that you are keen to make a difference.

> "OUR FRANCHISEES CAN MAKE MONEY WHILE MAKING A DIFFERENCE - IT'S NO SURPRISE THAT SO MANY PEOPLE WANT TO JOIN US"

"One of the great things about Mathnasium is that it is a very simple and comparatively low cost financial model.

"You will operate from small high street premises and the fit-out and preparation is minimal. We will help you find the right location and our demographic and mapping data will provide you with detailed insights into the viability of your chosen site.

"We will train you in marketing, recruiting tutors and running the business, all you have to do is follow our system."

INFORMATION

Call Mathnasium UK on 0161 791 0686, email ukfranchise@mathnasium.com or visit www.mathnasium.co.uk.

[CHEMEX]

BE THE TRUSTED EXPERT

If you feel like it's time you cleaned up, take a close look at the Chemex franchise opportunity

With a traditional cleaning opportunity, you either spend your time cleaning or finding people who will do it for you. Why not be the trusted expert, offering hygiene and cleaning innovations your customers use and then buy again and again?

It's a vast marketplace you can supply and through your Chemex franchise you can quickly build a profitable business through as few as 35 customers. Each will respect your advice and love your service.

EXPERT ADVICE

Providing expert advice and guidance to protect your customers' reputation is easy. Chemex will equip you and help guide you as your business develops.

Offering excellent products to your customers, which helps them achieve the highest standards of hygiene and cleanliness, will become second nature. However, the best part of being a Chemex franchisee is the fact you become the 'trusted professional', who they welcome into their businesses and recommend to their peers and friends.

> "CHEMEX PRODUCTS ARE NOT LUXURY ITEMS, BUT NECESSITIES NEEDING TO BE REPLENISHED ON A REGULAR BASIS"



Chemex is at the forefront of a growing demand from hotels, restaurants, care homes, etc for high quality, environmentally friendly cleaning and hygiene innovations backed up by excellent customer service.

If you feel like it's time you cleaned up, take a close look at Chemex. The company's expanding and needs more people like you.

Franchisees come from many different backgrounds. Some have been consumers of Chemex products, some come from within the cleaning industry, while others have had successful careers elsewhere.

However, what defines a Chemex franchisee is:

- A willingness to devote time and energy to setting up and developing your business.
- A positive attitude to growing the Chemex brand name.
- An excellent commercial aptitude.
- An ability to communicate with the many different types of customers you will encounter.

OPPORTUNITIES FOR GROWTH

Choosing to join Chemex is a life changing decision, but in doing so you will join one of the most stable and successful franchise businesses, which offers opportunities for growth, profitability and satisfaction from developing your own territory.

You will need to dedicate your time and effort to developing the business, but the rewards will speak for themselves. You may even decide to employ staff and run more than one van - the opportunity is limited only by your imagination.

In return, Chemex offers:

- An exclusive and extensive territory.
- A comprehensive start-up pack.
- Low royalty fees.
- Sales, marketing and technical support, so you don't have to 'go it alone'.
- A proven business model that will take you from start up through to profitability.

Existing Chemex franchisee Stephen Crinks says: "When buying a Chemex franchise, you are taking up an opportunity to grow a business based upon your own self-employed efforts, but with the additional benefit of the support provided by a well established franchisor, as well as that of the existing franchise network.

"Chemex products are not luxury items, but necessities needing to be replenished on a regular basis. Everyone needs what we sell in order to keep their own businesses running successfully, but unlike the majority of our competitors we provide a unique level of service and support."

INFORMATION

Call 0121 565 6300, email recruitment@chemexuk.com or visit franchise.chemexuk.com.



COULD YOU BE OUR NEXT SUCCESS STORY?

If you want to paint and repair vehicles yourself then a Revive! management franchise is not for you. Revive! is a multi-award-winning franchise offering a tried and tested route to building your own successful **multi-van SMART repair business**. If you are business minded, commercially astute, organised and an excellent communicator then this is an opportunity you don't want to miss.

FIND OUT MORE AND BOOK A CALL:

revivefranchise.com

Right at Home®

Quality Care in Your Home



JOIN A COMMUNITY OF OWNERS WHO CARE

Our franchisees build more than just a business, they build a care team dedicated to going the extra mile. With 6.5M seniors requiring daily assistance, we offer exceptional home-based care, aiming to make a difference every day.

- With or without previous care experience, you can build a truly rewarding business
- Our RightStart training programme guides you through every step of the way
- Be part of a unique caring culture of driven business owners
- With the support of a strong head office team, deliver the highest standard of care

If you share our franchisee's passion to make a valuable difference to your local community, find out whether our award-winning management franchise could be for you. Meet us at our next Discovery Session. Get the conversation started! Contact Kate Dilworth today.

0151 305 0755
franchising@rightathome.com
www.rightathomefranchising.co.uk

[ABLEWORLD]

MAKING A DIFFERENCE

Ableworld franchisees derive immense job satisfaction from providing products and services to elderly and disabled people

What do you want from running a business? Typical answers include 'an income', 'independence', 'being my own boss' and 'job satisfaction'.

For those who choose to work in the retail mobility sector, job satisfaction is often expressed as 'contributing to my local community' or 'making a difference'.

Owning an Ableworld retail franchise gives you all the usual benefits you would expect from a franchise - an income, independence, growth possibilities and the security of operating a proven system - but it also gives you immense job satisfaction through providing products and services to the elderly and disabled members of the community.

> "VALUED AT AROUND £1.5 BILLION ANNUALLY, THE MOBILITY SECTOR IS SET TO EXPAND DRAMATICALLY OVER THE NEXT FEW YEARS"

FAST GROWING MARKET

Ableworld, the UK's largest mobility retailer, is at the forefront of one of the fastest growing markets in the UK.

There are currently 15.3 million people aged over 60 in the UK today and the government predicts that in just over 10 years' time nearly 25 per cent of the population will be over 65.

Valued at around £1.5 billion annually, the mobility sector is set to expand dramatically over the next few years, with products such as mobility scooters, stairlifts, adjustable beds, wheelchairs and home aids becoming essential purchases for many people.





Making a difference to their customers has been a big attraction to all the Ableworld franchisees. They've dedicated time and resources into building a trusted brand and take providing an ethical service seriously.

MILLION POUND TURNOVER

Jeff Newman and his son Steven were the first Ableworld franchise to take a million pounds a year through their store in Southampton.

The team have consistently hit and beaten budget and have proved that their initial thoughts about the viability of having a modern one-stop mobility store in Southampton were correct.

Jeff says: "It has met all our expectations, especially the satisfaction we get from providing the right products for our customers."

Ableworld franchise director, Paul Boniface, says: "By following the model and injecting enthusiasm and energy into the franchise, Jeff and Steven have had a first class start to their business and have plans to do much more.



"We look forward to helping them achieve their ambitious goals in the next few years."

COMMUNITY ASPECT

Chris Brown knows the Bournemouth area well after a successful career there in the home and improvement sector. He opened his Ableworld franchise last year and is already looking for a second store.

The community aspect of the Ableworld business model has been an important factor for Chris.

"Becoming a franchisee has given me drive and focus, as well as giving something back to the community," he says. "You have no idea how good it is giving something back to your community."

Ableworld is looking to add a selected number of additional franchises across the country this year.

INFORMATION

Call Paul Boniface on 01270 627185, email paul@ableworld.co.uk or visit www.ableworldfranchise.co.uk.



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- **Eye-catching vehicle livery and full branded uniform**
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think you can cut it?

bfa FULL MEMBER

IOG The Institute of Groundsmanship

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BETTER INGREDIENTS. BETTER PIZZA.

WE'RE EXPANDING AND LOOKING FOR FRANCHISEES!

DO YOU HAVE ALL 'THE RIGHT INGREDIENTS' TO BE A GREAT PAPA JOHN'S FRANCHISEE?

Papa John's is one of the largest pizza delivery franchise companies in the world; we now have well over 400 sites open and trading in the UK, and over 5,000 in more than 40 international markets.

GETTING YOU OFF TO A GREAT START!

We have a number of very tempting incentive deals to give you a helping hand from day one, ensuring you will be quick to taste success...including:

- Complimentary Oven
- Royalty Reduction Programme
- Targeted Marketing Support

Papa John's wants to hear from you if you have the potential and ambition to take on single or multiple Papa John's stores. Explore the possibilities of becoming a Papa John's franchise owner... **Contact us TODAY**

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

[DRIVER HIRE]

REDUCE THE RISK

Driver Hire says franchising works at times of political and economic uncertainty

From the political and economic uncertainty around Brexit and the UK's minority government, to the increasing impact of technology on every aspect of our lives, it can be hard to keep up.

This is as true in the business world as anywhere, but uncertainty can also deliver big opportunities.

To take advantage of these, you need a dynamic, innovative business, but you also need a solid, stable foundation to allow the fundamentals to keep running smoothly at times of change.

Franchising is a business model that can deliver exactly this ideal - established ways of working, combined with motivated, entrepreneurial people. So it's perhaps not surprising that franchising is a rising star in the UK economy.

A WELL ESTABLISHED WAY TO GROW

The popularity of franchising can be traced back to the 1950s and 1960s, when some of the major fast food brands, among other companies, used franchising to expand their businesses rapidly.

In 1977, the British Franchise Association was established to promote ethical franchise practices in the UK. Subsequently, franchising has flourished and is a major contributor to the UK economy.

The 2018 bfa NatWest Franchise Survey reported a UK franchise industry turnover of £17.2 billion, a £2 billion increase on the £15.2 billion reported in 2015.

HSBC head of franchising Andrew Brattesani says: "There is a lot of talk about scalable growth, but within the franchise sector we are seeing it happen on a massive scale. This presents some huge opportunities for ambitious and talented business owners."

FRANCHISING WORKS

There are lots of established principles on how to run a good business; a growing franchise network is an excellent example of these principles being put into practice.

A business can only grow and expand through franchising if it's based upon an already proven business model. Plus it's a two-way process, with the franchisor and franchisee working together to seal one another's success.

In 2017, the bfa celebrated its 40th anniversary. In the same year one of the UK's leading and award winning franchising brands, Driver Hire, celebrated 30 years of franchising.

Driver Hire, an office-based management franchise, operates in a fast paced environment where quality service and sales activity are paramount.

Franchisees run their own recruitment business, specialising in the provision of temporary and permanent drivers and logistics staff to customers that include major logistics companies, builders' merchants, parcel carriers and local authorities.

In the UK, the recruitment industry is worth an estimated £35.7 billion. Driver Hire's franchisees enjoy the benefit of being part of this huge market, part of an established, award winning brand and in utilising the latest technology and ongoing comprehensive support from a 90-strong head office team.

Franchising has clearly helped Driver Hire to expand - the business has grown strongly for five consecutive years and each year has set new records for turnover. In the financial year



Manjit Singh





2017/18, the network exceeded £100 million in turnover for the second year running.

Graham Duckworth, Driver Hire's franchise sales director, says: "Our franchisees achieve a great return on investment. The ongoing financial returns are above the franchise industry average, with the annual turnover for a single unit exceeding £1.1 million, compared with a UK average of £400,000, according to the 2018 bfa NatWest survey, and average net profit at Driver Hire is over £130,000 per annum.

"There's also high demand for our resale opportunities once they become available."

Driver Hire's outstanding financial performance was accompanied by the bronze award in the 2018 bfa HSBC Franchisor of the Year Awards.

According to the bfa, its Franchisor of the Year winners: "Demonstrate excellence in franchising by providing a strong infrastructure and support for its network, ensuring franchisees have the best environment to succeed and reach their full potential."

Driver Hire is a five times winner of a bfa HSBC Franchisor of the Year Award.

SECURE BUSINESS MODEL

On a local level, Manjit Singh has first-hand experience of running a business when economic uncertainty hits and the security that franchising can bring.

Manjit had previously run his own convenience store, but felt being part of a franchised network would help him achieve his full business potential. Having bought the Driver Hire Enfield franchise in 2007, in the first couple of years Manjit's new business prospered, thanks to his own drive and the support and opportunities provided by Driver Hire.

However, some of his key clients were hit hard by the 2008/09 recession and the Enfield office saw sales decline. At this point, Manjit especially realised the value of being part of a franchised network.

"The support of my colleagues was one of the things that kept me going," he explains. "Some franchisees were actually having record weeks in the depths of the recession, which reassured me that although things were not easy for me locally, the business itself was sound."

A decade on, Driver Hire Enfield stands as a great example of how a franchised business can thrive even through uncertain times, with Manjit and his team now achieving turnover as high as £3 million per year.

Reflecting on his success, Manjit adds: "My Driver Hire franchise has helped me develop a great business, work with some great people and deliver some great returns for my family."

> "FRANCHISING HAS CLEARLY HELPED DRIVER HIRE TO EXPAND - THE BUSINESS HAS GROWN STRONGLY FOR FIVE CONSECUTIVE YEARS"

IS A DRIVER HIRE FRANCHISE RIGHT FOR YOU?

You don't need previous experience in the transport and/or recruitment industry to own and run a Driver Hire franchise, as the company's in-depth training and support gives you all the knowledge and skills you require.

The role of the Driver Hire franchisee is to lead and motivate their team, manage the financial aspects of the business and seek out and win new business.

Therefore, it's important to have the following transferable skills: sales, customer service or relationship building experience; experience of supervising or managing people; and experience of an office working environment.

Driver Hire's top franchisees are all highly self-motivated, ambitious people with a positive outlook and a 'can-do' attitude. Without exception, they are all passionate about their business.

INFORMATION

Call George Pomfret on 07767 270077, email franchise@driverhire.co.uk or visit www.driverhirefranchise.co.uk. Twitter: @dhfranchising. Facebook: @DriverHireFranchise.

[PLATINUM PROPERTY PARTNERS]

SMART INVESTOR

Platinum Property Partners can assist you in building a cash flow-rich portfolio based on a proven HMO model

According to Skandia's 'Millionaire Monitor' report, most millionaires see owning bricks and mortar as a top priority, with 49.9 per cent of the UK's wealthiest people owning more than one property in the UK.

While it's always interesting to learn what the UK's wealthiest people are investing in, it's important to understand that property investment is a long-term commitment - a marathon as opposed to a sprint.

CASH FLOW IS REALITY

While many people will invest in property for capital growth, Platinum Property Partners (PPP) puts the main focus on something different - cash flow. Turnover is vanity, profit is sanity and cash flow is reality.

Most businesses fail, not through lack of profit, but through lack of cash flow. So when building a profitable and sustainable portfolio, cash flow must be the primary focus. It will enable you to remain for long enough to benefit from any capital uplift.

It's important to realise that not all income is created equal. Some streams are linear and some are leveraged.

Linear income is what you earn from a job. If you don't turn up for work, you don't get paid. The additional problem is that you can only work so many hours in a day, so there's a limit on how much you can earn.

Leveraged income is when you work once, but continue to get paid over and over again from the initial effort. The way to become wealthy is having leveraged income being earned, whether you are working or not. The wealthy make money even when they're asleep.

That is the scenario for smart property investors. They may initially work hard to save a deposit and then invest it into property, but then their money starts working for them and generates leveraged income.



> "FRANCHISE PARTNERS WHO OWN A PPP PROPERTY PORTFOLIO CONSIDER THEIR PROPERTIES AS EMPLOYEES"

Rather than getting another job, wealthy people know they need to send their money out to work for them. So instead of exchanging their time for money, they create leveraged income, which allows them to exchange their money for time.

On that basis, Franchise Partners who own a PPP property portfolio consider their properties as employees. And what fantastic employees they are! They work 24/7/365, so you don't have to.

SERVICE PROVIDER

If your properties are your employees, this makes your tenants your clients. As a landlord, you are a service provider and, in order to be successful, you need to understand and meet the needs of your clients.

There are more than 70 government regulations that landlords need to adhere to in order to be compliant. It can often be overwhelming to understand your legal obligations and how best to build a legitimate and highly profitable property business.

So before you embark on your property marathon, you may like to 'warm up' by discovering how PPP can assist you in building a cash flow-rich portfolio based on a proven HMO (House in Multiple Occupation) model.

As a PPP Franchise Partner, you'll be able to fast-track the acquisition of your own lucrative and sustainable property portfolio, backed by a world class, comprehensive support system.

PPP doesn't promise you'll be a millionaire in a year. In fact, if you're looking for a 'get-rich-quick' solution, PPP would advise you to look elsewhere.

However, PPP's successful Franchise Partners are living proof that the company's methods and systems work and that PPP can fast-track your property marathon, help you get up and running quickly and take away a lot of the pain of the often expensive learning curve.

INFORMATION

Email info@platinumpropertypartners.co.uk, call 01202 652101 or visit www.platinumpropertypartners.co.uk.

No. 1 Ranked Sign Franchise

FASTSIGNS®
More than fast. More than signs.®



Choosing to start this business was one of the most important and worthwhile decisions that I have ever made. I knew I wanted to be in a business which was creative and would be a challenge. Above all I love the diversity of running a FASTSIGNS® centre and I have never regretted my choice.

Richard Wedgewood | FASTSIGNS Manchester







- Multi-award winning franchise model
- Flexible financing assistance
- Innovative industry
- Full technical training
- Personalised operational support

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For more information visit: www.fsfastsigns.co.uk

MONKEY PUZZLE DAY NURSERIES LTD





Since 2005, when Monkey Puzzle Day Nurseries Ltd launched the first childcare franchise in the UK, we have seen immense growth year on year. Monkey Puzzle Day Nurseries is now the largest childcare franchise in the UK and the third largest nursery provider overall. At present we have 64 nurseries, providing 4,516 childcare places. As we look towards a successful 2019 with 12 new nurseries in development, we continue to attract inspired, entrepreneurial individuals who want be part of our thriving brand. Could you be our next success story?

As a Monkey Puzzle Day Nurseries franchisee, you can expect:

- ✔ Assistance from a dedicated property search team
- ✔ Support during initial business financing arrangements
- ✔ Project management throughout nursery construction
- ✔ Ongoing industry training
- ✔ Childcare specialists on hand to provide daily guidance and advice
- ✔ Long-term operational support

£80,000 estimated liquid capital required

£130,000+ estimated net profit in 3rd Year

To learn more please call us on 0800 411 8500
email: info@monkeypuzzledaynurseries.com
monkeypuzzledaynurseries.com/nursery-franchise

The financial projections are our estimates based on our experiences of operating children's day nurseries. They should not be taken as a warranty or guarantee that you will achieve the same results. Your success will depend on a number of variables, including local market and general economic conditions; competition within the childcare sector; and your own hard work.

[ACTIONCOACH]

ACTIONCOACH CREATES A NEW FIRM FAVOURITE

Plans to let the 'best kept business secret' out of the bag

On Thursday, January 4, 2018 at 4.10am ActionCOACH UK Co-founder, Ian Christelow, woke up in a cold sweat...the reason was simple, 16 years into Action's UK journey and less than five per cent of business owners knew about the best business growth system in the world.

Despite the undoubted success of the UK's leading business-to-business franchise and the delight of its 2,000 clients, over 95 per cent of business owners were oblivious to the intellectual property's power to multiply a company's profits by tenfold inside seven years.

WORLD CLASS COACHING

The tragic reality is 9 out of 10 UK business owners were sleepwalking towards the death of their business at some point in the next decade. Almost certain cause of death in the final analysis: business ignorance. This has fuelled further motivation for ActionCOACH to achieve their Vision for the UK of Abundance Through Business Re-education and World Class Coaching.

Enough was enough. Ian turned on the light and started to sketch out a better way to spread the message. An emergency one-day meeting with the directors of the UK company created a straw man the directors could develop and present to franchise partners with ambitions to build a team of coaches at the next quarter's conference.

> "FRANCHISE PARTNERS CAN NOW INVEST IN THE DEVELOPMENT RIGHTS TO ONE OR MORE EXCLUSIVE TERRITORIES"

Most of the feedback was incorporated in version two of the model and discussions began with the founder of the business coaching profession, Brad Sugars.

Brad immediately got the potential of the planned changes and commissioned his legal counsel to help Ian and UK Recruitment Director, Julie Wagstaff, iron out the details and develop a win:win:win opportunity for everyone who chose to get involved.



Jenni Morgan helping business owners to success at her launch seminar

INCREASING SUPPORT

In 2018, ActionCOACH sped through another milestone, reaching 200 franchise partners, with over 30 new partners joining the franchise in quarter four on the back of an impressive sixth straight 5-Star Franchisee Satisfaction Award.

Ian explains how the new model also tackles the challenge of increasing support for its growing number of franchise partners: "Our historic self-employed franchise opportunity with non-exclusive territories was proving too popular.

"It may sound like a great position to be in, but we were heading to 400 franchise partners by the end of 2020 and tracking towards a staggering 1,000 in the market in the next decade.

"We're proud of the personal support we provide our franchise partners and our challenge with the growth rate was continuing that high level support. The answer became clear: we simply couldn't. We wouldn't even be able to



New ActionCOACH franchise partners completing their training

remember the names of 1,000 franchise partners!

"So to continue to deliver one-to-one professional development and 70 days of support a year in an effective manner and meet the challenge of satisfying the latent need of business owners for the services, we had to find a different way."

The idea draws on the principle of leverage and divide to multiply. Tech4T drew up maps containing a minimum of 10,000 active UK businesses in each territory.

Franchise partners can now invest in the development rights to one or more exclusive territories; it's an opportunity to build a team to ultimately let every business owner know about the cure for the blight that would probably have killed their business and the solutions available to instead grow their business and gain the lifestyle they dreamt of at the outset.

"Our previous franchise model was geared to our franchise partners being self-employed," Ian says. "With as little as seven hours a week of coaching, our partners could generate a monthly income of £10,000, which for most equates to an enviable lifestyle.

"However, even with 200 franchise partners across the UK, we had penetrated less than one per cent of the market for our services and generated very little in the way of brand awareness. The new Firm Builder licence changes that, as franchise partners can now recruit an uncapped number of employee coaches, safe in the knowledge we won't clutter their market with more franchise partners.

"The expectation is each territory is gradually developed to at least £1 million of annual revenue over the next decade, which is a level ActionCOACH has seen its top performers achieve in personal client income inside half of that time frame."

In late 2018, five new Firm Builder franchise partners joined the UK team and five more Firm Builder territories were awarded to existing franchise partners.

FURTHER DEVELOPMENT

Interestingly, Ian and Julie let us know that the last 30 available territories, wherever they may be, are not for sale at any price, because they've decided to develop them themselves through employed general managers.

James Vincent, ActionCOACH UK's Performance Director, is one step ahead and has already invested in the Sheffield territory and hired a general manager to run it for him as an investment delivering returns he can't find elsewhere.

He explains: "We expect to award all remaining territories by the end of 2020 to people who have proven team building and leadership skills, an investment mindset and a personality that attracts talent.

"In return, the level of support for our franchise partners will only increase. We now offer free one-to-one mentoring from our team of master coaches to our firm builders for as long as they are partners.

"In addition, the new 90:10 revenue share in your favour generates an unlimited marketing budget to create way more speaking opportunities, leads and clients for our franchise partners.

"The question is, could you be the lead star coach or will you be the star leader of a team of great coaches? Both options are currently available to the right person."

INFORMATION

If you want to build a business to make a difference in your community and you're the kind of person who:
A. Loves learning and developing yourself;
B. Has enjoyed success in your career or sport; and
C. Is willing to invest if they see substantial returns can be made...
Then find out more by watching the 6-minute overview video at www.actioncoach.co.uk/overview

[nicenstripy]

TRANSFORM YOUR LIFE

With nicenstripy, you can make your office at one with nature

If you want to work the hours you desire, see your fitness level dramatically increase, work outdoors and lead a healthy lifestyle and suffer no more office politics, think outside the box and make your office at one with nature.

Launched in 1996, nicenstripy has been franchising its business opportunity since 2000 and has a well established network

Today, nicenstripy is the longest running gardening franchise in the UK. The company is a full British Franchise Association and Institute of Groundsmen member.

REOCCURRING INCOME

With its low cost start-up, nicenstripy provides regular grass cutting services together with lawn care, grounds and garden maintenance for both domestic and commercial customers, with a reoccurring 12-month income.

Jane Tinsley and Paul Burchett ran the pilot operations to prove and fine-tune the business to enable it to be franchised ethically in 2000. Franchisees were offered the opportunity to invest in their own future the following year.

Jane says: "While my business started reasonably slowly in my first month, I still achieved over £2,000 income and my business has gone on from there until today, nearly 20 years later, where we currently run three vans and employ six people."

With low fixed monthly fees, full initial and ongoing training and 100 per cent of the start-up cost covered by government loan schemes, the franchise is affordable for anyone wishing to start their own gardening business.

Certified, industry recognised, professional qualifications are obtained during your intensive initial training and further qualifications are earned throughout the period of your franchise agreement, which provides you with a protected exclusive territory that includes a minimum of 100,000 properties.

Paul Allen, nicenstripy's financial director, says: "We assist potential franchisees to prepare a business plan to make an application to maximise the opportunity of obtaining funding to start their nicenstripy business.

"Backed by a formidable support system, potential franchisees should look no further. We utilise 'niceneasy Office', which is a bespoke computerised system designed by our existing franchisees that has dramatically reduced the complexities of running your own business and the time it takes to do so.

"The benefit is that niceneasy Office gives more time to actually do the work or promote the business within your local area."

The nicenstripy website produces a significant number of enquiries for franchisees each year at no additional cost and although there were a number of extreme weather situations in 2018, the company saw an overall increase of in excess of 40 per cent in the number of enquiries the previous year.



> "THE FRANCHISE IS AFFORDABLE FOR ANYONE WISHING TO START THEIR OWN GARDENING BUSINESS"

OPEN AND HONEST

Tony Merrick, nicenstripy's franchise director, says: "Probably the biggest advantage to a potential franchisee is our honesty.

"We will not take advantage of anybody and take their money if we feel there is any chance they might not be as successful as they want to be. In fact, I have to say it is very hard sometimes to explain to somebody that really wants to join the nicenstripy family that they can't."



INFORMATION

Call Tony Merrick on 0800 014 2420 or visit www.nicenstripy.com/franchise.


What's On In
FRANCHISE
A UK Market Place worth
£89 Billion
UKs Fastest Growing Affordable Franchise
£89 Billion is spent by UK businesses advertising online. The "Whats On In" Franchise is a unique B2B Advertising opportunity with a FULLY EXCLUSIVE postcode area
BENEFITS OF THE FRANCHISE
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Dani Smith: enquires@WOIFranchise.com


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Chemex and you...
THE PERFECT MIX
BE PART OF EUROPE'S LARGEST FRANCHISED HYGIENE DISTRIBUTION NETWORK
Your Potential
- Operate a single or multiple van business
- Stephen – Single van, £300k turnover
- Charles – Two vehicles, £500k turnover
- Colm – International Partner, €1 million
- International Master licenses available
The Package
- Friendly and extensive training
- Field Support
- Business software pack
- Sales toolkit
- Large exclusive territory
- Free business planning + finance help
- £5,000 start up incentive
Your Support
- 8 weeks of extensive training and support
- New and unique products
- Marketing and Sales support
- National account opportunities
Your Opportunity
- £7 billion+ market
- Supply everyday necessities
- Care, Leisure, Catering, Education, Local Authority, Automotive and more
- Regular repeat business
Chemex
Our Expertise... Your Drive

[CAREMARK]

STEP INTO A NEW OPPORTUNITY

If you love working with others and see yourself as a champion for your local community, check out the Caremark homecare franchise

There is nothing like the start of a new year to sharpen one's focus regarding career satisfaction.

The Christmas/new year holiday is usually the time when weary business professionals stop to draw breath and ask themselves: "Do I still love my job? Am I achieving the kind of income and work/life balance I really want? Am I ready to invest in a new business rather than a new job?"

GREAT OPTION

If this resonates with you, maybe now is the perfect time to step into a new opportunity. If you are a seasoned entrepreneur or just at the beginning of your professional career, franchising is a great option to consider. It all depends what kind of business you are looking for.

If you love working with others and see yourself as a champion for your local community, a homecare franchise could be a step in the right direction.

Caremark's homecare franchise offers the opportunity to build a sustainable business, while meeting an increasing social need alongside delivering a service to a high standard.



For those looking for a new challenge with management opportunities, Caremark is offering an exciting franchise to the right individual.

Having little or no experience in the care sector is not a problem and neither is age. You can be a newcomer to social care and still have the business of your dreams.

Caremark franchisees vary in age from early twenties to fifty-something, but they all have the same things in common: they have drive and ambition to build their own enterprise, they are passionate about delivering a vital service to their local community, they have management experience, they enjoy networking and, above all, are good communicators.

When it comes to preparing for their business life, Caremark supports its franchisees from day one, beginning with a comprehensive residential training programme at head office.

This training gives each new business owner a thorough grounding in both the care sector and relevant legislation, as well as the Caremark business model.

Once completed, ongoing support and guidance is given by field-based professionals specialising in business development and quality/compliance. Support is also available from a team of specialists within Caremark head office.

FINANCIAL SUPPORT

What about funding, you might be thinking? All Caremark's candidates are supported to present a thorough and realistic business plan, ready for review by one of the major commercial banks the company partners with.



> "HAVING LITTLE OR NO EXPERIENCE IN THE CARE SECTOR IS NOT A PROBLEM AND NEITHER IS AGE"

This enables a bank to see where the possible pinch points might lie and what financial support the candidate is hoping to achieve.

Caremark's proven business model and excellent reputation means its partner banks are willing to consider lending to new starters, whether that is a top-up loan to the candidate's own contributed funds or a figure up to 70 per cent of the total sum required.

So whatever your dreams may be, if you are looking to take a new step into something different, now is a good time to make that move. With territories available across different parts of the UK, Caremark has plenty to offer if you have the drive, passion and determination to succeed.

INFORMATION

Call the recruitment team on 01903 266 392, email franchise@caremarklimited.co.uk or visit www.caremarkfranchises.com.

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14th March – Reading
28th March – Midlands

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

Matt O'Neil
Head of Franchise Recruitment
07753 966651
moneil@expensereduction.com

Expense Reduction Analysts

WINNER 2017

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bfa

erafranchise.net

THE NUMBERS ARE ADDING UP FOR MATHNASIUM FRANCHISEES

With over 30 franchises awarded in the first 12 months since Mathnasium's UK launch, territories are going fast.

FIND OUT WHY THIS EXCITING AND REWARDING GLOBAL FRANCHISE IS TAKING THE UK BY STORM

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Email: ukfranchise@mathnasium.com
Call: 0161 791 0686

MATHNASIUM®
The Maths Learning Centre

[SCHMIDT KITCHENS]

AT YOUR SIDE

Schmidt Kitchens aims is to have 100 showrooms open in the UK by 2023

Schmidt Kitchens is the leading retail kitchen brand in Europe, with a turnover of over 500 million euros and employing more than 1,500 people.

The company designs, produces and distributes innovative products and services that play a major part in home improvements in the kitchen, bathroom and interior solution marketplace.

> "SINCE 1989, THE COMPANY HAS BEEN DEVELOPING AN EXCLUSIVE SHOWROOM CONCEPT"

HEART OF YOUR HOME

Fitted kitchens are now the norm and no longer a luxury in most households. The kitchen is now at the heart of your home and where families spend much of their time.

All Schmidt Kitchens' products come from its six factories in the heart of Europe (five in France and one in Germany). Since 1989, the company has been developing an exclusive showroom concept and now has more than 700 showrooms around 25 countries.

UK OPENINGS

Its most recent UK openings have been in Sevenoaks, Kent and Epsom, Surrey. Schmidt Kitchens will be opening new showrooms in Ruislip, Reading, Milton Keynes, Norwich and Maidstone in the coming months.

Its Sevenoaks showroom was opened by husband and wife team Adrian and Janice Tobitt.

Adrian was previously a kitchen fitter and Janice an executive personal assistant. They wanted a business where they could work together and employ other family members as the business grew. Today, they are a team of four.







"The business is doing really well and we are so pleased we joined the Schmidt family," Janice says.

Epsom is owned by husband and wife team, Asam and Hanisha Mohammad.

Asam previously worked for a national kitchen retailer, but wanted his own business to ensure he and his family could reap the full rewards of their efforts.

"Schmidt is at your side on a daily basis in assisting you with the success of your showroom," Asam says. "You receive support with marketing, IT, sales administration and much more, with experts on hand when you need them."

TRAINING PROGRAMME

Schmidt Kitchens offers a comprehensive 14-week training programme that allows the company to recruit new business owners with no previous industry experience.

Training covers all aspects of new business ownership, in addition to practical and theoretical training on Schmidt Kitchens' products and systems.

Schmidt Kitchens franchisees pay no franchise fee or royalties. The investment level for a showroom varies depending on the size and location, but starts at around £400,000. This is typically financed by your own personal investment, a bank and Schmidt funding.

Once established, it's a positive cash flow business with a healthy annual distributable income.

INFORMATION

Email expansionUK@groupe.schmidt.

Ableworld

www.ableworld.co.uk

Your Local Specialist

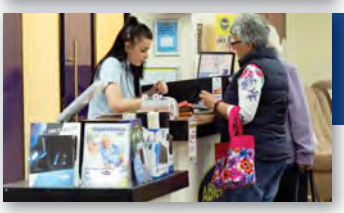
Ableworld is the country's largest mobility retailer selling products to the elderly and disabled which change people's lives for the better.



There are currently 15 million people aged over 60 in the UK today and the Government predicts that in just over 10 years' time nearly 25% of the population will be over 65.

As the population ages the demand for products such as mobility scooters, stairlifts, adjustable beds, wheelchairs and home aids will see a dramatic increase.





Ableworld are looking to expand further over the next 12 months and have franchises available across the UK mainland. You do not need to have previous experience as full training will be given on all aspects of the franchise.

Ableworld - at the Heart of the Community, helping others lead more active and comfortable lives

Franchises will get:

✓ A generous exclusive territory ✓ Good earnings potential
✓ A first class training programme ✓ The chance to make a difference in your community ✓ Up to 70% finance is available*

For more information please email: **franchise@ableworld.co.uk** or telephone: **01270 613599** for a free information pack or visit our website: **www.ableworldfranchise.co.uk**

**subject to status*

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- Excellent cash flow from an early stage – clients pay in advance
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- Unlimited support from Head Office
- Attendance at regular Head Office events
- Ongoing training to include new materials developed
- Initial supply of stationary and supplies
- Personalised biography on the Chrysalis Partners website
- Partner advancement program
- Use of Chrysalis Partners branding for your practice
- Money back guarantee on your license fee

Low start up costs

Unlike some franchises, the initial outlay for Chrysalis Partners is very affordable. Not only is the fee payable very reasonable but you have very little that you need to buy to get started. If you are mobile and have a telephone and a laptop you are ready to go – everything else you need is provided within the franchise system.

01403 888339

www.chrysalispartners.co.uk **david@chrysalispartners.co.uk**

[VISITING ANGELS]

CHANGING PERCEPTIONS

By putting the carer at the heart of the Visiting Angels model, the UK business will replicate its international partners, managing director Dan Archer says

For many business people considering becoming a franchisee, there can be a number of questions that need to be answered.

What sort of business do I want to run? Which sector provides the best opportunity? What are the returns on my investment?

We talk to Dan Archer, managing director of Visiting Angels, about a question that is often overlooked: what do you want your business to stand for?

20 YEARS' EXPERIENCE

With 20 years' experience in franchising, Dan has been working with new business owners since the 1990s.

He explains the different approaches people take: "I'm quite often asked what is the best franchise opportunity to invest in. This is a challenging question because the answer is, in my opinion, the one which suits you best. If you are not a people person, working in retail may provide a great potential return, but you would not be likely to be successful.

"I usually start with the basics. Is there a proven market for the business? Is the investment affordable without stretching yourself? And most importantly, what do you want to do with your days?

"Self-employment through franchising should allow you to design your perfect working situation and work-life balance. You have far more control when it is your business than you would ever have working for someone else."



DUE DILIGENCE

There are hundreds of franchise opportunities and it's important that you have a clear understanding of how you will approach your due diligence.

Many new franchisees go to franchise exhibitions and search on franchise opportunity websites, but knowing what questions you need to answer will make the process easier.

Dan continues: "Our business operates in the social care sector, which is a market where the demographics of the UK means there is huge demand. More importantly, we are a private care provider and we do not do work for the local authority.

"The chronic decline in funding through local councils means my belief is that there is little opportunity for growth in the socially funded marketplace. There are thousands of care providers, but only a small number who only provide private funded care.

"So to the uninitiated, it appears our market is competitive, but the reality is there are very few providers with the ability to address the private pay market."

Dan feels the support that is provided by a franchisor is important to helping a franchisee: "Because the opportunity for growth in the care sector is in private pay, the franchisor should be able to support the franchisee to address this market.




Dan Archer

"The franchisor should be able to help the franchisee put a marketing plan together, to structure a promotional campaign, to build a local brand and to communicate with potential clients. I would expect a franchisee to be given a clear understanding of how the franchisor can help."

EMBRACE THE MISSION

It is also important that the franchisee embraces the mission of the franchise group. The collective influence of passionate and motivated franchisees is a key 'X Factor' for business success.

Dan explains: "The mission of the business is the key element - what do you want the business to stand for?

"Our mission is to become the UK care sector's employer of Choice by 2022. I want people to choose to work in care and to choose to work for Visiting Angels.

"I also need my franchisees to be passionate about changing the perception that society has on being a carer. If they share our mission, we will be successful. The problem in the care sector is that people are poorly paid, poorly rewarded and often exploited. We have taken a stand to say no to the received wisdom on care.

"By paying more, focusing on building loyalty and employing market leading recruitment and retention strategies, we have built one of the UK's first carer centric businesses."

> "I WANT MY FRANCHISEES' BUSINESSES TO STAND FOR A CHANGE IN HOW CARERS ARE TREATED"

WELL KNOWN

Dan believes that by putting the carer at the heart of the Visiting Angels model that the UK business will replicate its international partners.

"Operating in five countries and with over 600 franchisees, the Visiting Angels brand is already well known and respected in the US," Dan says.

"We have drawn on many of the excellent caregiver recruitment and retention strategies used in the USA when we put together the UK business. Our successful pilot has benefited from the 20-year heritage of this established business.

"Our UK Angels are the most important people in the business - without them we are not able to deliver the excellent care private clients expect.

"I want my franchisees' businesses to stand for a change in how carers are treated. Treating caregivers better reduces staff turnover and increases the consistency and continuity of care we provide.

"If we do this well, we can justify charging a little more for the service and this also allows us to be profitable. I firmly believe it is good to make a profit if you are also changing peoples lives and making a difference to both carers and clients."

UK LAUNCH

The Visiting Angels franchise was launched in the UK in 2017 with an extensive pilot operation.

Visiting Angels is seeking 10 franchisees during 2019 with the first five - founding franchisees - benefiting from more influence on the direction of the business and a reduced franchise fee of £9,995.

The regular franchise fee is £24,995 and franchisees interested in this opportunity will need £25,000-£30,000 in liquid capital in order to secure bank funding for the total investment, including working capital of up to £100,000.

A substantial, premises-based, management franchise, the potential exists for a six-figure turnover in year one and a projected million pound-plus turnover by the end of year three.

INFORMATION

Visit www.visitingangelsfranchise.co.uk or call Dan Archer on 07584 178458.

[REVIVE!]

SMART CHOICE

The Revive! business model is proven to generate six-figure incomes and offers almost unlimited potential earnings

Revive! is a multi award winning franchise offering a tried and tested route to building your own successful multi-van smart repair business.

The company has a clear profile for new recruits - it's looking for ambitious, dynamic candidates who want to grow a business.



COULD YOU BE THE NEXT SUCCESS STORY?

You need to be business minded, commercially astute, organised and an excellent communicator. If you want to paint and repair vehicles yourself, a Revive! management franchise is not for you.

If you are hungry for success, Revive! can provide you with a business model that, if followed, will enable you to build a substantial business and an asset to sell in the future.

BUSINESS SUPPORT

Guidance and support throughout your business journey is provided by the Revive! 'dream team', assembled over the years from the franchise industry's elite.

The quality of the company's support was recognised by the British Franchise Association and HSBC when it won their 2018 Franchise Support Award:

Helping you attract, train and retain the best technicians. The Revive! recruitment techniques, industry leading certified technician training and career development programmes are proven to develop and engage top performing staff.

Helping you work 'on' your business The company's bespoke, ever evolving business management system simplifies your admin, provides powerful data for benchmarking and enables you to drive profitability in your business.

Helping you win more business. Revive! will show you how to build a core base of repeat work in your area, supplemented by its booming national accounts programme servicing four of the top seven dealer networks, as well as fleet and insurance work.

Helping raise awareness of your business. As well as raising brand awareness nationally, Revive! supports you to promote your business locally.

The company's five-star Trustpilot rating and motorsport sponsorship position Revive! as a national brand at a local level, giving credibility to your business.

THE NUMBERS STACK UP

Demand. Over 50 per cent of the UK's 37.5 million vehicles have damage to bodywork or wheels.

> "OVER 50 PER CENT OF THE UK'S 37.5 MILLION VEHICLES HAVE DAMAGE TO BODYWORK OR WHEELS"

Regular repeat work comes from relationships with local dealerships and Revive! national accounts contracts, complemented by repairs for private car owners in your region.

Investment. To set up your new business, you will need to invest £32,000 plus working capital.

The Revive! bank approved business model enables you to borrow up to 70 per cent of the total initial investment, including the projected working capital.

Returns. The Revive! business model is proven to generate six-figure incomes and offers almost unlimited potential earnings, with large territories and a wide customer base.

INFORMATION

Visit www.revivefranchise.com.

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[EXPENSE REDUCTION ANALYSTS]

THE VEHICLE TO A COMFORTABLE FUTURE

For Expense Reduction Analysts franchisee Bernard McKay, being self sufficient and having flexibility is extremely important

> WHAT I FOUND REALLY HELPFUL IN THE EARLY DAYS WAS COLLEAGUES IN THE NETWORK WERE ALWAYS KEEN TO HELP"

Bernard McKay's mantra for business is that hard work brings rewards. And with six-figure earnings, an impressive client base, a growing personal property portfolio and the flexibility to spend time with his wife and children, it would seem he's not wrong.

He explains: "I want my children to learn from me that with hard work you can achieve success.

"I've built what I have by keeping my head down and earning as much as I can. That's allowed me to generate the money to buy more properties to add to my portfolio and meant I can formulate a strategy to retire and enjoy life. ERA UK is my vehicle to a comfortable future."

BANKING CAREER

Even before he joined ERA UK in 2008, Bernard was no stranger to hard work. A career in banking saw him rise through the ranks to branch manager in 1999 with First National Bank.

However, just six weeks after taking the role the bank rationalised the network and Bernard was made redundant.

Determination intact, Bernard joined a former colleague in partnership and the pair successfully built a loan brokerage company, going on to employ 70 people and generate significant turnover.

Bought out in 2004 by mutual agreement, Bernard accepted a similar role with another mortgage broker. But it wasn't long before he began to feel disillusioned by the sales driven atmosphere.

"I'd started to find my role was very sales and target oriented and I became fed up and disheartened with what was a very transactional business with consumers," he says. "When I worked at First National, my role was business to business and very relationship driven and I wanted to get back into that environment.



"Other than knowing I wanted to get back into B2B, I wasn't sure what I wanted to do. I just knew what I didn't want.

"I didn't want to employ or manage people - I was fed up with having to build a team and deal with personnel issues. I didn't want to be consumer facing and I didn't want to be transactional - I hated the impersonal nature of that style of business.

"In the end, I listed my CV on a recruitment website and a franchise broker put me in touch with ERA UK. It's pretty safe to say the rest is history."

WORLD LEADER

ERA UK is a world leader in cost management and procurement consultancy. Franchise partners are trained to offer strategic advice and practical methods that optimise supplier relationships and generate cash.

Boasting the highest consulting revenue of any UK procurement franchise, the ERA UK network has enjoyed impressive sales increases over the past five years.

"In hindsight, I probably didn't do as much research as ERA UK tell you that you ought to," Bernard admits. "But the franchise looked and sounded like a good opportunity to me, so I went for it.

"My wife was due to have our daughter in November of that same year, so as well as ticking the B2B and relationship-led boxes it also meant I'd be running my business and working from home, which suited us perfectly."





INTENSIVE TRAINING

After signing his franchise agreement in August of 2008, Bernard undertook ERA UK's intensive training course in October and launched his business at the end of that same year, just as his daughter arrived.

"The training was a mixture of classroom-style at head office in Southampton and at-home practical work between to embed the learning," he says.

"It's all geared up for getting you ready to venture out on your own and you get all the knowledge you're ever going to need from a theory perspective. Then it's up to you to put it into practice."

"Of course, you get lots of support after you officially launch, but my biggest advice to anyone new would be to get out there and start learning in the real world as soon as you can.

"Get out and experience it, work hard and learn from your peers. For me, that's the best way to achieve success.

"What I found really helpful in the early days was colleagues in the network were always keen to help. They would come out to meetings with you - mentor you, essentially.

"It's a very collaborative network and we all remember what it was like to be just starting out. The more successful we all are individually, the stronger and more successful we'll be as a network. It's win-win."

PLEASED AND PROUD

Just a few years into his business, his new role as an ERA UK business development manager was all that he'd hoped it would be. And Bernard was both pleased and proud to find that his efforts were already beginning to pay dividends.

"The first three to four years went very well indeed - I was earning well into six figures," he says. "I actually didn't realise just how well the business was doing until I was reviewing the year-end accounts one day. I sat back and was quite surprised.

"That was a proud moment, but it was also a case of 'okay, that's brilliant but let's not stand still, let's go for more next year'."

Thanks to his hard work and determination, 47-year-old Bernard's business has gone from strength to strength. But his plans for the future include more, not less, of the same hard work.

"My drive when I wake up is to generate more business," Bernard says. "Of course, it's a challenge - all business is. But I tell myself 'don't get too high' and 'don't get too low'.

"You just have to keep pushing on and not take your foot off the pedal. It's worth it. It's worth the effort for what you can achieve."

In his spare time, Bernard's a keen golfer. He takes to the greens at least once a week throughout the year, regardless of the weather. Keeping fit is high on his agenda, but so too is spending time with his family - his two elder sons and his young daughter, who at nine knows how to keep Bernard on his toes.

"Being self sufficient and having flexibility is extremely important to me," Bernard says. "I can pick my little one up from school if I want to or I can take care of her when she's ill if I need to.

"I like being able to do that. I'm not all that sure many dads could do that, even if they wanted to."

INFORMATION

Visit www.erafranchise.co.uk.

[SENIORS HELPING SENIORS]

BREATH OF FRESH AIR

This care franchise is looking for people with extraordinary hearts to open a care service making the headlines for all the right reasons

Two things are true in an ageing society: Millions of people need to work longer in flexible, local, well paid jobs that value their experience and millions of elderly people need help to live independently. Seniors Helping Seniors is right place, right time.

Calling on the services of a care company has become a necessity. By 2035 2.5 million people will live past their 85th birthdays. Support levels from social services are anything but certain and the type of care people want has changed.

MATCH MAKING

The simple fact is, people like it best when they are helped by people they get on with and Seniors Helping Seniors carefully matches loving, experienced people with time on their hands to people who need some help to live independently in their own homes.

The same person visits. The client is in control, there is flexibility.



Keith Reddy, Barbara Reddy (new franchisees) and Sally Wilse, Christian Wilse (UK franchisors)

Seniors Helping Seniors is a 20-year-old care brand with a unique approach. Fully managing care to help families, people are helped by people who know how to support them to be enthusiastic, stay safe and well. Client and carer have a lot in common. Time and courtesies are put into every match.

Low-cost franchise offers for the South East and East of England attract people like Keith and Barbara Reddy to join the UK team. They opened their Seniors Helping Seniors franchise business in February 2019 to serve Sevenoaks, Tonbridge, West Malling and surrounding villages.

Christian Wilse, franchisor, started Seniors Helping Seniors in the UK in 2013 to disrupt the care sector. The response was overwhelming. The BBC said the service is unique and offers greater understanding and empathy. The British Franchise Association has already upgraded the franchise.

Christian says: "Because Seniors Helping Seniors does not offer 'personal care', we have the time and flexibility to support independent living.

"Our terms appeal and they are a joy to operate. Carers love the work and we support them 100%. No 'personal care' puts us out of scope for CQC, so our businesses save all the time and costs that comes with that. Our service follows CQC standards as a minimum. We are about being excellent and flexible for people. Clients rave about us."

GENEROUS SPIRITED

This is a generous spirited, efficient and trusted people business.



"WE ARE ABOUT BEING EXCELLENT AND FLEXIBLE FOR PEOPLE. CLIENTS RAVE ABOUT US"

Seniors Helping Seniors is a top 20 most recommended home care group in the UK and care commissioning groups call it perfect primary care, signposted by charities, GPs and specialists.

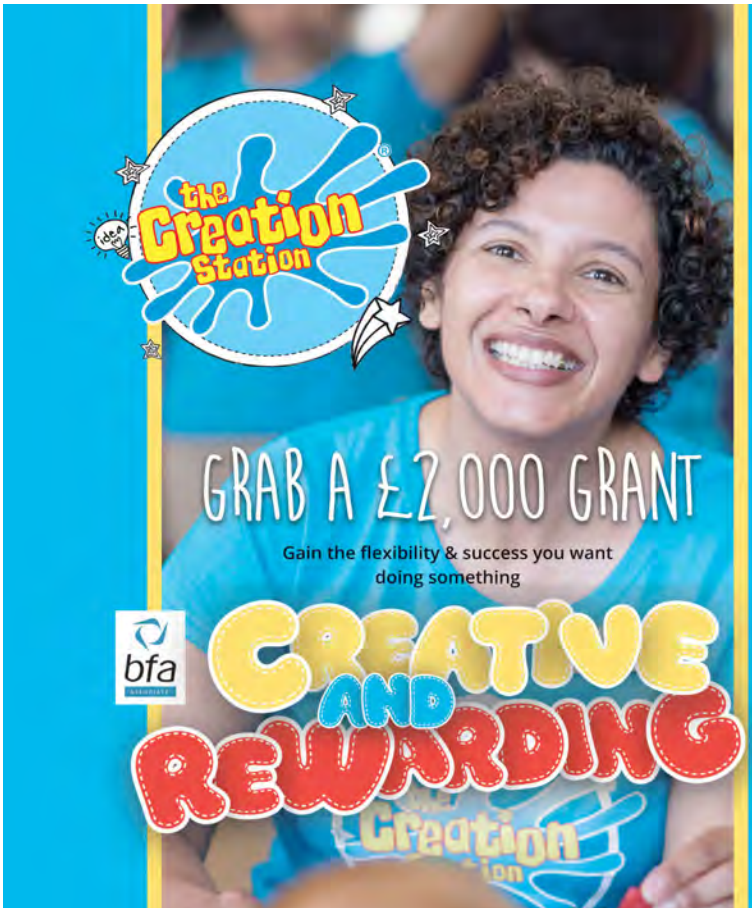
Believing that no human should leave this earth without feeling love, dignity and compassion, the drive is to open in as many communities as possible.

Ethical franchising is the way to do that. These franchise terms and practises attract talented people like Keith and Barbara, who are looking to serve the community they love and secure a thriving future for themselves and their family at the same time.

Keith says: "The Seniors Helping Seniors franchise came to us as a real breath of fresh air."

INFORMATION

Call 01227 454 900 or visit
www.seniorshelpingseniors.co.uk
Facebook: @seniorshelpingseniorsKentUK
Twitter: @SHSKent



Due to demand for creative activities you can apply for a £2,000 grant towards running your own successful franchise.

Find out about inspiring imaginations through art and crafts classes, parties and events in your community and joining our friendly family of 100+ fabulous franchisees.

Rated 5-Star by customers on Trustpilot and in an independent survey, franchise owners rated the franchise as 5-Star.

As seen on BBC tv sky CBeebies

Contact Maggie to check if your area is available and to apply for the grant quoting **'What Franchise'**.
maggie@thecreationstation.co.uk

01395 239700 thecreationstation.co.uk

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[CHRYSALIS PARTNERS]

DRIVE GROWTH

With Chrysalis Partners, you can own a rewarding franchise offering business coaching and consulting to the SME market

Are you tired of the corporate world, working hard to make money for someone else? A franchise with Chrysalis Partners can transform your hard work into a business that can deliver an income of six figures and more.

Chrysalis Partners offers the very latest approach to business coaching and consulting, using proven business models that haves helped thousands of businesses to become more successful.

Its business model allows a franchisee to operate with a hybrid approach to coaching and consulting, which makes acquiring and retaining clients far easier than ever before. You will use your own skills in parallel with Chrysalis Partners' world class models and systems to drive growth in your clients' businesses and in return earn an excellent income.

The company's model is backed by a money back guarantee on your licence fee, such is Chrysalis Partners' confidence in the systems it offers.



HUGE DEMAND

With more than five million small to medium-sized businesses in the UK, the demand for Chrysalis Partners' services is huge. Furthermore, most new businesses fail in the first few years, so the requirement for a coach to help steer these businesses to success is greater than ever.

New franchisees join a community of business professionals, who share their experiences and thoughts on how they are using the Chrysalis Partners models and strategies to best effect with their clients.

With regular group meetings, the company encourages you to work together and share successes to broaden your knowledge base and leverage one another's strengths.

World class training is held in a luxury facility with full residential facilities included for the duration of your training. Once training is complete, unlimited ongoing support is available for anyone who needs it.

POTENTIAL RETURNS

The cost of the franchise is £19,950. According to Chrysalis Partners, potential returns are significant for individuals who follow the activity guidelines and systems recommended. You should be cash positive within a few months and in profit within your first year of trading.

The company's business coaches enjoy an upfront monthly fee payable in advance from every client and the franchisee is in control over what to charge. In addition to the monthly fixed fee, a 'back end' success fee is charged, which is payable and directly proportional to the amount of growth you deliver to the client - the more money they make, the more money you make.

> "THE COMPANY'S MODEL IS BACKED BY A MONEY BACK GUARANTEE ON YOUR LICENCE FEE, SUCH IS CHRYSALIS PARTNERS' CONFIDENCE IN THE SYSTEMS IT OFFERS"

Chrysalis Partners is a member of the British Franchise Association and chose to pursue this path as only ethically run franchises are eligible to join.

The company has worked closely with key partners to ensure its franchise agreement and business model offers franchisees an excellent opportunity to become successful and enjoy a rewarding and well balanced lifestyle.

INFORMATION

Email david@chrysalispartners.co.uk, call 01403 888339 or visit www.chrysalispartners.co.uk.



SKILL SET

Chris Roberts, head of strategic development at Franchise Finance, reveals the attributes you need to run a franchise

The main reason Franchise Finance established its Business Training Academy was to help franchisees to build and expand the skills they need to start and run successful businesses.

There are many things that can stop this from happening and success or failure is often influenced by external factors, some of which are beyond our control and some of which we can guard against. However, the one key 'internal factor' is us - the owners of the business.

People sometimes assume they can start their business journey simply using the skill set they already have or believing their franchisor will provide them with everything they need. Unfortunately, this is rarely the case and a reasonable amount of self development will nearly always be required, particularly if you have not run a business before.

> "A REASONABLE AMOUNT OF SELF DEVELOPMENT WILL NEARLY ALWAYS BE REQUIRED, PARTICULARLY IF YOU HAVE NOT RUN A BUSINESS BEFORE"

HELP'S AT HAND

Thankfully, there's a lot of help at hand. There are many good business books, with most being available to download from the likes of Amazon, and there are some very informative videos on YouTube.

We think a great place to start is a book called The E-Myth Revisited by Michael E Gerber. In this, the author explains that a business owner needs to have the characteristics of three different people: a technician, a manager and an entrepreneur.

Having only the skills of one or even two of these people is likely to lead to failure. You need all three to be successful.

The technician knows the detail of the service or product supplied by the business and can roll up their sleeves and deliver, improve, repair and develop it - whatever 'it' is. They are very much at home doing the job, making the goods or delivering the service.



The manager is the detail oriented one who dots the 'T's and crosses the 'T's, remembers to pay the bills, does the bookkeeping, understands the accounts and wants a well organised world with no surprises, where things happen in an orderly and predictable manner.

The entrepreneur lives in the future, thinking about what could be achieved and not so much about 'the now'. He or she is a marketeer and is prepared to reach for the stars and bring everyone else along for the ride.

LEARNING ABOUT

So, your self help journey will involve you in learning (or learning more) about:

- Marketing, networking and selling.
- Finance and accounts.
- Managing, monitoring and motivating.
- Health and safety.
- Communication and negotiation.
- Leadership and delegation.
- Time management.

Business is a fascinating world and by studying these topics you will not only help yourself in business, but many of these skills will also help you in your private and family lives as well.

Please feel free to talk to us at the Franchise Finance Business Training Academy, as we will be able to help you as well.

INFORMATION

Franchise Finance arranges finance for franchises, prepares business plans and runs business and financial training courses and workshops through its Business Training Academy.

Call 01844 355575, email info@franchisefinance.co.uk or visit www.franchisefinance.co.uk.

[LEADING THE WAY]

SHINING A LIGHT

Leading the Way delivers pet care excellence in the franchise industry

With over 20 years' experience in the pet industry, it's no surprise OSCAR Pet Foods has pinpointed a gap in the market for supporting pet ownership.



Its new sister company, Leading the Way, is shining a light on ethical pet care by delivering professional support for responsible pet owners. And with approximately 50 per cent of households owning a family pet, there's no shortage of clients who need your help.

ACCREDITATION

Leading the Way is the first and only pet care franchise to offer its network of franchisees a bespoke CERTA accreditation in Animal Health, Welfare and Disease Control.

As a Leading the Way franchisee, you'll be providing energetic and stimulating walks, safe and secure transport and attention at home - all wrapped up with plenty of companionship and fun along the way.

And you'll gain three things: first, the advantage of buying a franchise backed by the UK's largest pet food home delivery company; second, the depth of professional knowledge and training needed to win and retain a loyal client base; And third, the freedom to combine a love of animals with the ability to grow your own business.

INFORMATION

Call 0800 027 9845 or visit www.leadingthewaypetcare.co.uk.

[LEAFLET DELIVERY UK]

DELIVERING RESULTS

Leaflet Delivery UK is recruiting franchisees to sell its proven service

Working in partnership with Royal Mail, Leaflet Delivery UK is aiming to build a network of franchise businesses covering all towns and cities in the UK offering its tried and tested shared leaflet delivery service.

Franchisees receive an exclusive territory of around 50,000 homes, as well as the ability to arrange mailings anywhere in the UK, for which they receive a payment.

As all delivery is undertaken by Royal Mail, there's no need to recruit delivery staff.

INCOME

Customers pay about £25-£40 per thousand for a leaflet drop, depending on size and weight. Franchisees should make £2,000-£3,000 a month in year one. Gross profit is around 40 per cent of turnover.Supported by the experienced Leaflet Delivery UK team, a franchisee's role is to show local businesses how to produce quality leaflet drops at nearly half the cost of doing it themselves.



The company is looking for people who want to make and attend 5-20 appointments a week. One in three appointments result in a sale and sales are for multiple months.

The franchise fee is £25 per week. If you want to try it, you can for six months for a total outlay of £650.

INFORMATION

Call Andrew Wareing on 01253 739662 or email andrew@leafletdeliveryuk.com.

[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.

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[ZERODRYTIME]

COMPLETE SOLUTION

Zerodrytime has a proven track record in getting franchisees from start-up to earning in excess of £50,000 in their first year

Zerodrytime has been cleaning households and commercial premises since 2008. Now with over 55 vans covering virtually every part of the UK, it's the UK's only dry carpet, upholstery and hard floor cleaning franchise.

The company also has a master franchise in Ireland and the first overseas master franchise based in New Zealand.

Zerodrytime's franchise opportunity gives franchisees four cleaning solutions under one franchise, as well as second-to-none training, support and back-up from its UK training centre in the north east of England.





"ZERODRYTIME GIVES ITS FRANCHISEES ALL THE MACHINES, PRODUCTS, PROCESSES AND BACK-UP TO HELP THEM SUCCEED"

MARKET POTENTIAL

Being involved in the cleaning industry, David Muirhead, Zerodrytime founder, was asked the same question repeatedly: do you clean carpets and upholstery? It was at this point that he realised the huge market potential. After all, who wants wet carpets and the inconvenience that goes with it?

David started investigating and scouring the market for ways to give people what they wanted. In the early days, it took a lot of hard work finding the right machines and products and involved trips to the USA and numerous UK-based chemists to help make the products needed, but it all paid off.

Zerodrytime now has a complete solution and gives its franchisees all the machines, products, processes and back-up to help them succeed. There is virtually no job a franchisee can't tackle effectively and, most importantly, they leave happy customers time and time again.

The customer base includes Hilton, Thistle, Malmaison, MacDonald, Ibis, Harrods, Harvey Nichols, The Shard,





BMW and Audi, plus over 100,000 domestic customers UK wide.

Some of Zerodrytime's franchisees have multiple vans on the road, changing from the man in a van to a management role. Zerodrytime actively encourages and supports growth in this area.

Training begins with a fast track process prior to the two-week course in the classroom and real-life job situations before hitting the road.

Franchisees also receive ongoing support and marketing advice, with back office tools such as elearning portals and video tutorials to ensure continued success.

FIRSTS FOR ZERODRYTIME

Zerodrytime has just achieved two firsts: its first female franchisee, Liz Bayley, who covers Bath; and the company's first franchisee in the republic of Ireland, David O'Neill.

COMPREHENSIVE PACKAGE

Zerodrytime franchisees receive all machines, equipment, products, uniforms, van signage, tools, marketing material, a website and full comprehensive training as part of their initial investment. Plus they receive an exclusive territory of around 90,000 homes.

The company has a proven track record in getting franchisees from start-up to earning in excess of £50,000 in their first year.

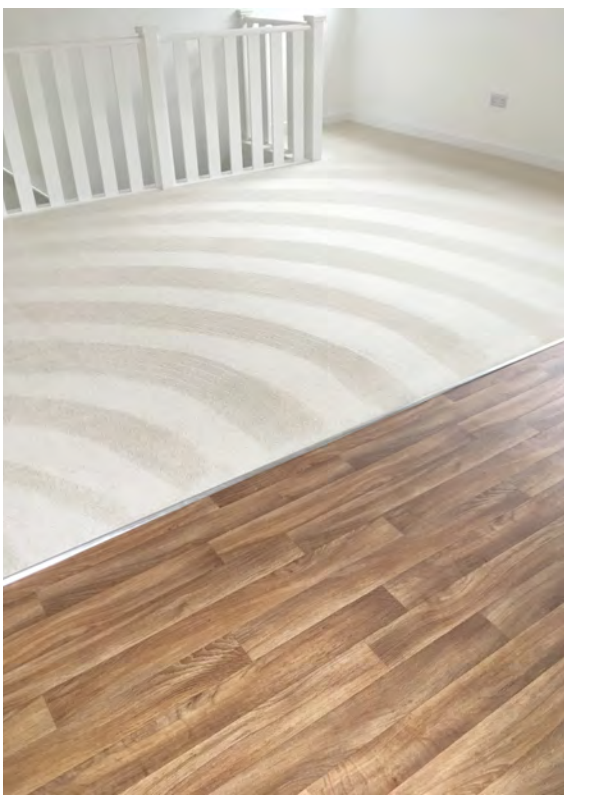
The franchise is built on solid foundations of support and knowledge - giving new franchisees the platform to build their businesses in their desired locations.

It's currently in the process of introducing new market leading products - Ultra Guard for carpets and upholstery - giving the ultimate protections against accidents and stains.

Zerodrytime is also planning to expand overseas, with numerous master franchise opportunities in various countries.

INFORMATION

Visit www.zerodrytimefranchise.com.



[TAXASSIST ACCOUNTANTS]

REAPING THE BENEFIT

The TaxAssist Accountants franchise adds up for Roger Bowen

Roger Bowen describes his decision to join the TaxAssist Accountants network as: "The best thing that ever happened to me."

Roger, who has been running his franchise covering Llanelli near Swansea for 13 years, has not looked back since leaving employment and now looks after 600 clients from his modern, welcoming shop with the help of his seven members of staff.

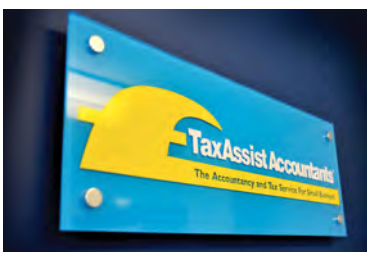
PROFITABLE

"I was working as an accountant and growing tired of working for someone else, seeing the mistakes that were being made and knowing I could run my own business better and in a more profitable way," he says.

"I wanted the extra support offered by a franchise, so I did my research and realised that TaxAssist offered all I was looking for."

TaxAssist has been operating successfully for 23 years, with services offered including year-end accounts, tax returns, bookkeeping, VAT returns, payroll and cash flow projections.

After consistently winning awards in both the franchising and accountancy sectors, TaxAssist has grown to become the largest network of small business specialist accountants in the UK, servicing over 70,000 clients from over 300 shops and offices nationwide.





There's no doubt Roger is reaping the benefit of self-employment: "I was travelling 20 miles to work and back each day and sometimes when traffic conditions were bad I could take a few hours to get there or get home - or both.

"Sometimes I was not getting home until after the kids had gone to bed. I was never able to take them to school or attend sports days or parents' evenings.

"Now I am my own boss I dictate my daily life, from work to family. If we are busy, I can get into work early or work late, but I can mix it with family responsibilities and leisure activities such as golf and cycling.

"I now have a better lifestyle with less travel, better home life, higher income and immense job satisfaction.

"I cannot stress how much I love my work now. It's a pleasure to wake up and sometimes walk to the office if I'm not having to go out on appointments. It has exceeded all expectations, more than I could put into words."

> "I NOW HAVE A BETTER LIFESTYLE WITH LESS TRAVEL, BETTER HOME LIFE, HIGHER INCOME AND IMMENSE JOB SATISFACTION"

FUTURE

And Roger's plans for the future?

"I would love to retire at 55 with a business that is worth half a million pounds or more - four years to go and I'm on target," he says.

"But if someone made me an offer I couldn't refuse now and I could move my family to Australia, I would do it. I would then open a TaxAssist franchise out there and hopefully build it into a successful business, just like the one I have now."

INFORMATION

Visit www.taxassistfranchise.co.uk.



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FINALIST The Best Franchise Awards 2018

2018 5 STAR FRANCHISEE SATISFACTION

www.boogiebeat.co.uk

[OSCAR PET FOODS]

KICK-START YOUR BUSINESS

OSCAR has a special offer for franchisees joining its pet care network in 2019

To further assist its franchisee network with business development, OSCAR Pet Foods is offering anyone investing in the business in 2019 £2,000 worth of free local marketing.

The emphasis is on promoting the OSCAR service to local communities. The 2019 campaign will kick-start your business via local and social media platforms to help build a bond between you and your customers.

FOCUS

The offer focuses on:

- A personal website promoting your business in your locality.
- Social media. Facebook locations to provide fun and interactive content to customers.
- Online listings. Create local listings to promote your business to the community.



- Google My Business. Making it easier for pet owners to find you and your business.

For many years, OSCAR has been more than just a personal pet care service - it's a local business that provides the convenience of home delivery, which is supported by comprehensive training and expert nutritional and behavioural advice.

INFORMATION

Call Janet, Colleen or Mandy in the franchise recruitment team on 0800 068 1106 or email discover@oscars.co.uk.

[PAPA JOHN'S]

GOOD OPTION

Papa John's franchisees Gurminder and Tina Bains have opened their third store

Leading pizza franchise, Papa John's, has opened in Bracknell, Berkshire.

The new store will be run by Gurminder Bains and his wife Tina, who also own franchised Papa John's in Wokingham and Reading.

JOINT BUSINESS

Gurminder explains: "I joined Papa John's as a franchisee eight years ago. We were keen to build a joint business together within a growing industry. Everyone's got to eat, so food seemed a good option.

"We had tried Papa John's pizza and knew the quality was outstanding. The company's focus on 'Better Ingredients. Better Pizza' means only the best and freshest ingredients are used for a better natural flavour, including fresh dough.

"For this reason, it was easy to see why the company was growing at such a rate and we wanted to become part of that team."

Gurminder adds: "Over the years, our success has meant we have also been able to put something back.

"Once a week we work with the local Sikh temple and supply free food to the homeless. In a typical evening, we can give pizza out to around 130 people."



INFORMATION

Visit www.papajohns.co.uk/franchise.

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 less than one 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 £17.2 billion to the economy in 2018 and employs 710,000 people.
- There are 935 franchises operating in the UK.
- Nearly 40 per cent of franchises can be operated from a home office.
- The number of franchisee owned businesses totalled 48,600 in 2018.
- 93 per cent of franchisees claimed profitability in 2018.
- 60 per cent of franchised units turn over more than £250,000.
- Failure rates for franchises remain very low, with fewer than one per cent per year closing due to commercial failure.
- 18 per cent of all franchisees are under 30.
- 37 per cent of new franchisees are women.
- Approximately 33 per cent of franchisees operate multiple units.

Source: British Franchise Association/NatWest franchise survey 2018.

WEBSITES TO VISIT

Making Money
www.what-franchise.com

British Franchise Association
www.thebfa.org

Business Startups
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
Chrysalis Partners	£19,950	chrysalispartners.co.uk
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	£29,750	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 Care Preferred		homecarepreferredfranchise.com
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
Musical Moments	£35,000	musical-moments.co.uk
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
Boogie Beat music & movement	£5,995	boogiebeat.co.uk
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

Find your perfect franchise

What-franchise.com is the ultimate online resource for all your research needs

The website, from the publisher of 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.

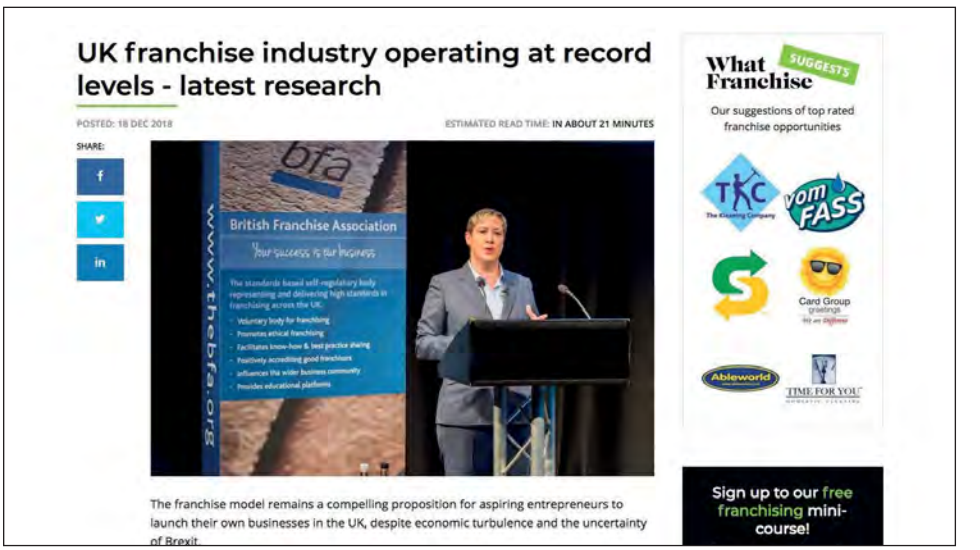
BRITISH FRANCHISE ASSOCIATION

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.





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EDITOR'S PICKS THIS MONTH INCLUDE:

- **UK franchise industry operating at record levels – latest research.**
- **10 tried and tested home-based franchises.**
- **A franchise can improve your odds of start-up success.**
- **What every good franchise package should contain.**
- **The 5 key areas first-time franchisees need to consider.**

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INFORMATION

www.what-franchise.com.
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FRANCHISOR	INVESTMENT LEVEL	WEB ADDRESS
Monkey Music Ltd	£12,975	monkeymusicfranchise.co.uk/
Monkey Puzzle	£30,000	monkeypuzzlenurseryfranchise.com
Moo Music	£1,499	letsmakemoomusic.co.uk
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/
Well Polished	£9,995	well-polished.com/franchise/
Zero Dry Time	£24,950	zerodrytime.com
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

FRANCHISOR	INVESTMENT LEVEL	WEB ADDRESS
Telcoinabox		telcoinabox.co.uk
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/
Mathnasium	£90,000	mathnasium.com
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/
Musica	£3,997	musica-music.co.uk
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	taxassistfranchise.co.uk
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/

FRANCHISOR	INVESTMENT LEVEL	WEB ADDRESS
Sub Zero Ice Cream & Yohurt		subzeroicecream.com/franchising/
Veeno Company, The	£75,000	theveenocompany.com/franchising-with-veeno/
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	£24,500	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/
Schmidt Kitchens		groupe.schmidt/en/join-us/become-a-partner/
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

FRANCHISOR	INVESTMENT LEVEL	WEB ADDRESS
LETTINGS & PROPERTY		
Belvoir Property Management	£22,500	belvoirfranchise.com/Franchise-Opportunity
CENTURY 21 UK	£23,500	century21uk.com/franchise
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

FRANCHISOR	INVESTMENT LEVEL	WEB ADDRESS
Fastsigns	£40,000	fastsigns.co.uk/FranchiseOpportunities.aspx
Fastsigns International		fsfastsigns.com/
Kall Kwik	£50,000	kallkwik.co.uk
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.

YOUR FUTURE IN FRANCHISING IS BRIGHT



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140 new concepts
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with investment projects



exit with new business opportunities

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- ✔ Connect with more than 495 brands from **90 sectors and 25 countries**
- ✔ Meet the most **successful concepts**

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Simon Ellson - ActionCOACH Chesham & Hemel Hempstead

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- ✔ More learning and development than you can imagine
- ✔ The only franchise to win RBS's Best UK Mid-Priced Franchise Award
- ✔ The 1st to achieve 5-Star Franchisee Satisfaction status six times

*Less than 190 out of the 230 territories are available - all territories expected to be awarded by the end of 2020.

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actioncoach.co.uk/overview

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