

# Is Extra Help For Me?

## Which personal qualities are required to be an Extra Help franchisee?

Extra Help is a service-orientated business based on high moral standards and integrity. Our clients are often vulnerable and need reassurance that they're in the best possible hands. You must have no criminal record and be able to demonstrate a commitment to providing a top quality, consistent and trustworthy service to your clients. You also need to be passionate about helping others and self-motivated with a determination to succeed. Management experience is useful (but not essential as full training is provided) along with good communication and organisational skills.

## What support does Extra Help offer me as a franchisee?

We have developed a comprehensive training and ongoing support package that gives you every opportunity to manage a successful, recession-proof business.

You are thoroughly prepared with introductory, residential training, follow-up training and quarterly, regional training events. Ongoing telephone support is always available, if required.

We provide you with everything you need to get up and running, including an Operations Manual, stationery,

promotional literature and marketing support, an 0845 telephone number with call answering service and an Extra Help email address.

We pay your first year's business

insurance and provide you with a laptop, software and a printer, plus advice on your administration and systems to help you run your business effectively.



## How much do I need to invest?

An Extra Help franchise costs £12,000, which gives you your own unique territory. We will never sell more than one franchise in any one area.

## How much can I earn?

This is dependent upon your individual efforts and determination. According to our estimations, a franchisee can reasonably expect to recoup their initial investment in the first year of trading, plus generate a substantial earning.

## What will be my role?

You will be involved in every area of the business. You will manage your administration, organise your marketing, handle incoming telephone enquiries, deal with home-helpers and clients and, of course, be on hand to resolve any problems that may occur.

As a franchisee, your day-to-day responsibilities include:

- advertising for home-helpers
- dealing with clients and understanding their requirements and concerns
- interviewing, assessing and screening potential candidates and matching clients with suitable home-helpers
- organising back up support in case of sickness or holidays and providing a replacement home-helper, should the individual prove to be unsuitable or if they leave for any reason.

## How can I find out more?

If you like what you've seen so far, call us on

**0845 618 2904**

or visit our website at [www.extra-help.co.uk](http://www.extra-help.co.uk) to download our prospectus.  
Tel: 0845 618 2904  
[www.extra-help.co.uk](http://www.extra-help.co.uk)



**EXTRA HELP™**  
a helping hand



**The 4-in-1 Franchise Opportunity**



# Help Yourself To Great Value With Extra Help

## A recession-proof franchise opportunity to meet a diverse range of needs

With so many franchises available to invest in, how do you choose which one will generate the most income for you? In these fast-moving times, wouldn't you prefer to have the freedom and flexibility to respond to your market as and when you need to?

If you're concerned about buying into a franchise that limits you to just one service offering, then Extra Help could be the opportunity for you.

## What is Extra Help?

Extra Help is a management franchise that provides flexible home help and domestic services to literally anyone who needs it, from the elderly to new parents and working professionals.

The key to Extra Help's success is simplicity; clients are charged a flat fee per hour for all services and home-helpers are self-employed, organising their own tax and National Insurance. There's no payroll to manage, leaving you free to get on with the important job of recruiting and allocating responsible, caring and honest home-helpers to meet your clients' needs.



## What makes us different?

Unlike many businesses, Extra Help enables you to provide a wealth of services to your clients, allowing you to target a huge potential client base. So rather than restricting yourself to just one target market, with Extra Help you can provide flexible, value-added services that respond to all of your clients' needs.

Extra Help looks to create long-term, positive relationships with its clients, ensuring your ongoing income generation. Our business model is designed to be as straightforward to work with as possible, with the maximum support provided to enable you to grow your business successfully. Extra Help is a recession-resilient business with low overheads and proven business systems and procedures, ensuring not only top quality service to our clients but also a viable, profitable business format.

## Our values

- Trust • Caring • Kindness • Personal
- Individual • Security • Consistency
- Quality • Helpful • Professional
- Passionate about our business

# Our Range of Flexible Services

## Extra Help for the Elderly

Services for elderly people who are living independently and require assistance to help them manage their day-to-day routines. Includes meal preparation, walking the dog, shopping, DIY jobs, gardening, transport to appointments etc.

## Extra Help Cleaning

Providing clients with friendly, flexible and fully insured ad-hoc or regular cleaning services.

## Extra Help Mother's Help

Mother's Help services specifically geared towards the needs of busy or working parents. Assisting with a variety of tasks such as helping out at birthday parties, taking children to activities, meal preparation and tidying rooms and play areas.

## Extra Help For Everyone

Taking care of those essential, time-consuming chores for busy, working people, freeing up their spare time to spend relaxing and re-energising. Providing regular or ad-hoc services so clients can call upon us to help out at particularly busy or stressful times.

