



APPROVED FRANCHISE ASSOCIATION



EXTRAHELP[®]
a helping hand

Extra Help

A Helping Hand

The Flexible 4-in-1 Franchise Opportunity



A Caring, Home-Help, Franchise Opportunity



A recession-proof business with multiple revenue streams

Are you looking to invest in a franchise with an exciting, new concept? Extra Help offers a wide range of flexible services to the client, providing multiple revenue streams for you.

Extra Help not only appeals to several different target audiences, including the elderly, working professionals and parents, but also provides you with the freedom and flexibility to choose your working hours and build a fantastic, lifestyle business that generates a healthy, regular income.

Could Extra Help be the ideal opportunity for you?



What is Extra Help?

Extra Help is a management franchise that provides home-help and domestic services to anyone who needs it. As an Extra Help franchisee, you manage a team of home-helpers which offers your customers a full range of valuable services, allowing you to grow your business in line with your dreams, goals and aspirations.

Our flexible service range

• Extra Help for the Elderly

Home help services for elderly people who are living independently and require assistance to manage their day-to-day routines. Includes meal preparation, walking the dog, shopping, D.I.Y jobs, gardening, transport to appointments etc.



• Extra Help Cleaning

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

• Extra Help Parents' Help

Parents' help services specifically geared towards the needs of busy or working parents. Assisting with a variety of tasks, such as helping at birthday parties, taking children to after-school activities, ironing, meal preparation and tidying.

• Extra Help for Everyone

Taking care of those essential, time-consuming chores for busy, working people, such as dog-walking, ironing, meal preparation, tidying, D.I.Y, gardening etc.



What makes us different?

Our business model is designed to be as straightforward to work with as possible, and you will receive the valuable training and support 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 for you.

Why invest in Extra Help?

There are many reasons to invest in Extra Help. All the hard work involved in establishing your brand and business model has been done for you, giving you a much greater chance of success. It is also easier to obtain financing; Extra Help is NatWest and RBS Approved, meaning that they have already approved our business model and agree that it is a viable investment.



With franchising you truly have the best of both worlds; we provide all the training, backing and ongoing support you would receive as an employee but you are your own boss, and with that comes the flexibility to choose your working hours and dictate your own work / life balance, giving you more quality time to spend with your family and friends.

What personal qualities do I need?

Extra Help is 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 a current DBS check (we can do this for you) 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 will my role be?

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.

Your day-to-day responsibilities will include:

- advertising for home-helpers
- visiting clients and understanding their requirements and concerns
- interviewing and DBS-checking candidates
- matching clients with suitable home-helpers
- organising back up support in case of holidays and providing a replacement home-helper if required



Potential Earnings

If you chose to work full-time on your business, you could reasonably expect to bring on 1-2 new clients per week, increasing in number once you are more established. Your clients have to commit to at least 2 hours per week.

Clients pay your management fee monthly in advance, typically £4 per hour, with the home-helpers being paid separately. The average hours required per client per week is usually 3-4, but some clients will need more, with some requesting 10, 20, 30 or even 40+ hours.



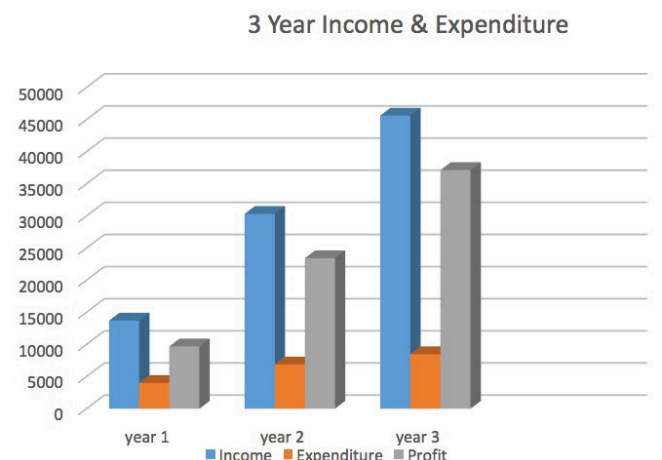
Management Fees



N.B. The above chart only illustrates the management fees that are paid to you – as previously stated, home-helpers are paid directly by the client.



3 Year Turnover and Margin Expectations



- These figures are based on working 25 hours per week on the business and assume that the franchisee does not carry out any home-help services themselves.
- The figures are provided as a guide only; the assumptions upon which they are based can be provided upon request.
- Your earnings will reflect your performance, commitment and, of course, how closely you follow our professional guidance.
- Repayment of any external loan, which may have been taken to finance the initial franchise cost, has not been included in the above figures.



What Do Our Franchisees Think?



Hopefully by now we've convinced you of our own belief in and passion for this business. But what do our franchisees have to say about us? Here are a few testimonials from some of the members of our Extra Help® family:

I considered several different opportunities when looking into franchising but came back to Extra Help® every time. I was immediately excited about the different aspects that the business offered. I am a qualified teacher and liked the mother's help aspect. Also, having worked with the elderly, I wanted to own a business that supported elderly people, enabling them to remain independent in their own homes. Extra Help® offers all that and much, much more. The training through Extra Help® was fantastic and covered every aspect of setting up and running the business that you need. The Extra Help® staff offers ongoing help and, although it's your own business, you feel part of a bigger team. Owning Extra Help® Doncaster is exciting and I look forward to the future with my business.

Sarah, Doncaster

Claire has honoured every commitment made. I have had tremendous support and have been given continuous advice from Claire and her small team. She has been extremely responsive in answering any questions that I may have had, morning, noon or night! Claire is also very thoughtful, generous and encouraging and has an enthusiastic, positive outlook which is infectious.

Natalie Cooper, Stevenage

I have been working my Extra Help franchise for a few months now and am particularly happy with all the helpful and speedy support I get from Claire when I have any queries. It is also fantastic to work in a business where I know I am making a really positive difference to my clients' lives!

Julia Exeter



I had come to a cross roads in my career not really knowing what I wanted to do next. I came across Extra Help® via a member of the family. I loved the values so much of this organisation and it just seemed to tick all of the right boxes that were important to me. Meeting with Claire Robinson for the first time, I knew how passionate she was about Extra Help® and it shone through. I was very keen to start and had my training in May 2016. What has this change done for me? Well, it has changed my life completely. I have a strong home / work life balance = Happy Family = Happy Me! I have learnt so much about myself, I have grown and continue to develop myself and those around me. I adore my clients, they truly are amazing they have changed my life too. Would I go back to what I had? Absolutely not! I have everything I could ever ask for. I have a fantastic team whom I work along side across all the franchisees. Excellent support from Head Office. Most importantly I have found my passion. I would not change any of this. Would I recommend it? 100% YES! If you have passion, drive and really want to make a difference in your community, this is for you.

Moira Tonge, Rickmansworth

If you would like to speak to an existing franchisee to find out more about their experiences, please give us a call on

0845 618 2904

Satisfied Customers

We are proud of our excellent track record with our customers and are strongly aware that each franchisee is an ambassador of the Extra Help® brand. That's why client feedback is so important to us; it also gives our franchisees a real sense of satisfaction, knowing that they are doing a great job and truly making a difference to people's lives.

Here's what some of our clients have to say about our franchisees:

I can't tell you how nice it was to walk in tonight. It's been a tough couple of weeks at work and I'm doing extra hours at the moment so I'm so tired. Really, really pleased with everything. My daughter is going to be chuffed when she sees her room! Thank you so much.

Janet, Stevenage

When home-helpers go into a person's home they aren't always aware of the client's 'funny little ways' and 'sacred areas', but when Carol and Richard came into our home they blended in with very little effort. They carried out the obvious tasks and others they found to be necessary. They have blended into our everyday lives, unobtrusively and effectively. They are a pleasant couple.

Dan, Cheshire East

I have just returned to work after a six week recovery period, following surgery. I needed help with general housekeeping, simple things such as ironing and hoovering. Extra Help stepped in and, with a weekly visit, assisted in my speedy recovery.

If you need a quick professional arrangement, short or long term contract, I would recommend this service.

Gill, Rickmansworth



Thank you so much, so pleased I found you. Delighted with results. Larry is such a good worker and a lovely fellow. How lucky I am to have him and it is such a relief to have help! Many, many thanks.

Janet, Exeter

Thank you both soooooo much for the wonderful clean up at James's. I honestly am grateful to you both. Life is not always easy or simple for James and things had got on top of him. Thank you.

Liz, Plymouth

I was really impressed with James from Extra Help®, who initially came to assess my needs last summer when a hip replacement went wrong and left me on crutches for a couple of months. He was really easy to talk to and matched me with Lucy, who was a registered helper. When Lucy initially came I was not even able to carry a cup of tea to the lounge and sit down with it -Lucy came in and made me breakfast, tidied and cleaned and even walked the dogs and did a bit of weeding in the garden. I could not have managed without her. Lucy became like one of the family and with her sunny disposition brightened up all our days -especially the dogs!!! am now back on two feet and able to fend for myself again -but when I need the next hip doing I will definitely call on Extra Help!

Sarah, Surrey East

For more client testimonials, please visit www.extra-help.co.uk/testimonials



How will Extra Help support me?

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

You will receive regular face-to-face training, plus ongoing telephone support and advice whenever you need it. We provide you with everything you need to get up and running, including an Operations Manual, a generic telephone number with call answering service and an Extra Help web page and email address. We also provide stationery, promotional literature and marketing support, including 10,000 leaflets delivered in your area.

We even pay your first year's health and social care insurance, plus you will receive advice on your administration and systems to help you run your business effectively.

How much can I earn?

Extra Help will encourage and support you and training is designed to help you reach your maximum potential. This is dependent upon your level of effort and determination but you can reasonably expect to recoup your initial investment after the first year of trading.



How much will I need to invest?

Investment level is £10,000 + VAT, plus £200 management fees per month, increasing to £250 from Year Two onwards.



More information

If you are committed to investing in your future and are self-motivated, as well as a confident leader, then please contact our franchise team on

0845 618 2904

or

email info@extra-help.co.uk

You can also visit our website at

www.extra-help.co.uk

to download our prospectus.



EXTRAHELP®
a helping hand



For our full prospectus, including our franchise information memorandum, please contact us.