



TRAIN2HIRE



Care Business Launchpad

Launch and grow your own
care business with our proven system.
No franchise fees, just your success.



Meet the CEO: Building Your Care Business Without the Franchise Fees

With 15 years in the industry, Joseph Willis is the driving force behind Train2Hire, offering a personal touch and deep-seated expertise to every client.

His career is built on a foundation of success in the recruitment and care sector, where he also specialised as a dementia specialist, trainer, and expert in business startup.

Joseph has been heavily involved in multiple national franchise operations throughout his career. He has successfully utilised this extensive knowledge to create and support a robust system that has empowered over 200 individual startups across the UK.

This system is an alternative to the traditional franchise model, designed to give you the proven structure of a large operation without the restrictive costs. Our philosophy is simple: Your Success is Our Success.

YOUR SUCCESS IS OUR SUCCESS





We are the only organisation of it's kind to train, develop and deliver clients centrally to our care business owners, ensuring a business strategy with a larger client base and a more targeted approach. We derive income from the following client types :

- Large Multi-site Nursing Providers
- Independent Homes
- Mental Health Hospitals
- Learning Disability Services
- Community Clients
- Local Authorities
- NHS Services
- PCT Commissioners
- Case Management Companies
- Direct Payments
- Private Paying Clients
- Specialist Autistic Services
- Mental Health Hospitals



Train2Hire offers a **unique opportunity** to launch and grow your own care business with our proven system, becoming part of a community of successful entrepreneurs!

The System

Our model is based on a simple yet effective and proven method. We first develop a successful recruitment agency business providing staff to the care market.

Once this business is successfully generating profits, we then launch the Inclusive Support Home Support model focusing on high value clients and long term packages.

Our territories are 3-5 times greater than our competitors and our working capital costs are 3-5 times lower to become profitable. This is what makes us unique and so attractive to the current alternative providers available today.

Step 1

After onboarding, initial and ongoing training both at Head Office and in your territory location, we support, guide and mentor you to ensure a rapid and successful delivery of your initial business. A low cost fast return on investment Recruitment Agency. Proven systems, unique offerings and a strategic approach to developing clients.

Step 2

Now it's time for us to consolidate your learning, add some complexity and sophistication to the whole business and streamline the company with your new found experience, confidence and existing profits. We expect a care business to hit between £8,000 and £10,000 in revenue per week after 3-5 months of trading. This is the point where we can help you reinvest your profits in the correct areas, preparing for the next exciting step on your journey.

Step 3

Home Support Services, a domiciliary care model done differently. It's now time to launch Inclusive Support, your care service that utilises the existing systems, office staff, office infrastructure and care staff availability to chose where you trade, what client group you work with and what clients are right for you. We are now in control, building the right care service around your existing business that is funded by the profits from your Recruitment Agency.



We provide comprehensive training and resources to help you identify, attract, and **secure your first clients**, ensuring you build the essential momentum for long-term success in your care business.

Train 2 Hire vs UK Care Franchise Cost Comparison

The comparison below highlights the cost and operational differences between Train2Hire and some of the leading UK care franchise systems. The data is based on publicly available information from franchise websites and franchise opportunity listings. Figures represent typical entry costs and first-year royalty payments based on an example turnover of £300,000.

Franchise Investment Overview

Franchise Brand / Model	Upfront Investment	Typical Royalty %	Total Year 1 Cost (on £300k turnover)
Train 2 Hire	£10,000 Licence Fee (or £5,000 for first 100 learners)	Fixed £100/Month Licence Fee (NOT % Royalty)	£11,200 (£10,000 + (£100 x 12 months))
Competitor 1	£118,000	5.5%	£134,500
Competitor 2	£140,000	8%	£164,000
Competitor 3	£98,000	5%	£113,000

Key Notes and Observations

- Typical UK care franchises charge between £35,000-£41,000 franchise fee and require £70,000-£90,000 working capital.
- Total start-up cost for major brands typically ranges from £95,000 to £150,000.
- Royalties are usually between 5% and 8% of gross turnover plus VAT.
- Additional marketing contributions (1-2%) may also apply.
- Franchisees are restricted to defined territories and must operate under the franchisor's brand, policies, and systems.

Train 2 Hire Advantage

- Simple, Transparent Pricing – No Hidden Costs.
- Train 2 Hire gives you everything a traditional franchise offers—without the high start-up fees or ongoing royalties.
- No territory restrictions - grow anywhere in the UK.
- Operate under your own brand name and identity.
- No pricing restrictions / full autonomy.

- Standard Licence Fee: £10,000
- Monthly Licence Fee: £100
- First 100 learners get a 50% discount on the license fee.
- That's it. No percentage-based royalties, no turnover sharing, no marketing fund deductions.

- Lifetime access to the full Train 2 Hire training system.
- Over 150 modules covering every aspect of launching and running your own recruitment and/or care business.
- Access to our T2H community for networking and ongoing support.
- Continuous system updates and new weekly content releases.
- The right to operate one business using the Train 2 Hire system and methods.
- One day 1 to 1 consultation with me Joseph Willis to help you plan the launch of your business once you complete the course.

Summary

In Year 1 alone, the total cost difference between Train2Hire and a leading care franchise can exceed £120,000, before accounting for ongoing royalty payments and regional restrictions. Train 2 Hire delivers all the core training, systems, and structure of a franchise - without the cost, limitations, or ongoing obligations.

**Why buy a territory when you can
grow anywhere? Our system is
designed for unlimited ambition,
offering total freedom from royalties
and boundary restrictions.**

The Sector

Ok, so why should you jump into the care industry, maybe you don't have a background in this sector...

Well that doesn't matter, what matters is that you have the desire to succeed, the work ethic to become successful and the tenacity to push forward and develop a unique business that you can be proud of!

We deal with the rest, we can teach you everything you need to know about running a profitable company, we can show you all that is to be known about the care industry, if you have the desire, enthusiasm and ability then we will support you every step of the way!

The industry is growing rapidly, with more organisations turning to Agency Supply to manage their staffing needs across the Health & Social Care sector.

A growing trend...

We operate in the largest employment sector in the UK, a buoyant and recession proof sector too! It is the perfect combination with a system like ours that breeds success amongst its operators!

Our model is unique, and with our support is relatively simple to follow! Our systems, procedures, policies, experience and our tailor made training & support package is what makes all the difference to your success in the future...

**The journey of a
thousand care businesses
begins with a [single step](#).
Take yours and build towards
meaningful success.**



We **hold your hand** and show you
from the start. That's our philosophy on
support, to **show you what to do** instead of
telling you how to do it.

Train 2 Hire - Complete Training Module Outline

Company Formation

1. Choosing a Business Structure (Ltd vs Sole Trader)
2. Registering with Companies House
3. Setting up your Government Gateway account
4. HMRC Registrations (PAYE, Corporation Tax, VAT)
5. Choosing SIC Codes
6. Articles of Association & Memorandum of Incorporation
7. Opening a Business Bank Account
8. Selecting Accounting Software & Bookkeeping Basics
9. Understanding Company Directors' Legal Responsibilities
10. Registering with the Information Commissioner's Office (ICO)

Compliance

11. Data Protection & GDPR Obligations
12. Insurance Requirements (Public, Employers, Professional)
13. CQC Registration Overview
14. Safer Recruitment Compliance
15. Health & Safety Responsibilities
16. Employment Law Basics
17. National Minimum Wage & Working Time Regulations
18. Safeguarding & Whistleblowing Procedures
19. Contracts: Clients & Staff
20. Policy Documentation & Review Cycles

Office Setup & Location

21. Serviced vs Leased Offices
22. Using Virtual Offices to Lower Costs
23. Office Location: Accessibility & Visibility
24. Internet, Phones & Utilities
25. Furniture & Essential Equipment
26. Accessibility Standards
27. Transport Links for Clients & Staff
28. Signage and Professional Appearance

Recruitment

- 29. Creating Job Descriptions
- 30. Sourcing & Attracting Candidates
- 31. Screening & Interviewing
- 32. Conducting DBS & Background Checks
- 33. Right to Work Compliance
- 34. Staff Induction & Onboarding
- 35. Training Pathways for Care Staff
- 36. Staff Retention Techniques
- 37. Building a Candidate Pool
- 38. Using CRM & ATS Tools

Marketing

- 39. Building a Brand Identity
- 40. Website & Landing Page Essentials
- 41. SEO and Local Search Setup
- 42. Flyers, Posters & Print Media
- 43. Email Campaign Planning
- 44. Social Media Scheduling
- 45. Paid Advertising (Google, Meta)
- 46. Radio, Local Press, and Magazine Ads
- 47. Referral Programs
- 48. Networking and Community Outreach

Sales

- 49. Understanding Your Market
- 50. Creating a Sales Funnel
- 51. Effective Cold Calling Techniques
- 52. Handling Objections
- 53. Client Needs Assessment
- 54. Pitching & Proposals
- 55. Rate Card & Pricing Models
- 56. Sales Follow-Up Strategy
- 57. Client Relationship Building
- 58. Upselling and Cross-Selling Services

Finances

- 59. Startup Budgeting Essentials
- 60. Revenue Planning for Care & Recruitment
- 61. Understanding Gross vs Net Margins
- 62. PAYE, NI & Auto-Enrolment
- 63. Expense Tracking & Forecasting
- 64. Monthly Financial Reviews
- 65. Tax Planning and Timelines
- 66. Choosing an Accountant
- 67. Software for Financial Management
- 68. Financial KPI Benchmarks

Business Plan Development

- 69. Writing Vision, Mission & Values
- 70. Market Analysis
- 71. Competitor Research
- 72. Short vs Long-Term Planning
- 73. Operational Planning
- 74. Staffing Models & Scaling Plans
- 75. Financial Planning & Cash Flow
- 76. Exit Strategies
- 77. Business Plan Templates
- 78. Presenting to Stakeholders

Invoicing & Credit Control

- 79. Creating and Sending Invoices
- 80. Billing Frequency (Weekly/Monthly)
- 81. Chasing Late Payments
- 82. Using Invoice Finance
- 83. Payment Terms and Enforcement
- 84. Debt Recovery Procedures
- 85. Payroll Sync and Invoicing
- 86. Using Software Tools (QuickBooks, Xero)
- 87. Client Credit Checks
- 88. Automated Payment Solutions

Systems & Tools

- 89. CRM Setup & Customization
- 90. Applicant Tracking Systems (ATS)
- 91. Rota and Scheduling Platforms
- 92. Finance & Bookkeeping Software
- 93. Email Automation Tools
- 94. Digital Onboarding & E-signatures
- 95. Document Management Tools
- 96. Call Handling and VoIP
- 97. Client and Staff Portals
- 98. Reporting and Dashboard Tools

Finance Options

- 99. Personal Investment vs Loans
- 100. Startup Loan Schemes
- 101. Invoice Financing Providers
- 102. Working Capital Loans
- 103. Private Investment Pitching
- 104. Advance Funding for Payroll
- 105. Using Credit Insurance
- 106. Understanding Factoring vs Discounting
- 107. Government Grants
- 108. Crowdfunding or Community Backing

Care Delivery Fundamentals

- 109. Understanding Regulated vs Unregulated Services
- 110. Personal Care Regulations and CQC Criteria
- 111. Community Services Outside CQC Scope
- 112. Using Non-CQC Services as a 'Bridge to Care'
- 113. Safe Delegation and Escalation to Regulated Activity

Care Industry Insight & Language

- 114. Overview of the UK Care Sector
- 115. Common Industry Terminology
- 116. Understanding Care Roles & Responsibilities
- 117. CQC's Five Key Questions (KLOEs)
- 118. Trends, Challenges, and Legislative Changes

Care Service Delivery and Monitoring

- 119. Creating Person-Centred Care Plans
- 120. Risk Assessments and Mitigation Planning
- 121. Daily Records, MAR Charts, and Logbooks
- 122. Incident Reporting Protocols
- 123. KPIs and Quality Monitoring Systems



The Decision

This is your opportunity to take control and build a successful care business with the Train2Hire system. Benefit from our comprehensive training, resources, and ongoing support to launch and grow your business with confidence. To learn more and take the next step, contact us via the details below to discuss how our system can empower your success. We're here to help you turn your vision into reality, so please reach out with any questions!

www.train2hire.com



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