



THE HANDYMAN GROUP

Handyman Services, Property Maintenance & Home Improvement.
Insured – Guaranteed – Courteous – Reliable

HandymanGroup.co.uk

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Joining The Handyman Group.



We are seeking ambitious individuals to join us in a number of key areas around the UK. Being handy helps of course, but almost anyone can build a successful and rewarding business with us.

The right people will be those seeking to break free from the constraints of working for someone else; independent minded and able to take charge of their own future doing something they love to do - with our assistance and support.

Our objectives are to get you the business you want; to give you increased credibility; to help you expand your customer base and to grow strong. As a franchise our success is entirely dependent upon yours!

The Package

- Exclusive territory
- Unique referrals
- Choice of services
- Personalised web
- Unique domain use
- Networking forums advice & tips etc.
- Corporate clients

Access to:

- Uniforms
- Van livery
- ID badges
- Templates for all paperwork
- Marketing materials
- Group discounts
- Training
- Product installation
- Branded tools



Low cost entry level:

We provide a way of joining that requires very little capital outlay and much less risk than many other franchises. It enables you to benefit from our infrastructure and to establish your business before deciding whether to make a longer commitment. The system works well, as those who have been with us several years can tell you.

Members obtain business in several ways:

- from the web presence we provide.
- by referrals from our HQ.
- national media & PR
- from corporate customers
- in nearby vacant territories.
- from trading associates.
- from other members.

What some of our existing members say:

Money well spent, enquiries are genuine and close rate is currently 3.5/6. Team is excellent, always there to help. Not once do I regret joining it has more than paid for itself. Anybody who needs confirmation on how good it is feel free to call me anytime. Richard Clarke, [Sheffield](#)

I have been with The Handyman Group for the last four years and it has yielded me a constant stream of business. I would advise anyone in, or looking to start in this industry to sign up NOW. Graeme Hudspith, [Dorking](#)

From the 1st few days of joining, the calls and enquiries started, as each month went by we had even more and over the years have gained a lot of regular customers, also knowledge and advice from other members through the networking forums. WELL WORTH THE OUTLAY. Richard Cox, [Chester](#)

It's good to be part of something rather than out on your own. Still your own boss but with back up! Web presence is excellent. Graham Paice, [Beaconsfield](#).

I hold the License for Bath. I work hard, as you will have to, but the rewards are there to be reaped. Hardly a day goes by without an enquiry of some sort, you won't get them all but you will get the majority of them. You will be surprised by the number of people who are so happy just to see you! If you're still not sure about joining this franchise, have a word with any of the members on the site. I'm sure you'll find we are more than happy with the service provided by the team at HQ. Rob Twyford. [Bath](#)

The cost of a License?

For a one year introductory license we charge a **£150** admin fee, then a monthly subscription equivalent to just **£9/wk** (or 3 pints!). After 12 months you can purchase a three year license, currently £1200 with continuing monthly subscriptions dependent on the size of your territory, or you can upgrade to a full Franchise if you wish.

If within 3 years you upgrade to a franchise your **license fees are refunded** (deducted) from the franchise cost, currently £2,500. It is not obligatory on either side and so in the unlikely event that things don't work out there are no binding ties.

You can cancel your membership at any time.

Frequently asked questions.

What is the difference between a franchise and a license?

The main difference is that a franchise is permanent and resalable whereas a license is not. As a Licensee you get much the same benefits but you do not yet become a "co-owner" of the Brand. At this stage you own the lease but not the freehold, so to speak.

What is the total cost if I start from new?

It largely depends on what vehicle and tools you already have. All members are expected to be fully liveried (i.e. looking right) by the end of the first year. This involves the cost of basic uniform and van livery. Most other costs such as web presence, unique domain, paperwork templates (letterheads, invoices, compliment slips etc.) are already included in the joining fee.

There are not many businesses that can be started for such a low outlay. Naturally there are ongoing costs through the year but these can be covered by income as it is generated. However it would certainly make life easier and growth faster if you had a little in reserve without being completely dependent on turnover.

The bottom line, if you already have a van and tools is that you should expect to spend around £450-500 on uniform, van livery, business cards and leaflets - and perhaps have a thousand or two in reserve so that you are not under excessive pressure from the start.

How different are you to those who just sell leads?

We offer much more. Please don't confuse us with marketers who sell quote requests to you and several others to bid on (which you seldom win), nor with expensive directories that promise the earth. We're in the same business as you and, with years of experience we know what you need - and how to get it.

What do you mean by exclusive territories and unique leads.

Only you can offer your choice of services in your territory. If you are Part P & Gas Safe qualified then we don't put anyone else into your area. If you are not, we aim to network you with others

who are and who will reciprocate business with you. All leads and referrals are yours alone. We don't give them to anyone else.

What do you mean in using the term "network"?

We mean a **real-life** interactive community of like-minded professionals with shared objectives. Members can interact with others around the UK, sharing their knowledge and experience, all of which helps them to grow their business; plus they can cross-pollinate with other trades, referring work they don't do - and vice versa - or they can sub-contract (with the customers approval) to other people in their own network of local contacts as it grows.

Can I begin by having a full Franchise?

Yes, but only if you already have an established handyman businesses, this being subject to references and other checks. Our limitations here are designed to: a) to reduce risks on both sides; b) to give us time to get know one another; and c) enable you to establish a strong business with our help at a much reduced cost.

Can I renew my license after four years?

Probably, but we hold our options open. Ideally we'd like to see everyone become a co-owner of the brand (Franchisee) because we know that in the long term the value to both of us will be much greater. This is true for any successful franchise. It's like comparing a McDonalds to a Fred's Cafe, or a Holiday Inn to a Betty's B&B. It's obvious which is worth more. We want you to be in a position where you have something valuable if you choose to retire or sell.

Why did you introduce the two-tier system?

Frankly, in the current economic climate not many people can afford the full cost of a franchise from the outset. Our method enables them to become established in much the same way but with minimal capital outlay. Once we have helped them get underway and making good profits, then they can afford to upgrade and start to gain equity (business value) under the Brand.

How soon will the customers start calling?

This varies significantly in different parts of the country. We have had cases where customers have contacted members within hours of joining, yet other instances where it takes a few weeks. What we say to all members is to judge it on a monthly basis. Even if you get only one job, let's say kitchen or bathroom fitting, just that is definitely worth the subscription. But you should get many more than that.

How long does it take to become fully established?

Anyone starting a new business - **any** business - should be aware that it takes between 3-5 years of hard graft and solid commitment. Being self employed has lots of rewards and advantages but it is not for the feint hearted. Being part of a franchise will give you a definite advantage, but it's still hard work.

Have any of your handymen ever failed?

Yes. During our first five years we saw three failures (6%), all in very poor parts of the Country.

Now we simply don't offer licenses in areas which we suspect won't work. It would be a waste of everyone's time. We also had to deal with two rogue traders who deceived their way in.

Do you offer membership without the branding?

Yes, but we hope that all will upgrade within 3-4 years. The reasons are twofold: Firstly, there is **no question** that branding significantly increases credibility and brings much more business, especially amongst the wealthy and the commercial sector. Secondly, non-branded members do not contribute to the visibility or growth of the brand that we all share.

What is the biggest challenge that you face?

Without doubt the biggest challenge in seeking the "best of the best" is in finding the right people. That doesn't mean that you need to be a master craftsman to join us, many members begin at a very basic level of service. Put bluntly the building industry in general is riddled with cowboys and as you might expect we are very choosy about who we share our name and reputation with.

Your vision - how do you see yourselves overall?

We like to see ourselves as akin to the AA or RAC of the handyman world. By this we mean having a brand that customers know and fully trust. Let's say you had a daughter whose car breaks down on the motorway. You would call a professional, secure in the knowledge she is in safe hands. She will know what to expect; what the van will look like, how they will be dressed - and that they will above all be courteous and professional.

Who is best suited to this business?

About you: Your working background is not vitally important and, **male or female** you don't need to be a "handyman" (although naturally it can help). What you need most is the ambition and energy to build a significant business - with our full assistance - either in your local town or throughout a wider area. You will also need a reasonable credit history and no criminal convictions in the past ten years.

About the Business and about us: We have been in the property business for more than 20 years, both in the UK and USA. We have worked with Royalty, nobility and Hollywood stars - to name just a few! We have also been featured on prime-time BBC1 (Holidays @ Home, BBC1, 7pm for 6 weeks). In the figurative sense the heart of the business can be likened to a mix of "household & lifestyle management". We are primarily client based as opposed to 'call out', although most areas do offer this.

Satisfying, rewarding and offering extensive scope for growth within a high-demand sector, the beauty of the business is that it is **not restricted** to one specific niche such as oven cleaning or lawn care (both of which we incorporate), rather we provide a core group of easily managed but much needed services for receptive and grateful clients -- **plus** you are free to supplement these with others of your own choosing.

Heading for Civvy Street?

We particularly welcome ex-forces personnel into our franchise. Your background and skill-set are highly valued here and they give you an added advantage toward your career change. Being ex-forces myself, as are some of our members (and many of our customers!), we know it's not always easy resettling in Civvy Street, however we can assure you that our franchise is particularly well suited to your background.

There are always re-adjustments in any change of lifestyle, however for you the 'learning-curve' is much less. Whatever military Service you have been in, we know that you will have the character to do particularly well. Whether you are ambitious and want to build a regional business or simply to have a local franchise we have many good areas around the UK still available in our rapidly growing franchise. You will have the full support of a good number of like-minded people! This is an exciting time for us as we begin to expand rapidly nationwide. We'd like you to come and share in our success.

Graduate careers.

We are seeking to recruit a number of graduates. We appreciate your energy, education and skill-sets, they are valued highly. You don't need to be a handyman (although it can help) as this is more about replicating a successful business model. You will need to be ambitious but your degree could be in almost any subject. Engineering, landscaping, marketing and the like would be particularly helpful. There is a lot that could be said here but we'd like most to meet with you in person.

Various levels of ambition.

Are you determined and highly ambitious? We have just the challenge for you! If you have the right attributes and are seeking a career change we will allocate you a more than significant territory - and we will reserve other areas at no further cost (subject to performance). Our intention would be to work closely with you on a long term strategy and on the basis of establishing additional revenue streams. We will say about this then we meet.

Are you not quite so ambitious? No problem, we need all types to fill both large and small territories! If you want simply to work within a local area, or perhaps to "test the water" first we are happy with that. After all, our very first pilot area was established within a small community of less than 4,000 people where the Franchisee still prospers, even amongst several competitors providing similar services and almost without ever leaving the Parish. With our help he's built a good local business.

The demand in the marketplace for the right people is still **vast** and being the "local face of a national organisation" gives you credibility and a significant advantage over your competitors. You too can thrive! Where else could you find an opportunity to create a significant business with such a low investment? If you'd like the opportunity to establish a local area, either "hands on" or in a management role, we'd love to meet you.

Partnership Franchising:

Do you have someone you could partner with? Partnership or "co-operative" franchising is simply a helpful way of sharing the costs of establishing a business; adding strengths and skill-sets to the team and quite likely the ability to grow more quickly. We have particularly found this to be true with father and son teams, brothers and good friends working together.

The main differences? Intrinsically there are no operational or contractual differences between a regular franchise and a partnership franchise, however there are significant benefits - and a few possible drawbacks. The main benefits include: - sharing the costs with other partners and/or having additional funds for increased growth rate; added skill sets and team strength, which is appealing to customers and helpful to you; the ability to cover one another; holidays or sickness for example.

The drawbacks are found simply in the fact that the value of the business (equity) and the profits have to be shared with others. However, assuming that you are likely to achieve more with a team, and more quickly, it is probable that your equity and profit share would be comparable anyway. Also leadership decisions have to be made collectively. Some people work well in this environment, others not so well. From our experience, we like them a lot!

A few suggestions about due diligence.

What to ask us and any of our competitors (or any franchisor really). We are absolutely confident in our credentials but sadly there are some copycat rogues out there! These questions will sort the chaff from the wheat:

- What real experience do you have of Franchising?
 - How many operational areas do you have?
 - Can I meet and speak to your franchisees; which ones ?
 - What does your training consist of?
 - What ongoing percentages do you charge?
 - What clients of prominence do you serve?
 - What experience of a pure handyman business do you have?
 - How have your business model and systems really been proven?
 - Is the franchise agreement fully renewable on an ongoing basis?
 - What happens if I want to sell my business or to retire?
 - Do you have a comprehensive operations manual?
 - Do you have 'live' forums where members can assist each other?
 - Is further training available on an ongoing basis?
- ..and to most franchisors (*but not us*)....
- Justify why are your fees so high, what do I get and what do you keep?

Thank you for your interest. If you think this may be the right opportunity for you please call us for an informal chat.

Tony Black.