

“...it’s an opportunity to run a successful operation whilst fulfilling a social need to a high standard.”

Robert Johnstone, Franchisee, Caremark
(Cambridge & South Cambridgeshire)



Have more questions? Speak to our Franchise Recruitment Team on **01903 266392**



Welcome to Caremark



I created the Caremark brand in 2005 with a genuine desire to transform home care in the UK and make a real difference to those in need.

With a passionate belief that quality care should be affordable and available for all ages, whether paid for privately or by a local authority, my vision quickly proved incredibly successful. Caremark now has over 120 offices in the UK and abroad, and that number is steadily increasing due to our reputation as a leading home care provider.

Caremark is not an ordinary franchise opportunity. Being able to run a successful business, whilst making a real difference in your community, is a positive life-changing experience. Many of our Franchisees list this as a major factor in their success.

This brochure will show you the benefits of becoming a Caremark Franchisee.

If you would like to know more contact our Franchise Recruitment Team on **01903 266392**.

Kind regards,

Kevin Lewis
Founder/CEO

What We Do

Caremark provide a wide range of services that make an incredible difference to the people we care for and their families.

From simple domestic duties, through to live-in care which enables them to stay at home rather than move into residential care. Every service we provide has a valuable part to play in their independence and well-being.

Services Caremark Provide:

- Personal Care
- Respite Care
- Live-in Care
- Dementia & Alzheimer's Care
- Companionship
- Medication Assistance
- Shopping and Meal Preparation
- Domestic Duties
- Patchcare
- Social activities and much more



CURRENT UK
POPULATION
AGED 65+
12.4
MILLION

POPULATION
AGED 60+
PROJECTED FIGURE
21.1
MILLION
BY 2034

SOCIAL CARE MARKET
WORTH IN EXCESS OF
£24
BILLION
PER ANNUM

10,829
INDEPENDENT
OPERATORS
IN THE UK

CAREMARK
NETWORK
TURNOVER
£95M

CAREMARK
CAN DEMONSTRATE
OVER £1M
TURNOVER WITHIN
3 YEARS



Home care – a growing market

Due to people living longer, there is a growing demand for social care in the UK.

Care at home not only benefits older and vulnerable people who are able to remain in the comfort of their own home, but also supports hospitals by allowing the safe discharge of patients who would otherwise remain hospitalised.

Since franchising the model in 2006, our network has grown to over 120 offices, providing quality services to those in need of help and support. Your Franchisee investment can really make a difference to those in your area who are in need of care at home.



Key factors affecting the marketplace.

- A growth market with an on-going increase across all customer groups.
- The UK has an ageing population which is estimated to grow some 58% in the next 20 years.
- Demand for more complex and highly professional levels of care delivery.
- Caremark is a well-established and widely acknowledged expert provider in this field, with a proven record of success.



“A proven formula for business in the evolving and dynamic Home Care sector.”

Graham Precious, Franchisee, Caremark
(East Riding) and **Caremark** (Hull)



Franchising with Caremark

If you have the desire to start your own business and become the master of your own destiny, then you may wish to consider purchasing a franchise. Whilst any such decision can be a life-changing experience, there are numerous advantages to consider especially when thinking about purchasing a Caremark franchise.

1. Proven Track Record of Success.

The Franchisor will have developed a robust model and system that works well and is proven in producing successful results. Caremark's proven system eliminates the guesswork and errors that a new start up business would commonly experience. You will, of course, also benefit from the opportunity to investigate and verify the performance of our model with existing Franchisees prior to making your final decision.

2. Training.

The Franchisor will provide you with an extensive and comprehensive training programme. Caremark's 10-day residential training programme is designed to bring you up to speed on the most successful methods to run your business. Our bespoke Operations Manual will assist you in handling any situation while you are running your business.

3. Ongoing Operational Support.

Franchisors have staff dedicated to providing ongoing assistance to Franchisees. At Caremark, you are not alone when you are building and running your business as you can always call on experienced people when you hit a rough spot or want to share new ideas for growing the business.



4. Strong Brand.

One of the advantages of the franchising model is that the Franchisor is building a brand on a regional and national basis that should have value in the eyes of customers you are trying to attract. Caremark have, over the last 16 years developed a brand which is synonymous with quality and excellence; one which has achieved an enviable reputation in the care sector.

5. Easier to Obtain Financing.

Banks are usually very comfortable in financing the purchase of a franchise because it already has a proven track record of success. As one of the leading Franchisors in the sector, banks are prepared to lend to Caremark Franchisees up to 70% of the total investment required.

6. Exclusive Territory.

Most franchises will grant you an exclusive territory in which to trade. Caremark's exclusive territories ensure that no other Caremark Franchisee can solicit business within your specific territory (subject always to the specific terms of the Franchise Agreement).

7. Marketing Assistance.

The Franchisor should provide you with marketing assistance by way of proven tools and strategies for attracting and retaining customers. Caremark's support staff will help you develop marketing plans and budgets for the opening of your franchise and beyond.

8. Purchasing Power.

A good franchise will have the benefit of buying power. Caremark can negotiate prices for everything you need at significantly lower levels than you could achieve as an independent operator with our network of over 120 offices.

9. Risk Avoidance.

Statistics provided by the BFA/NatWest survey, show that around half of all Non-Franchised start-ups fail within five years. Failure rates for franchises, however, remain very low, with fewer than 1% per year closing due to commercial failure. Franchises like Caremark have the benefit of an established brand and a proven business model and are therefore much less likely to fail.



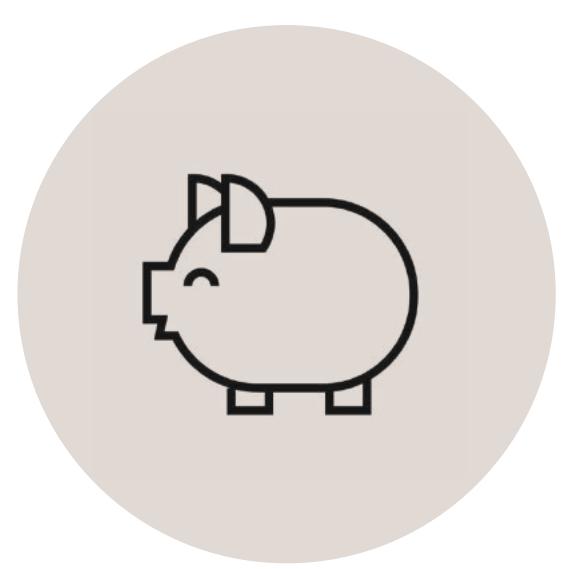
Caremark: a tried and tested franchise

A Caremark franchise is unique because you receive expert training so you can gain confidence in running your own business.

You also receive specialised on-going support both before and after your business is set up. As a Caremark Franchisee, you will become part of an exclusive community of like-minded people, each running their own business, comparing notes, sharing ideas and experiences, and motivating one-another. The Caremark culture ensures you are always supported, assisted and encouraged throughout every stage of your franchise development.



A care franchise in a growing marketplace



Multiple revenue streams via a variety of services



Licensing rights to your own exclusive territory



Unlimited earnings potential



Comprehensive initial training programme and regular updates and workshops



One to one training in our specialised computer software



A unique e-learning model for your home care staff



A solid on-going Franchisee support programme

Do I have what it takes?

Our Franchisees come from a very wide variety of backgrounds. You do not need any prior experience of running a business, which is a real benefit of becoming a Franchisee.

Our Franchisees operate in the heart of their communities as passionate ambassadors for local care. Caremark business owners are responsible for the strategic growth and development of their franchise. This includes building strong relationships to win new clients. You will need to identify, with our help and support, referral sources within your territory and to work with local sign-posting organisations and key stakeholders.

The ten key attributes you will need to become a Caremark Franchisee:

- A genuine caring attitude towards others
- Ambition and determination to succeed
- Entrepreneurial spirit
- Willingness to take responsibility for others as well as yourself
- The commitment to set and maintain high standards
- Interest in working with people in need
- Excellent communication skills
- Enjoy networking and building relationships
- General management skills
- Around £35,000 liquid capital available to invest (refer to Financial Information Section)



What others have said about becoming a Caremark Franchisee



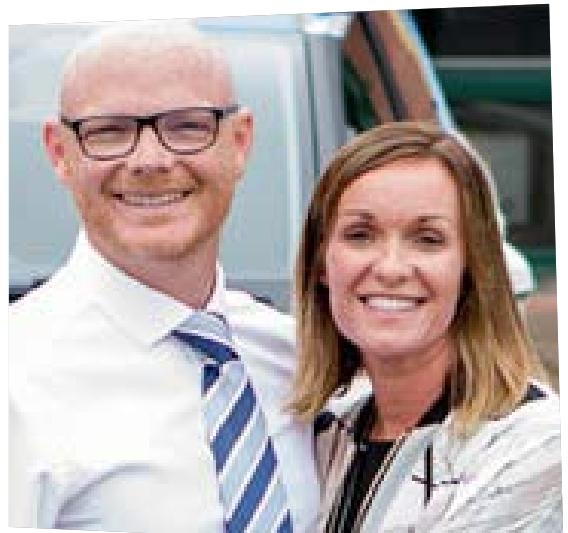
*"Without Caremark we would not have known where to start. Their systems work and it's definitely worked for us. **We've built a very successful business with a Caremark franchise.**"*

Garry & Jayne Costain
Caremark (Thanet)



*"I see Caremark as a top player in the care sector from my experience. Caremark have remained consistent, **delivering good quality care with consistent growth.**"*

Sue Hills
Caremark (Mid Sussex & Crawley)



***We decided to go with Caremark because its ethos matches our own vision and values** - we are all about being part of the community and helping others."*

Richard & Emily Magrath
Caremark (North Down, Ards & Belfast)



*"My experience of Caremark, so far, has been extremely positive. **It has enabled me to achieve a better quality of life.** - I've really enjoyed employing people from my local community and being my own man."*

Martin Steyn
Caremark (Tunbridge Wells, Tonbridge & Malling)



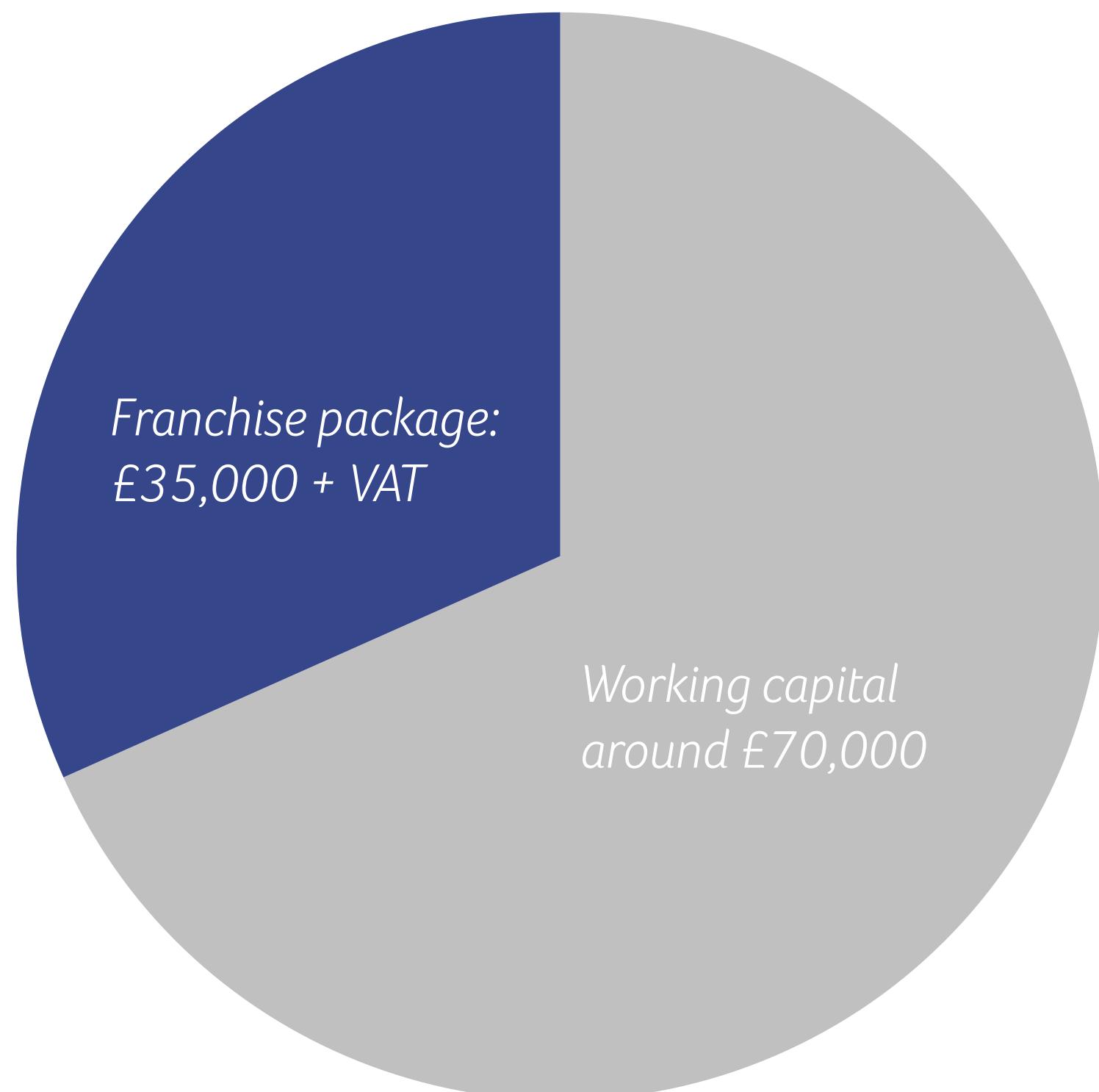
“The care sector suits us as individuals as it aligns with our passion for our community”

Richard & Emily Magrath, Franchisees, Caremark
(North Down, Ards & Belfast)

Have more questions? Speak to our Franchise Recruitment Team on **01903 266392**



The financial information



Total investment:
approx **£112,000**

The initial franchise fee is £35,000 + VAT.

There is a monthly management service fee of 4.5% + VAT. You will benefit from our unlimited ongoing support and training for the duration of your Franchise Agreement.

As with all businesses, the first 12 months will require some working capital to cover costs such as office rent, utilities and staff salaries. These vary depending upon your expected drawings from the business, any finance charges (if you borrow funds to start the business) and so on. As a guide, any new Franchisee is likely to need a minimum working capital of around £70,000 to get the business started. The working capital requirement is in addition to the franchise fee.

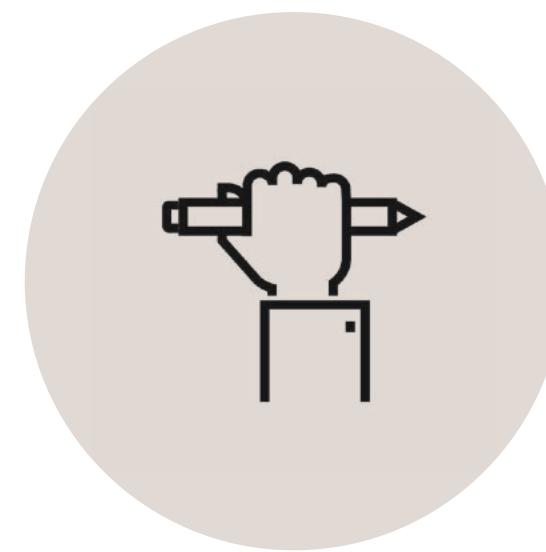
The investment level

We have relationships with most of the high street banks, many of whom have specialist franchise units. As they understand the resilience and reduced risk of a Caremark franchise operation, they are willing to lend up to 70% of your total funding requirement. This means you are likely to need around £35,000 from your own resources to start the business.



What you'll get

Our franchise start-up package includes the following to ensure your business, once launched, will run efficiently from day one.



A comprehensive training programme



Operations Manual and Reference Guides



Independent business planning advice



Access to customised computer software and specialised guidance in its use



A full stationery package



Bespoke pages on the Caremark corporate website, email and hosting

What you'll get

Our franchise start-up package includes the following to ensure your business, once launched, will run efficiently from day one.



Marketing material



Branded corporate home
care uniforms



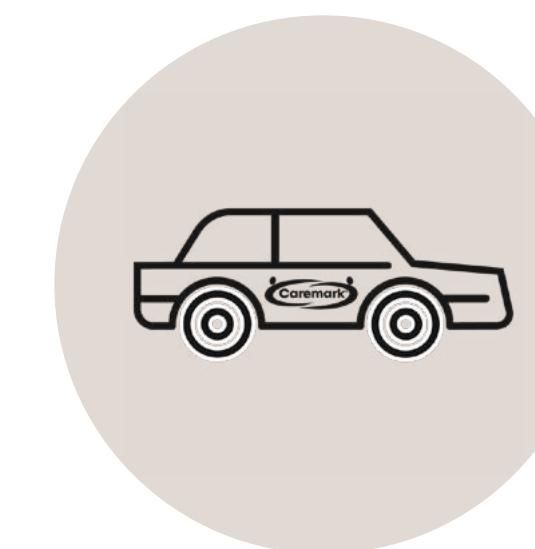
Membership of a recognised
professional body



Licensing rights to your
defined territory



Signage allowance



First year branded
car lease



PR launch

Caremark earnings potential

At this stage we can only give you some basic information to illustrate the sort of financial rewards we have experienced. The returns you get from your business will depend on how quickly you grow your customer base and the value of the business that you secure. As an illustration, please see the table below.

The outlined projections detailed below illustrate three levels of performance that are considered realistic. Please note that the figures below are examples of profit on sales and not year 1,2,3 suggested earnings.

	Level One	Level Two	Level Three
Sales per Annum	£369,432	£554,148	£923,592
Direct Costs	£262,008	£393,012	£655,008
Gross Profit	£107,424	£161,136	£268,584
Operating Costs	£91,356	£93,996	£131,400
Operating Profit	£16,068	£67,140	£137,184

Direct costs include: Care and Support Worker's wages and 4.5% + VAT Management Service Fee.

Operating Costs include: Staff salaries, office rent/rates, telephone, stationery, postage, marketing, travel allowance, accountancy, IT and miscellaneous.



What the banks say



"HSBC have been working with Caremark for over 10 years and have developed a thorough understanding of the business model and the needs of individual Franchisees. **We have an excellent relationship with Caremark** and HSBC will help Franchisees grow their businesses to its full potential."

Andrew Brattesani

UK Head of Franchising
HSBC BANK PLC HBEU



"NatWest has been working with Caremark since they launched the business and are willing to provide finance to purchase the business up to a maximum 70% of the total set up costs, including working capital."

Mark Scott ACIB QFP

Director, Franchise Development
NatWest & RBS Franchise Team



"Lloyds Bank have an excellent relationship with Caremark and have supported a number of Franchisees over the last 10 years, helping them grow as their businesses develop. Currently we are happy to offer up to 70% funding for the total costs of the Franchise model and would be **happy to look at supporting Caremark Franchisees with their business ambitions.**"

Sukhdeep Dehal QFP

Franchise Development Manager
Retail Business Banking





“It’s enabled me to have a greater quality of life, whilst providing a vital service to the community.”

Sareet Shah, Franchisee, Caremark
(East Hertfordshire & Broxbourne)



A simple effective process

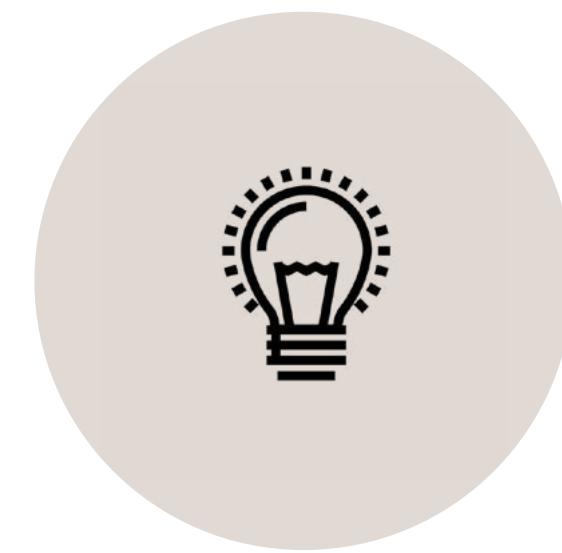
At Caremark our goal is to make it an easy, quick and efficient process for you to get your business up and running successfully.

CONTACT US



To discuss the Caremark franchise opportunity

MEET



A face to face meeting at our Head Office

NETWORK CONTACT



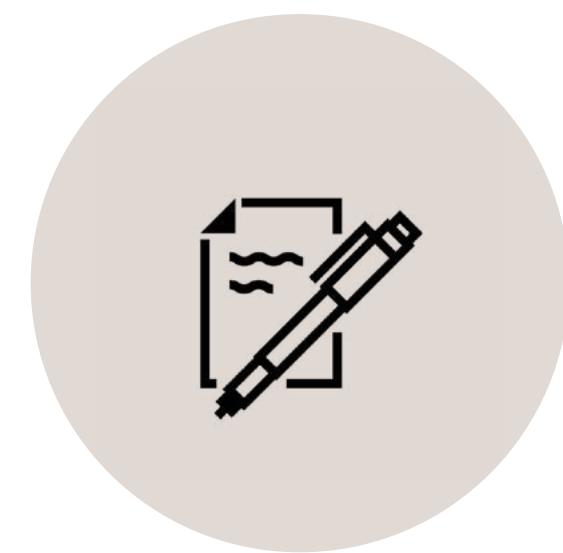
Meet with existing Franchisees

BUSINESS PLAN



Assistance to complete and secure bank finance

FINAL



Once approval is given, we can complete the process

BFA membership



At Caremark we are proud to be a full member of The British Franchise Association (BFA), which is currently the only voluntary self-regulatory body for the UK franchise industry.

The BFA strives to promote ethical franchising practice across the UK to ensure that the franchise sector continues to thrive and grow. To become a full member you need to comply with high BFA standards and show that your franchise is reliable and trustworthy before you can pass the test to become accredited. This strict process is in place to help guarantee that potential investors are protected from joining Franchisors that may not have the financial and business experience to ensure long-term success.

The BFA is the voice of ethical franchising in the UK

The BFA's full membership criteria covers key areas such as the franchise structure, the terms of the contract between Franchisor and Franchisee, the viability of the business plan and our success as a franchise to date.

We must also be willing to allow our business structure and reputation to be examined closely by the BFA.



A photograph of two women standing side-by-side outdoors. The woman on the left has blonde hair and is wearing a black blazer over a white top with a red floral pattern. The woman on the right has dark brown hair and is wearing a red, grey, and white patterned top. They are both smiling. In the background, there is a blurred view of a building with a chimney.

“Being a Caremark
Franchisee has worked
for us. Find out how it’s
worked for others.”

Sue Hills and Sarah-Louise White, Franchisees, Caremark
(Mid Sussex & Crawley)



Want to join the Caremark family?



Contact our Franchise Recruitment Team.

Caremark Limited, UK Head Office,
C1 Yeoman Gate, Yeoman Way, Worthing, West Sussex BN13 3QZ

Email: Franchise@caremarklimited.co.uk
Telephone: 01903 266392

Company registered number: 5447577 VAT number: 864926874.

Nearest Station: Goring-by-Sea