



The **REAL** Care Company

*Improving lives is our **business**, make it **yours** too!*



“ Improving quality of life, no matter race, religion, gender or social standing is the resounding and steadfast heartbeat of Caremark. ”

David Glover and Lisa Fyfe
Joint CEOs, Caremark Limited



The **REAL** Care Company

Real care is about putting people first. All people! It's about providing real care to everyone that needs it, and we're proud to do exactly that!

Our values of respect, honesty, integrity, teamwork and support remain the same for all of our people. Be that a customer, or care team or our franchise network.

It's these values that make us different. And successful.

The strongest businesses are those that set out to make a difference, not only money.

We are EXACTLY what a care company should be!

Real care is about
putting people first.
All people!

Caremark. The Mark of EXCELLENT Care.



“ We enjoy a healthy financial bottom line, in a long-term sustainable sector. However, the real deal is that we make such a huge impact on many vulnerable people in our community. It’s very, very rewarding. ”

Richard and Emily Magrath

Caremark Northern Ireland, South East

Why **home care**?

9 out of 10
people
would want
care in their
own home.

Source: Saga Populus Survey

958,000
people
in the UK
receiving
home care.

Source: [homecare.co.uk](https://www.homecare.co.uk)

£9.5bn
UK market
worth
2018/19.

Source: Laing Buisson

57% growth
of adults aged
65+ requiring
home care
from 2018
to 2038.

Source: [homecare.co.uk](https://www.homecare.co.uk)

Home care is an extremely stable industry.
And it's growing!

With the ageing population ever increasing,
their preference to stay at home, and the fact
that the NHS is increasingly relying on private
companies to provide care, means home care
is recession and pandemic proof.

The stability, longevity and potential for
growth makes home care a great choice for
owning a franchise and a profitable future.

We make such
a huge impact
on many vulnerable people.

Why Caremark?

EXPERIENCE

- 17 years of success
- One of the largest home care providers
- Wholly UK and family owned and operated
- 110,000 hours of care provision each week

OPPORTUNITY

- Recognised brand in all home care markets
- A proven formula

SUPPORT

- Unrivalled support
- High support manager to franchisee ratio
- 115 UK offices to network with
- Excellent induction programme

FINANCIALS

- Demonstratable £1m turnover within 3 years
- One of the lowest royalty fees in the industry

“ A franchise with the biggest opportunity. ”

Farina Tayub, Caremark Leeds



We're not new to this. In fact, we are one of the largest home care companies in the UK delivering more than 110,000 hours of excellent home care each week. Our 17 years of experience means our business model and policies are fine-tuned and proven to succeed.

With us, you are never alone. Our franchise owners have access to a full team of experts providing excellent training and ongoing in-region support. With one Regional Support Manager and one Quality and Compliance Manager supporting 20-25 offices, the level of support is exceptionally high, personal and extremely accessible. Our entire support team are dedicated to assisting you to maximise business growth – we care as much about your business as you do.

As a Caremark franchise owner, you will be one of 115 or so other Caremark offices. That's a lot of people to bounce ideas off, share success stories and to network with. With that in mind, we facilitate regular events and conferences for our franchise network and provide regular platforms to tap into this non-competing, yet knowledgeable peer group.

Our brand operates in all home care markets. This is because we care passionately about people – all people!

With us, you are
never alone.

We believe that everyone, regardless of their social standing, should have the right to remain living in their own home and be given the care and assistance to do so as safely and securely as possible.

That's why we have worked hard to build our brand in all markets and across the entire home care industry. We serve private customers who pay for their own care as well as customers who require their local authority to arrange care for them. Irrelevant of how they find Caremark, we provide the same exacting, high-quality care to everyone. For you, this means you have access to the entire home care market, not just a portion of it.



A **rewarding** business!

We firmly believe in getting the caring formula right. By really caring about your customers and really caring about your staff, coupled with using our business model and policies, financial success will naturally follow.

Your profits matter to us too! That's why we still have one of the lowest royalty fees in the industry. We can do this because we are wholly UK owned with no overseas investors to report to.

With a caring nature, great business acumen and dedication, you can have a successful business, both financially and personally. Not only that, you'll be providing a service that changes lives for the better whilst also creating hundreds of job opportunities. What could be better?

One of the
lowest
royalty fees
in the industry.



Frequently asked **questions**

Are there ongoing fees?

“ Yes, in return for our ongoing support, we charge a monthly royalty fee. Ours is at an industry low. ”

What qualifications will I need?

“ No specific qualification or previous industry experience is required. A franchise owner will need good business and management skills as well as a strong work ethic, passion for helping others and an ambition for success. ”

Is there help with funding?

“ Yes, thanks to the hard-earned reputation of our franchise owners and Caremark’s proven model, banks are comfortable lending funds to invest in a Caremark franchise. ”

Can I be my own Care Manager?

“ No, we insist on a separation between Franchise Owner and Care Manager. Both roles develop a business to its full potential and ensure the delivery of high quality care and require respective full-time focusses. ”



Can this be a part-time business?

“ No, the proper development of a home care business requires a full-time focus. We look for dedicated franchise owners in each territory to help us in our mission to provide the greatest quality of care to as many people as we can possibly reach. ”

“ A Caremark franchise ticks all the boxes. ”

Barney Davis

Caremark Warwick



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