



PROSPECTUS



Candour Care Group
Outstanding Homecare



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We're a group of exceptional people promoting independence and an easy living lifestyle for anyone that requires some additional support in their own home or accessing the community.



OUR STORY

BACKGROUND & HISTORY

In 2019, at the start of the COVID-19 pandemic, founders Paul and Ashley Serrio saw a critical need for a better quality of care for vulnerable adults in their local community.

Fuelled by their drive to make a difference, they set out to create a new care-providing team that would surpass their local competition in every way. And thus, Candour Care was born - a testament to the power of passion and innovation in the face of adversity.

With the success of their business model and the growing demand for their service, the founders decided to expand their operations beyond their local community. They considered corporate expansion, but they believed that franchising offered more advantages that would allow them to efficiently deliver their service across the UK while maintaining their excellent standards of care. They have taken professional business advice and tested the market, and they are fully confident in the Candour Care Franchise model.

At the heart of Candour Care's business are its values of honesty, trust, and reliability.

We believe in providing a service that is open, and transparent, and puts the service user at the heart of everything we do. Our team can be trusted to provide outstanding care, and they are there to provide peace of mind, security, and a service that can be counted on.

At Candour Care, we firmly believe that our people are our greatest asset. Our team is made up of individuals who are not just highly skilled and experienced in providing exceptional care, but who also share our unwavering commitment to putting the needs of our service users first.

We understand that our success as a franchise depends on the dedication, loyalty, and hard work of every single member of the Candour Care team. That's why we are proud to provide our team with the support, training, and resources they need to thrive and grow, both personally and professionally.

We are passionate about looking after everyone in the Candour Care family, from franchisees to clients because we know that together, we can achieve great things.

AWARDS & ACCREDITATIONS

- National People's Choice Champions Family Business of the Year 2023
- Peoples Choice Family Business of the Year (North and Northern Ireland) 2023
- Top 20 Homecare Providers Award nominee with homecare.co.uk
- We are a Dementia Friends' provider A Disability Confident Committed Company
- Members of the St Helens Chamber of Commerce



We believe that competition is healthy and that it helps to keep us on our toes, so we always strive to offer a more attractive and personal service to our clients.



THE BUSINESS MARKET SECTOR

Maximising business potential by leveraging our brand value with distinguished opportunities and a defining unique selling proposition

Candour Care Franchise operates within the domiciliary care and relationship-building business sector, offering franchise owners the opportunity to establish the Candour Care brand in their exclusive territory, find suitable service users, and ensure professional service delivery.

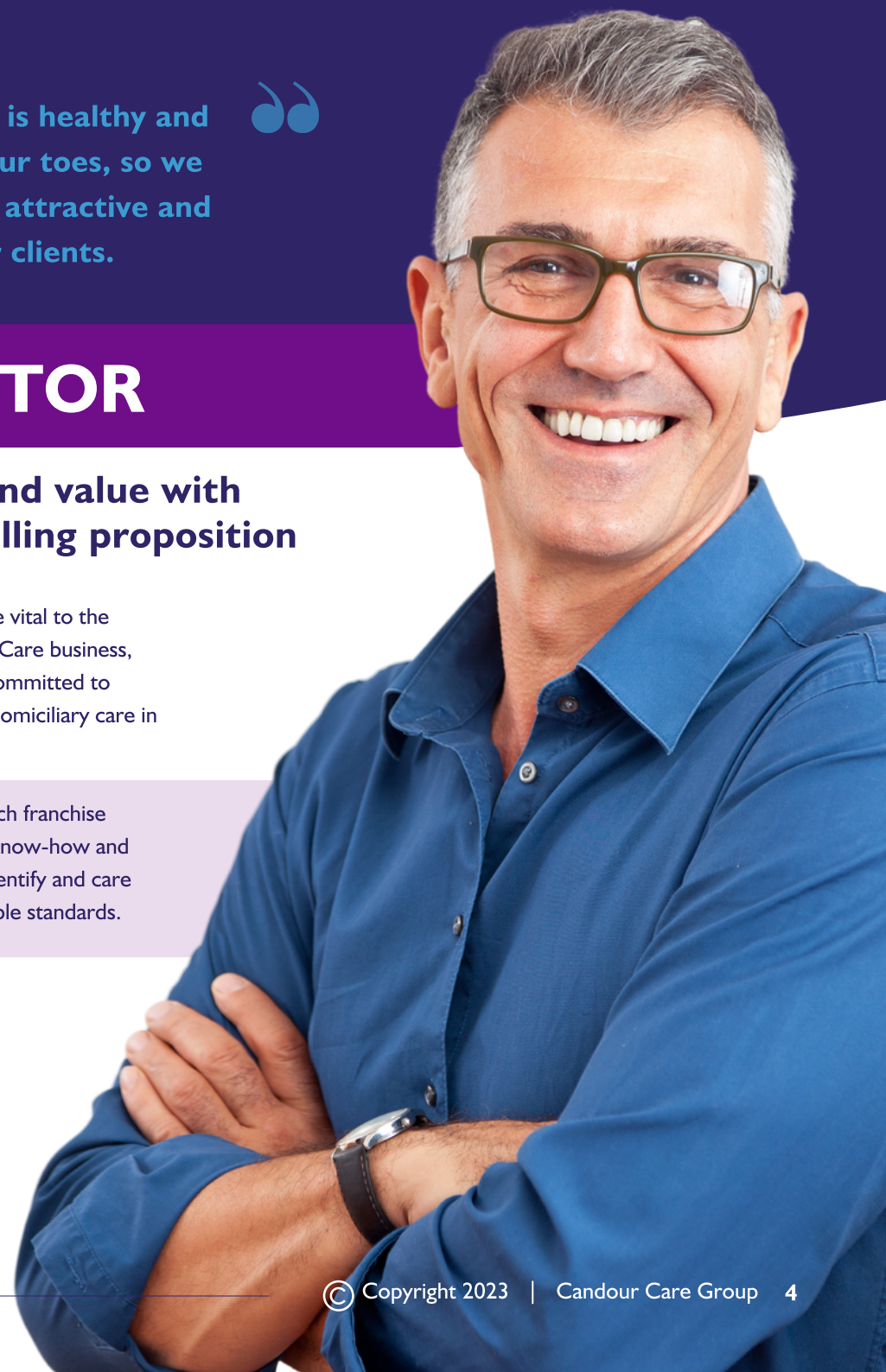
This unique selling proposition enables franchise owners to grow their businesses by expanding their service user base, acquire additional territories if they are successful and provide a first-rate Candour Care experience to people in their area.

With comprehensive training in all aspects of the operation and proven sales and marketing tools, franchise owners can develop a targeted and ongoing marketing plan with guidance from their franchise manager.

Positive service-user relationships are vital to the continued success of every Candour Care business, and franchise owners must be fully committed to offering their service users the best domiciliary care in the sector.

Candour Care Franchise provides each franchise owner with the necessary technical know-how and proven systems to enable them to identify and care for service users to the highest possible standards.

Franchise owners are expected to run their businesses as full-time owner-operators, with some additional administration support required once the business is established.

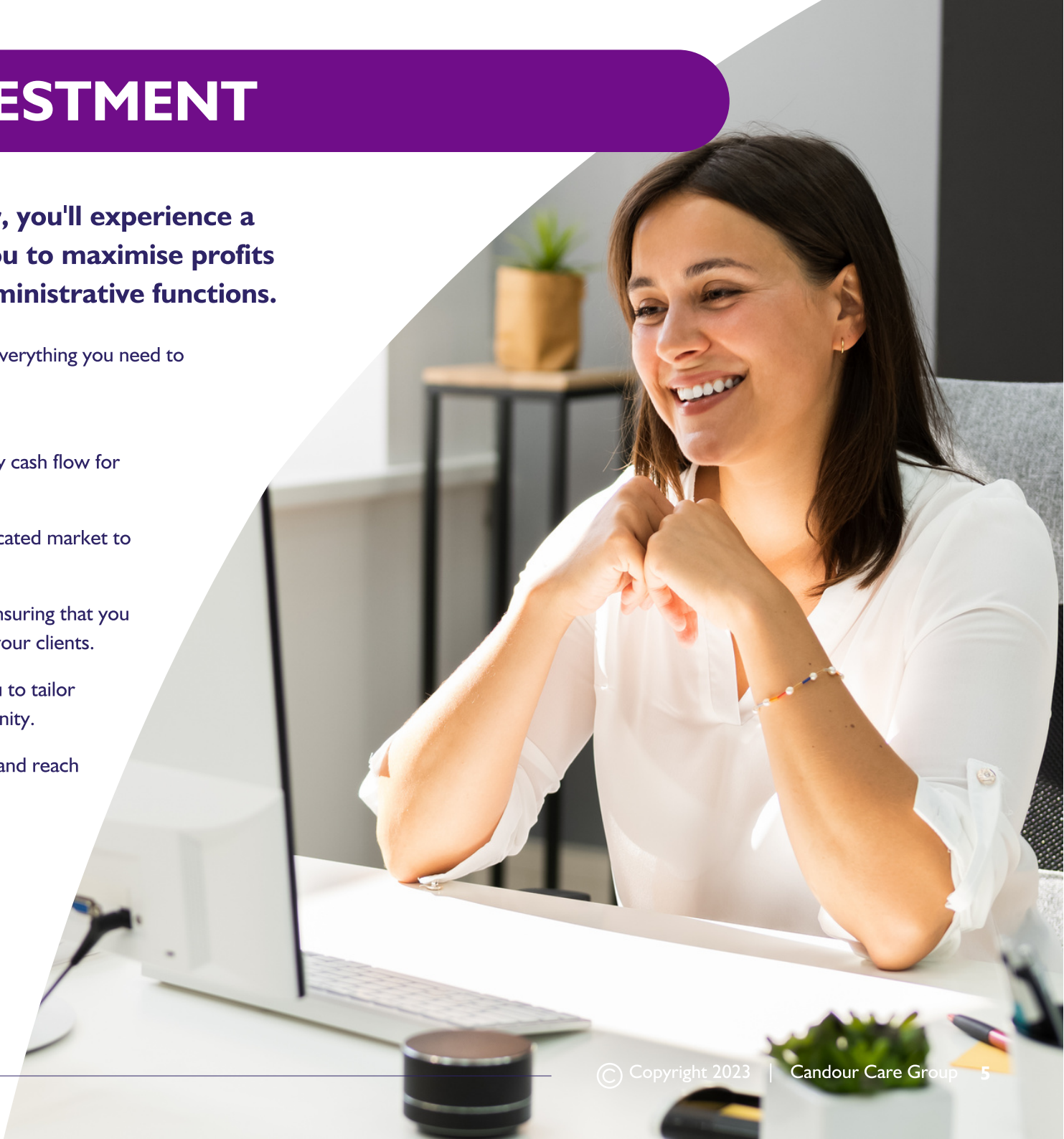


FRANCHISE INVESTMENT

As a Candour Care franchise owner, you'll experience a range of benefits that will enable you to maximise profits while minimising overheads and administrative functions.

Our business model is designed to provide you with everything you need to succeed, including:

- ▶ A sound payment structure that enables a steady cash flow for your business.
- ▶ An exclusive territory, ensuring you have a dedicated market to serve and operate within.
- ▶ The ability to manage your own team of staff, ensuring that you can maintain the quality of care you provide to your clients.
- ▶ A wide variety of services available, allowing you to tailor your business to the needs of your local community.
- ▶ Multiple opportunities to expand your business and reach more potential clients.





FRANCHISE INVESTMENT CONT...

Discover Lucrative Investment Opportunities: Unlock Exclusive Benefits and Returns. Here's what you get when you join us:

Franchise Package:

Everything You Need to Succeed with Candour Care.

Franchise License:

As a Candour Care franchise owner, you'll have the exclusive right to trade under the trusted Candour Care brand in your own territory.

Initial Training:

Our intensive seven-day training program will equip you with all the technical and administrative skills you need to run a successful Candour Care franchise. You'll find a full breakdown of our training in this information manual.

Support Package:

We want you to hit the ground running, so we provide you with a comprehensive package to maximise local awareness of your new Candour Care business. This includes your own mini website and bespoke service user guide.

HR Advice and Support:

Our dedicated HR advice team is always available to give you personalised advice, updates, and the latest government guidelines to ensure that you and your team remain HR compliant.

Franchise Support Manager:

Our experienced franchise support manager will spend two days with you in your territory, helping you make your first sales presentations and guiding you through the early stages of your business. After six months, we'll review your performance and continue to provide support throughout the term of your franchise agreement.

Operations Manual:

Stay up-to-date with the latest industry standards and best practices with our comprehensive operations manual, which is updated regularly to reflect any changes. You can rely on it to guide you through every aspect of your business.

Software License:

You'll have access to our dedicated Candour Care company management software, which will help you streamline your business processes and improve your efficiency.

FRANCHISE TRAINING & SUPPORT

Join our franchise network and receive unparalleled support.

Franchisor Support

We understand that your commercial success will depend on your own hard work and determination, but we're committed to offering you comprehensive support to help your business grow and develop.

Technical Support

We provide seven days of initial training for franchise owners, covering all aspects of setting up and running a Candour Care franchise. This training will allow you to develop a thorough knowledge of our business, including how to grow your service user base and proven marketing techniques. We'll also provide ongoing regular visits to your business, as well as operational advice that is available by phone or email every working day.

HR Advice

We provide HR advice via a dedicated advice line that is available to the whole network.

Franchise Support Manager

Our dedicated Franchise Support Manager is your main point of contact within the support network. They'll help with your franchise launch, training, targets, and motivation. With close knowledge of the entire network, the Franchise Support Manager is well-placed to give candid advice and promote best practices.



FRANCHISE TRAINING & SUPPORT CONT...

Mentoring

You'll have support from the Head Office team and also be able to network with fellow franchise owners. We encourage inter-branch communication through regular visits from your Franchise Manager, experienced Franchise Owners mentoring new starters, seminars, training, performance comparison, and regular networking meetings.

Franchise Owner Finance

Candour Care has a proven business format with Head Office support, which makes it easier for you to obtain financial assistance from banks or investors.

Marketing, PR and Advertising

We'll build and develop the Candour Care brand and generate public and commercial awareness, committing to spending 1% of your turnover on local marketing initiatives. We'll provide you with templates and guidance to help you maximise your local marketing and promotion.

Management Software

Our dedicated management software has been developed to assist you in the administration of your Candour Care business. This includes management and service user relationship tools to help with staff rotas, timesheets, and invoices.

The Power of the Franchise Network

The power of our franchise network lies in its potential to enrich the franchise organisation so that it becomes more than the sum of its parts. Our franchise owners come from a variety of backgrounds, with their own individual skills, experiences, and abilities.

Our high standards are maintained across our entire network, and we're constantly improving to provide the best possible care to our service users.



FRANCHISE COST

INITIAL & ONGOING FEE STRUCTURES

- ▶ The Franchise Agreement has a 5-year term plan that is renewable for another 5 years.
- ▶ The cost of the Franchise Agreement is £25,000 plus VAT.
- ▶ To secure the territory, there is an Intent to Proceed Deposit of £10,000, leaving a balance of £15,000 to be paid when signing the legal agreement.
- ▶ Additionally, there is a Management Service Fee of 7% of turnover and a National Marketing Levy of 0.5% of turnover.
- ▶ Franchisees are also required to commit a minimum of 1% of turnover to local marketing.

ADDITIONAL SUPPLEMENTARY FIXED AND VARIABLE COST ASSOCIATED WITH COMMENCING OPERATIONS WITHIN YOUR FRANCHISE.

FIXED COSTS

Telephone & Equipment

A dedicated business line will be needed, as will an answering machine and printer.

Care Planning System

This software will be required for the operational processes to include staff rotas and client schedules.

Care Quality Registration

Required by law to run your business.

VARIABLE COSTS

Legal and accounting fees

Provides for the legal costs in securing the franchise. Accountancy costs are also included, allowing for assistance in preparing the business plan, advice on funding arrangements and initial guidance on setting up the bookkeeping system to satisfy legal requirements.

Business Insurance

Costs will vary depending on location, value of the business equipment, number of employees, expected turnover of business and other key factors.

Miscellaneous Items

Covers any small items and services not provided in the above.

Office and Furnishings

This is an allowance for basic office items such as desks, chairs, filing cabinets etc, and office rents.

Likely total investment

The estimated capital requirement for the business excluding VAT.

- All amounts are subject to VAT where applicable.
- Please Note: The figures are drawn up on the assumption of an office-based franchise.
- In our view, the likely investment figures detailed are realistic considering the projected earnings opportunity.
- Costs are also variable and dependent upon the location of the proposed venture.
- * All fees and terms are subject to change prior to the award of the franchise at the discretion of the franchisor.
- ** The intent to proceed deposit reserves the intended territory for an agreed period after which time, if the franchise legal agreement is not proceeding, the franchisor has the right to cancel. The deposit will be refunded, less any cost incurred by the franchisor if the sale does not proceed.



FEES

FRANCHISE PACKAGE COSTS

FRANCHISE PACKAGE COSTS: £25,000 + VAT

Breakdown:

- Franchise Licence Fee: £14,000
- Operations Manual: On Loan (no charge)
- Initial Training (7 Day Residential) Inclusive of £600 Accommodation: £5,000
- Bespoke Service User Guide: £500
- Access to all Documents and Policies & Procedures: £1,500
- HR Advice Line: £1,000
- Mini Website: £1,500
- 2 Candour Care Email Addresses: £500
- 12 Months Subscription to homecare.uk: £1,000
- Sub Total: £25,000 + VAT

FIXED COSTS: £3,800

Breakdown:

- Computer, Printer, and Software: £1,000
- Telephone and Equipment: £300
- Operational Software for 12 months: £1,500
- CQC Registration: £1,000

VARIABLE COSTS: £2,440

Breakdown:

- Legal and Accounting Fees: £1,220
- Business Insurance: £1,200

**Expected Total Investment
is around £31,240**



We believe that by harnessing the dedication, energy, and enthusiasm of franchise owners, we can achieve shared success and enjoy the rewards of their achievements together for the long term.



NEXT STEPS: FRANCHISE OPPORTUNITIES

Candour Care Group is looking for driven individuals who have a passion for care and are interested in becoming business owners.

By joining our network, franchise owners will tap into the immense market available to them and use their knowledge of their local area to provide high-quality care to vulnerable people living in their own homes. The long-term vision of Candour Care is to create a national network of people committed to their high standards of domiciliary care.

Advantages of Owning a Candour Care Franchise:

- ▶ Share in the advantages and economies of a larger company while running your own business in the growing domiciliary care industry.
- ▶ Avoid potential big mistakes that could be fatal to a new business by following Candour Care's proven business methodology.
- ▶ Initial and ongoing training, advice, and guidance are provided to compensate for any areas of relative inexperience.
- ▶ Benefit from Candour Care's refined processes and sales techniques, gained from years of experience in the industry.
- ▶ Access marketing assistance to help run high-quality, lead-generating local campaigns at the franchise owner's cost.
- ▶ Stay ahead of the curve with new services made available throughout the Candour Care franchise network, providing further opportunities for successful business growth.



QUALIFICATIONS REQUIRED

Consider the potential of owning and managing a Candour Care business in your chosen area today.

What does the perfect franchisee look like?

Don't miss the opportunity to be a part of the growing domiciliary care industry by becoming a Candour Care Franchise Owner. With our proven business methodology and ongoing training and support, you can avoid common mistakes and increase your chances of success.

ESSENTIAL REQUIREMENTS

- High energy levels and determination
- An out-going personality with good communication skills
- Level-headed response to problems- this is a fast-moving environment
- Good organisational skills
- Working towards or already a qualified Care Manager Level 5 (If you wish to manage your own business)

PERSONAL ATTRIBUTES

- An enthusiastic self-starter, who can channel his or her energies into a structured way of working
- Socially self-confident- the ability to converse with people at all levels
- Quick learner
- Enjoys rising to challenges and achieving objectives
- Has a passion for care
- Desirable Background
- Care industry knowledge
- Evidence of a stable working history
- Experience of dealing with people
- Basic experience of using computers
- Social care experience

Take the first step and discuss this opportunity with your advisors and, most importantly, your family. Starting a business is a big decision that will impact your life, but it could also be a life-changing opportunity.



A young woman with long, wavy blonde hair is smiling warmly and gesturing with her right hand while talking to an older man with grey hair. The man is seen from the back, wearing a white face mask. They are in a bright, indoor setting, possibly a home or office.

Own your own Candour Care Franchise today.

Book a Discovery call and find out more!

Email - kickstart@candourfranchising.com



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