



**The healthcare franchise  
that's rewarding in  
more ways than one.**

**Prestige Nursing**



## After 60 years in business, we're no fly-by-nighters.

Taking the first steps towards buying a franchise probably represents one of the biggest decisions you will ever make. You will be faced with a bewildering range of business opportunities and companies promising effortless success, and it is sometimes hard to know where to start, or whom to trust. At Prestige, our reputation has been built on trust, honesty and hard work. Although we're in the business of care, we're also in the business of helping our franchisees realise their ambitions whilst delivering a unique and valuable service to some of the most vulnerable members of society.

### Who are we?

Prestige Nursing was originally founded in 1945 and specialises in the supply of temporary nursing and care staff to a wide variety of organisations, companies and individuals. We're probably one of the largest independently owned nursing agencies operating in the UK and have a wealth of experience within the nursing and care recruitment industry. It is this success and experience, forged through a variety of business climates that we invite potential franchisees to share.

We're not offering any shortcuts to success, any promise of quick riches or unrealistic lifestyles. What we are offering is the chance for a limited number of franchisees to join with us in delivering an exciting range of services across the UK. A franchisee's determination, enterprise and sheer hard work will be matched to our experience and market presence to create a successful, stable and thriving business helping those who cannot always help themselves. This is a healthcare franchise that is rewarding in more ways than one.

# Why the business of care could be just your cup of tea.

## Our marketplace

Prestige Nursing franchisees will operate within a marketplace with huge potential. With the UK's rapidly ageing population providing the impetus, nursing and care agencies currently work with organisations and individuals whose combined spend on agencies is in excess of £3.7BN per annum. By helping our franchisees target both the homecare services and healthcare recruitment sectors, Prestige can offer the potential of significantly higher returns and less risk than those franchises that focus solely on domiciliary care. As more people choose to be cared for in their own home or in a secure residential setting, the availability of a flexible, high quality and cost effective temporary workforce has never been so important. Just as importantly, with a Prestige Nursing franchise you will be delivering a range of well-designed and unique services that are specifically aimed at the needs of the market and which will set you apart from other companies in the same sector.

## Who are you?

We are looking for a limited number of franchisees to run their own nursing and care agency business within a well-researched and targeted franchise territory. Using our expertise and know-how, franchisees will be trained in how to grow and sustain a business in the two complimentary areas of healthcare recruitment and homecare services. Although you do not need a background in care for this franchise, we do expect a firm commitment to owning, operating and developing your own business, a desire to deliver the very best care or nursing service possible and a willingness to work hard and strive for continuous improvement. We are already recognised as one of the leading agencies in the UK, we want unique individuals to help us improve still further.





# You look after her. We'll look after you.

## Prestige Guiding Principles

Prestige Nursing began franchising in 1998 and our current franchise package reflects all of the lessons learnt and improvements identified during that time. There are 3 guiding principles behind the design of our franchise package:

- We want our franchisees to be able to work as much as possible developing their business, rather than administering it.
- The franchise has to be supported by realistic and thorough planning both before and during its launch.
- It has to be driven forward by consistently focusing on a small number of highly important success factors.

The successful implementation of all of these three principles has allowed existing Prestige Nursing franchisees to achieve an excellent return on their original investment.

# Some of the key elements of the franchise package:

- Licensed use of all Prestige Nursing products and services within a defined territory
- Detailed territory research that includes latest demographic and potential customer information to provide an accurate picture of the business potential.
- Business planning supporting to ensure robust but achievable business objectives are set and agreed on from the outset and also help in obtaining finance if required.
- Full help and assistance with gaining registration with the Care Quality Commission
- Assistance with finding suitable office premises in the franchise territory and with recruiting suitable office staff where necessary
- 6 month training and development programme for all franchisees that includes initial launch training, followed by regular knowledge reviews, training days and service updates.
- Dedicated on-line franchise operations manual with supporting materials
- Automatic enrolment with ISO 9001 and Investors in People standards
- Access to Prestige Nursing's award-winning care worker training
- Full launch package that includes all business stationery, training materials, rostering and accounting software.
- Regular conference calls, quarterly regional meetings and annual conferences as part of our on-going support system
- Bespoke real-time management information systems providing information on key performance indicators and other benchmarking standards
- Dedicated support team from Prestige Nursing, including a regional support manager and franchise mentor
- Automatic enrolment with Peninsula Business Services for professional advice on all aspects of staff employment and health and safety

- Hosted e-mail service and dedicated web pages for the franchise
- Centralised recruitment administration service for all franchisees
- Hosted payroll and invoice preparation service for all franchisees
- Dedicated business development teams for both healthcare staffing and homecare services
- Benefit from all of Prestige Nursing's promotional and recruitment campaigns

**Total Package Cost : £30,000 ex VAT**

Please note that this figures excludes some additional capital expenditure requirements that would include any deposits for offices or equipment leases, office equipment and furnishing, telephone installation and working capital requirements as per the business plan.

# We'll help you take those first steps to a successful business.

## Your potential earnings

Every franchise territory is different and the success of Prestige franchisees will depend in part on their own efforts, local market conditions and the general economic climate. The projections shown below are based on historical franchisee and managed branch performance and are what we consider to be realistic. Nevertheless they are presented for information purposes only and do not represent a guarantee of possible earnings.

	Year 1	Year 2	Year 3	Year 4	Year 5
Turnover	£303,000	£557,000	£788,000	£1,105,000	£1,400,000
Cost of Sales	£206,040	£378,760	£535,840	£751,400	£952,000
Gross Profit	£96,960	£178,240	£252,160	£353,600	£448,000
Operating Costs <sup>1</sup>	£70,454	£116,716	£157,821	£187,706	£232,451
Net Profit <sup>2</sup>	£26,506	£61,524	£94,340	£165,894	£215,549

<sup>1</sup> Includes management fee, office and staff costs, vehicle hire, telecoms, insurances, stationery and postage, advertising and sundry items. Additional capital expenditure and working capital is excluded.

<sup>2</sup> Before franchisee drawings, capital repayments and any loan interest.

We estimate that the franchisee will have a working capital requirement of between £30K to £50K, subject to the requirements of the personalised business plan.



# What next?

If you are interested in learning more about franchising with Prestige Nursing then simply complete the initial application form attached to the rear of this brochure and return it to us by fax or post using the contact details below. Alternatively you might like to complete the form on-line or email us the relevant details:

Tel 0208 254 7533  
Fax 0208 773 3525  
Post Prestige Nursing Ltd, Greenview House,  
5 Manor Road, Wallington, Surrey SM6 0BW  
Email [franchise@prestige-nursing.co.uk](mailto:franchise@prestige-nursing.co.uk)  
Web [www.prestige-franchise.co.uk](http://www.prestige-franchise.co.uk)

Once we have received your details and have had an exploratory discussion about the franchise opportunity with you, you will be invited to attend a meeting at our Head Office that explains the franchise package in more detail.

## Prestige Nursing



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[www.prestige-nursing.co.uk](http://www.prestige-nursing.co.uk)

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for the supply of nursing  
and care staff.