



# 50plus Handyman



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The professional handyman service  
by the mature workforce

## Franchise Facts

### Franchisees

At 50plus Handyman we are looking for men and women to join our national network of self-employed Franchisees. We'll provide you with the support you will need to succeed, so you don't need any previous business experience. You'll benefit from the systems we have developed over several years and we'll work with you to make sure your business is a success. You will need to bring your time, enthusiasm and excellent communication skills! As Franchisee you are your own boss with the opportunity to earn £30K upwards as a single handyman or much more if you run a team.

There are vacancies for Franchisees in a number of UK areas. If we are not currently operating in your area then an opportunity exists. We may have an opening even if we do already cover the area, please check with us.

50plus Handyman was established in January 2003. Founder Roger Runswick saw a demand for reliable personnel to undertake maintenance tasks and married it to the concept of utilising the mature workforce. Since its creation the company has grown consistently and by early 2009 had operations in over 30 areas of the UK with more in the pipeline. The aim is to develop a nation-wide service.

50plus Handyman offers self operated franchises, suitable for areas ranging from counties to small towns, lesser-populated rural areas and defined suburban areas where you will, at least initially, be the handyman or woman.

We also have opportunities for management franchises – contact us for further information

### 50plus Handyman franchise overview

A 50plus Handyman franchise is an opportunity to run and own a profitable and rewarding business in your locality with the benefit of a national brand, centralised telephone answering via a nation-wide local rate number, qualified technical support, marketing and advertising, business/handout cards and marketing material, receipt books, operating systems, soft copy documentation and training.

Remember, a franchisee owns his or her area. It is an asset, which has a value and it can potentially be sold at a later date.

The most important element that 50plus Handyman brings to its franchisees is the brand. 50plus Handyman stands for trust, reliability and a high quality service experience. This begins with the initial contact and continues throughout the customer experience. It enables 50plus to differentiate the brand and to compete effectively. In addition 50plus also provides a broad range of initial and ongoing support.

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Your customers will be householders and businesses, requiring basic electrical, plumbing and general maintenance works such as fitting tap washers, changing lights, putting up shelves and painting and decorating. Customers find 50plus Handyman convenient as one handyman can undertake a range of tasks. The focus from the first enquiry contact is on customer service so a high volume of repeat business is built up.

50plus Handyman offers the opportunity to either:

- Provide the majority of the 50plus Handyman service in area that can be served by a single person
- Provide the 50plus Handyman service with the potential to grow through employment of other staff.



One of our franchise vans. Most areas use Peugeot Partners or similar but some have larger vans, such as the Vivaro.

### What is expected?

Prospective Franchisees should take a look at the checklist below. If you can answer yes to all of the questions then we look forward to hearing from you.

- Do you either own or rent your own house?
- Have you got a home PC with Internet connection and a mobile phone?
- Are you experienced with and do you enjoy DIY - do you have the ability and confidence to undertake maintenance tasks in a customer's home or place of business?
- Do you have a recent CRB check or are willing to be checked?
- Are you fit and healthy enough to undertake handyman maintenance?
- Are you willing to attend an induction course (and training) at our Buckinghamshire offices?
- Do you have a full driving license?
- Can you dedicate yourself full time to your handyman business?
- Do you have enough capital or another income to support yourself until your first payments come through - usually around a month or two?

### **50plus services to Franchisees**

50plus Handyman provides a range of services to Franchisees to help you succeed. These are in summary:

- The 50plus Handyman brand, providing customer credibility and kudos
- The potential to earn from commercial contracts
- Customer leads including national contracts, 50plus gift cards and more
- National marketing to bring the brand and service to public notice
- Local marketing and advertising support including advert production and placement
- Unique pages on the popular 50plus web site with on-line booking and sales and a well developed web presence
- Professional centralised telephone answering by the 50plus office
- Customer database and job tracking
- Qualified technical advice and support
- Interaction with other 50plus personnel.

### **Local marketing and advertising**

50plus provides a central marketing function to build brand awareness and inform customers about the services we offer. Local marketing and advertising is also essential to establish and maintain a 50plus Handyman business. Marketing is the area where most people need help.

50plus has a methodology and has developed the best form of local marketing and advertising. 50plus will undertake the local area marketing for successful applicants.

And remember we preach as we do. Because we provide 50plus Handyman services directly in a number of areas we have a great deal of experience to provide to Franchisees. This intangible benefit is one of the best reasons for joining 50plus Handyman.

### **Your skill set**

A 50plus Handyman Franchisee undertakes property maintenance, estimating (there's training and support for this), limited selling and organisation of the business, so the skills are varied. You need to:

- Be able to communicate with a wide variety of people
- Be well organised, turn up on time, keep customers informed and at ease and offer advice and guidance as is appropriate.
- Be aware of your personal appearance and presentation
- Have a broad set of DIY skills
- Be confident in your ability and able to communicate your confidence to the customer. You will be able to manage your diary and keep a record of work undertaken
- Have basic IT skills.

There is time to learn, support and advice is provided and the 50plus Handyman office is always available to answer questions.

### **What's in the franchise package?**

The franchise package consists of:

- The rights to serve a specific exclusive geographic area using the 50plus Handyman brand (the actual area will be agreed with you – it is dependent on population, driving time, whether you will be the sole handyman and more)
- Local market and advertising research
- Your launch and first 6 months of local advertising and ongoing marketing support
- Your first year's insurance
- A branded vehicle paid for the first 6 months (typically a Peugeot Partner or equivalent – you will need to provide insurance) – subject to status
- A selection of tools and equipment
- The centralised telephone answering service
- Unique pages on the 50plus web site
- Training (we'll discuss specific needs with you)
- Branded clothing
- Documentation
- Cards, leaflets and receipt book
- The centralised customer database and job tracking service
- Technical support.

And don't forget the intangible benefit the kudos and customer credibility the 50plus Handyman brand brings.

## **50plus Handyman**

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## **Frequently asked questions**

What sort of jobs does 50plus Handyman do?

50plus Handyman provides property maintenance. The tasks are varied but are within set boundaries. Look at the web site to gain a view of what we do. Franchises are not expected to tackle any work outside their capability. In some areas we have specialist local partners who enable us to extend our service range e.g. in servicing gas appliances.

*Do I need to have a branded vehicle?*

Yes - a branded vehicle is a big asset - people will frequently ask you for a card when they see 'the van'.

*What happens about insurance?*

We will arrange your first year's insurance for you. It can be renewed for around £120 per year.

*Why do I need to be CRB checked?*

A CRB check is required because we are going to ask you to go into peoples houses, some of them elderly and they need to be assured that we have undertaken due diligence with regard to whom we ask to work with us.

*How do I get jobs?*

50plus Handyman has probably the largest advertising programme in the handyman field. You may see us in adverts or articles in national magazines or even hear us on local radio from time to time. We also have a renowned web site linked to numerous other sites and strong local advertising programme; we'll help you establish one in your area.

*What happens if I need help?*

As long as you have a telephone you are only a call away from getting knowledgeable and qualified advice. The 50plus office provides help to Franchisees through the technical support section of the 50plus web site, by e-mail and by telephone. From time to time we issue briefings about events, which may affect our work such as regulations.

How much can I earn?

This depends on many things such as investment in advertising, your capabilities, how quickly you build up your local customer base and the average value of your jobs and the hours you work. A target labour revenue of £30K is reasonable.

*What area will I cover?*

This depends firstly on where you live (e.g. a city or a rural area), on the level of business you want to achieve and on the demographics of your area, which we will advise you on. We will agree a sensible operational area with you.

*What does 50plus Handyman provide?*

50plus Organisation provides a range of services to Franchisees to help you succeed. These are in summary:

- The 50plus Handyman brand, providing customer credibility and kudos
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**And what does a 50plus Handyman Franchise cost?**

A 50plus Handyman franchise costs £13,900 + VAT of which the majority is spent directly on you and your geographic area in terms of marketing and advertising, your vehicle, training and more.

To apply for a franchise please go to our web site ([www.the50plus.co.uk](http://www.the50plus.co.uk)) and click on Handyman from the front page and then Become a 50plus Handyman. Alternatively call 0845 22 50 495. When you have applied on-line we'll call you for an initial chat.

50plus has a number of successful franchises operating, some of which have been operational for several years. Applicants will visit our offices in Buckinghamshire and during the application process talk to existing franchisees.

**More questions?**

Feel free to contact us on 0845 22 50 495.