



Master Franchise Prospectus



Personal Message

We are delighted to introduce the Everycare Master Franchise Opportunity.



For over twenty years we have invested our lives in making Everycare the success it has become. We are justly proud of the excellent reputation we have built together with our dedicated Franchise Owners. We all enjoy the fruits of success and are constantly looking to expand the Everycare network to enable others to share in that success.

Yes, it has certainly been hard work, but along with that there has been immense satisfaction in knowing that we have changed the lives of our Customers, Franchise Owners and our staff in very positive ways.

This prospectus will give you some insight into the nature of our business and how you can become involved. We hope you will discern the unique corporate culture that has contributed to our success in a "Person Centred" business.

I sincerely hope that you will become one of our Successful Master Franchise Owners.

Mary Cottrell MBA
Chief Executive Officer

The Everycare Vision

The Everycare Vision is to be a World Class provider of Person Centred, Highest Quality, Domiciliary Health and Social Care services. We will achieve this by establishing national networks of Franchised businesses operating in line with our corporate culture and practice.

The following mission statements give the complete picture of the mission of the organisation across Everycare divisions and should be read in conjunction with each other:

Our Mission Statements

Mission Statement - Everycare International

Everycare International, in partnership with our Master Franchise Owners, seeks to provide the very highest standards of support for both National and Regional Networks of the Everycare Franchised Business enabling them to deliver a diverse range of quality professional Domiciliary Health and Social Care Services serving growing local markets.

Everycare International continually develop and improve our market leading systems to ensure that both Master Franchise Owners and local Franchised Everycare Businesses have the best administrative and managerial support in the sector. Everycare will provide continuous support to Master Franchise Owners to equip them to award and support their own regional networks of Everycare franchised businesses.

Everycare International regularly monitors the quality of our operations and those of our Master Franchise Owners, to ensure we extend our reputation as a brand of excellence and that consistent and successful business operations are maintained in line with our corporate culture, vision and direction.

The Company Directors

Mary Cottrell MBA, CEO and Director



Mary has over 30 years professional experience in delivering care services. She served for 7 years as a member of the Care Council for Wales as well as participating on the councils of various other professional bodies. She is a highly respected professional in the care industry.

Her concerns focus not only on profit but the delivery of excellent services and the continuing development of people's abilities.

Robert Cottrell B.Ed., Director



Rob Cottrell has extensive experience in delivering high calibre training and has worked with Mary in the business since it began. He has been responsible for the development of the company's policies & procedures and many of its operating systems.

Introduction



The Company History and Market Overview

Everycare is a well established franchise network of Domiciliary Care and Nursing Provider Businesses founded in 1993. It operates in a huge market, currently estimated to be worth in the region of £18 billion per annum in the UK alone, which historically has been largely unaffected by economic swings.

The 1993 Community Care Act in the UK signalled a major change in the way care services were provided. Instead of the reliance on Residential Care Facilities, funds were available for services to be provided in the clients' own homes. This was extremely popular and allowed people to retain a much greater degree of independence and control over their lives. It also created a whole new market for community care services which is currently serviced by over 4000 independent operators in the UK.

Similar trends have and are continuing to develop worldwide with significant moves away from the provision of long term continuing care in institutional settings. This is creating rapidly expanding new markets for the provision of highly cost effective Health and Social Care Services at home. This cost effectiveness is of interest not only to individuals paying for services directly, but also to Governments and Insurance companies who may have an obligation to fund such services.

The first Everycare business in Cardiff achieved a turnover of £20,000 per week by the end of the first year and continues to operate successfully.

New businesses have been established in various locations and the network has a reputation for providing exceptionally high quality services. Some of the franchised offices have now exceeded the turnover and profit of the Cardiff office.

Everycare has not confined its interests to the domiciliary social care market but has added a range of nursing services to its portfolio and new Franchise Owners can choose to operate one or other or both types of services. Everycare has a long track record of providing qualified nurses to hospitals, clinics, surgeries and nursing homes.

Demographics indicate that there will continue to be an increasing demand for our services in the future. Existing Franchise Owners continue to demonstrate that the business is profitable, enjoyable and satisfying and provides a rapid return on investment.

Mission Statement - Master Franchise Owners

Everycare Master Franchise Owners supported by Everycare International, develop and support a National/Regional Network of Everycare Franchised Businesses that deliver a diverse range of quality professional Domiciliary Health and Social Care Services serving growing local markets.

Everycare Master Franchise Owners adapt, develop and improve our systems for delivery to Everycare Franchise Owners within their territory and provide them with continuous support, to facilitate the expansion of their local businesses.

Everycare Master Franchise Owners regularly monitor the quality of our operations and the businesses of our Franchise Owners, to ensure we extend our reputation as a brand of excellence and that consistent and successful operations are maintained in line with our corporate culture and vision.

Mission Statement - Franchise Owners Business

Everycare Franchise Owners seek to significantly improve the quality of life for people with health and social care needs in all environments through the provision of a diverse range of nursing and domiciliary care support services.

Everycare looks to ensure our services are of the highest quality and that they are Person Centred and Outcome based.

Everycare looks to effectively meet the needs of our customers, by arranging individually designed nursing and social care programmes for every service user or organisation whilst regularly monitoring outcomes and customer satisfaction.

Everycare delivers services using nursing and social care staff directly employed by Everycare and who are appropriately qualified, trained, supervised and fully conversant with current medical and social care practice.

Everycare implements total quality concepts, and continuous improvement practices throughout the organisation.

Everycare facilitates continuous professional development for all staff, and undertake regular programmes of staff training, supervision and appraisal.

Everycare regularly reviews services and systems in line with ISO 9001:2008.



Our Business Proposal To You

Everycare is now looking to expand its existing operations through new strategic Master Franchise Partnerships.



We are looking to award our Master Franchises to regional leaders with a strong demonstrable track record of success, who can recognise an exceptional business opportunity and who have the degree of talent required to drive dynamic business growth through directly franchising our brand to a network of Franchise Owners in their local markets.

The Everycare business opportunity has the potential to generate an excellent level of profits that are sustainable in the long term making this an opportunity to build a business and income stream for life.

Benefits

The benefits of being an Everycare Master Franchise Owner

- Proven business management systems, in the form of a complete Domiciliary Care concept, which enable a quick and easy start up, are highly cost effective and have been proved to meet all the needs of the business.
- Full knowledge and support of an experienced franchisor team from HQ
- Protected intellectual and commercial property rights
- Entry to the growing Health and Social Care market that is relatively recession proof
- A dual income stream from the pilot operation and the Franchising opportunity
- Systems that make full use of the latest web based technology in business organisation including a time monitoring facility
- Being part of a network of like-minded professionals who have a unique family ethos and excellent relations both with the Franchisor and each other
- Being part of a business that does not require excessive capital injection initially yet should yield a good profit even in the first few years
- Working with a Franchisor who considers the profitability of the Franchise Owner very seriously
- Reasonable ongoing fees that are also capped on the Master Franchise Owners pilot operation
- An opportunity of the additional market in the provision of Professional Nursing Services which is not normally offered by similar care franchise companies
- Six monthly Franchise Owners conferences to discuss current issues with like-minded people
- A Master Franchise territory which is likely to be considerably larger than that offered by any similar Franchisor, enabling the business to grow without the additional cost of buying further territories
- A Ten Year Franchise Agreement, renewable without a new license fee, and on broadly the same terms

Franchise Package



What's Included?

We provide a comprehensive training course which will cover all aspects of both sides of the business operation. This will include the running of the pilot operation and the development of the Franchise network. Training will be delivered partly in the Everycare Headquarters in the UK, and partly in the new Franchise Owner's location.

A Branded desk-top or lap-top computer loaded with the leading internet based time monitoring staff and business management software, all the Everycare policies, procedures, operational manuals, staff manuals, SAGE accounts and payroll package, Microsoft Office and the latest operating system, together with training in all aspects of the application and implementation of all our systems for as many operators as required by the New Master Franchise Owner in one sitting.

- IT support via the Internet
- Hosted email service and web site
- Complete stationery and promotional material package
- Complete initial launch package including web based marketing campaign
- Full assistance with accreditation with local purchasers and registration with the relevant regulatory authorities.
- First year registration and membership with the relevant monitoring body if applicable.
- Assistance with the recruitment of the senior key personnel (Care Manager/Nurse Manager)
- Advice on the sourcing and locating of Office premises
- Uniforms for the first 10 operational staff
- The licensing rights to use the Everycare systems in the Master Franchise Owner's exclusive territory for the purpose of selling Franchises and the right to operate the pilot operation in a territory of up to 500,000 people including both care and professional nursing services
- A Ten Year Franchise agreement which is renewable at the end of the period and each subsequent 10 year period without a further license fee (subject to certain conditions)



Frequently Asked Questions

What other costs will I incur?

In respect of the on going right to use and reproduce the systems and intellectual property of the Franchisor, together with the on going support and developments of the Franchisor, there is a fee payable to the Franchisor of 20% of the royalties received by the Master Franchise Owner from their Franchise Owners.

In respect of the sale of Franchises by the Master Franchise Owner, there is a fee payable to the franchisor of 15% of the sale price of each franchise sold.

There is a fee of 5% of the turnover of the Master Franchise owner's pilot operation. This is reduced to 4% on sale of two franchises, to 3% on sale of four franchises and to 2% on sale of six franchises. This fee is capped on a turnover exceeding \$2million pa. on the pilot operation.

All fees will be subject to the addition of VAT if applicable and are paid quarterly in arrears. (No support fee is payable for the first three months).

Costs associated with the set up of offices including rent, installation of telephone, fax and broadband lines and any staffing costs for office based staff (other than the Master Franchise Owner) along with a small IT maintenance support fee of £45 + VAT per month per user. (Free for the first 12 months for single user licence. Most Master Franchise Owners will only need a maximum of two user licenses for the first twelve months)

What will the Master Franchise Owner's Role be?

Master Franchise Owner's role is essentially marketing, management and administration of the two arms of the business. This involves ensuring compliance with all regulations and other legal obligations.

The Master Franchise Owner may chose to delegate all their responsibilities to their employed management team but most get involved in the day to day operation of the business at least in the first year or two.

Responsibilities for the Pilot operation.

The first set of responsibilities centre around the set up of the pilot operation as a model for the sale of further franchises.

Responsibilities for the pilot operation include the recruitment of staff suitable to deliver the care and nursing services provided, organisation of the workforce, customer relations, marketing the business and all the HR functions associated with a dispersed workforce.

The Master Franchise Owner must ensure that quality is monitored, and be responsible for the organisation of training and staff development. They can expect their day to be interesting, and very varied and they will need good organisational and interpersonal skills.

Responsibilities for the Franchising and Development of the Everycare Network.

The second set of responsibilities relate to the development of the network, the recruitment of suitable Franchise Owners to operate under the Master Franchise Owner, and supporting the new Franchise owners in the set up and running of their businesses. This is both exciting and challenging and should produce an excellent return on investment.

Why are all the Everycare Franchise Agreements for 10 years when most are for 5?

We believe that our Master Franchise owners and their Franchise Owners should have the security of knowing that they won't need to renew their agreement in 5 years and that they can trade without fearing that the terms of the Franchise Agreement might change, giving them time to concentrate on investing in and developing their business. It also reduces the need for additional legal costs on renewal.

How much does it cost to renew the Everycare Franchise Agreement and how much will the ongoing fee be at renewal?

There is no fee to renew your agreement and the ongoing fee will remain the same. There will be some modest legal fees on renewal. The success of the Franchise Owner is our success!

Why is your ongoing fee set at the level of 5% for the Franchise Owners ?

We believe that we offer an attractive proposition to both our Master Franchise Owners and our prospective Franchise Owners. We believe that 5% of a successful franchised business is sufficient to cover the Master Franchise Owner's ongoing support and development costs, and the support and development provided by The Franchisor Everycare International, and a reasonable reward to the Franchisor in respect of the assigned rights to use their intellectual property and concepts. We consider that it would be unreasonable to charge any more. To do so would probably represent a disproportionate share of the Franchise Owner's net profit and make competition in their local market difficult. To charge less would not enable the Master Franchise Owner and the Franchisor to provide a quality service whilst still making a worthwhile return on their investment.

Why does Everycare provide Domiciliary Care and Nursing?

As with any business, generally the more diverse the portfolio the lower the risk. From its' inception Everycare have provided both these services and therefore have offered it as part of our franchise package. This provides Franchise Owners with the opportunity to enjoy multiple income streams or concentrate on a particular service if this is what they decide is most appropriate for them. To have the option for both types of services hedges against the risk of changes in specific markets and makes overall success more certain. That said, Franchise Owners may choose to operate either side of the business on a "Stand-alone" basis.

Why should I take a franchise? Couldn't I do this myself?

Of course a person can set up business by themselves but a franchise means that whilst you are in business for yourself you are not by yourself. With many businesses struggling under the burden of red tape, a franchise, which is tried and tested, provides a short cut to the market which means you can be up and running virtually immediately. The work required to produce and set up the relevant policies, procedures and systems would be extremely time consuming and therefore costly. It is doubtful that one person would have the necessary expertise to complete all these tasks. To operate this particular business successfully the owner needs access to a wide knowledge base. Whilst it is not "capital intensive" it is "knowledge intensive" and our expertise, acquired over 20 years, will prove invaluable to both the Master Franchise Owner and their Franchise Owners.

Do I need a background in Health or Social Care?

No, although it could be an advantage. The business is essentially a management franchise. There may be a requirement for a Registered Manager in a Domiciliary Care or Nursing business depending on it's location and local legislation, and this post would need to be filled if the Franchise Owner does not hold or achieve the necessary qualification. We will assist with the selection and recruitment of the Registered Manager for the Master Franchise Owner's pilot operation.

Do I need to register for VAT?

This will depend on the rules in the country you are operating but generally the services you provide as a Master Franchise Owner will attract VAT whilst the Care and Nursing services provided may not. Every Master Franchise Owner must obtain his own legal advice on this.

What is the best way to fund the start up of the business?

There are many different alternatives, however; this will be an individual decision and Franchise Owners may wish to take advice from an accountant or independent financial advisor.

How much money will I need to start up?

This will vary according to how the Master Franchise Owner plans to fund the business and what their initial personal drawings from the business will be. Total initial investment, office set up costs, staff wages and cash flow requirements is likely to be approximately £90,000 for the pilot alone. There will be an agreed fee for the Master license which will include the licence for the pilot operation and will vary according to the size of the country or region and its development potential. The Master Franchise owner should have access to sufficient funds to cover the marketing and development costs of their network.

Please note that as with any business the turnover and profitability are affected not just by the business systems and practices but by the external environment. This means that the culture and practices of different nations can affect the relative success of the operation. Detailed research should be undertaken before entering into any franchise agreement

What happens next?

Further information

If having read this prospectus you would like to discuss our opportunity further please contact

Mary Cottrell On +44 (0) 7767 623315
e-mail mary.cottrell@everycareinternational.com

Paul Manley on +44 (0) 2920 455300 (UK office hours)
e-mail info@everycareinternational.com

Depending on the country you are interested in your call will be directed accordingly.

To communicate in Arabic

Dr. Moustafa Elkahky on +44 (0) 2920 455300
e-mail Dr.Elkahky@everycareinternational.com



Contact Details

Everycare International Inc.,
Petros Villa, Seaside Drive,
Atlantic Shores, Christchurch
Barbados. BB 17127

info@everycareinternational.com
www.everycareinternational.com

Everycare (UK) Ltd.,
28 Carlisle Street,
Cardiff,
CF24 2DS

+44 (0) 2920 455300
info@everycare.co.uk

Bankers

Everycare (UK) Ltd.
National Westminster Bank PLC,
Cardiff Commercial Office,
No 1 Kingsway, Cardiff.

Everycare International Inc.
First Caribbean International Corporate Banking,
Head Office, Warrens, St Michael,
BB22026 Barbados.

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in England No. 2916750**

**Everycare International Inc. Company
Registered in Barbados No. 35859**