



Local Treasures

Home Services



Franchise Prospectus

franchisesupport@localtreasures.me " 033323 411 68



Local Treasures is a one stop shop which provides a local, skilled workforce to help customers with all sorts of home chores.

Local Treasures was set up in 2013 by Sarah Heyworth when she moved out of London to Petersfield in Hampshire. She had a husband, two young children, a dog, a cat, a new house and garden (both of which needed a lot of work). Both Sarah and Nick, her husband, were working and had very little spare time. (Sound familiar?)

It became clear that Sarah's parents who could have helped (her Dad is a great gardener, and her Mum is a brilliant cook) lived too far away so she began to look for help in their new town.

After contacting countless individual cleaners, gardeners, handymen, plumbers, dog walkers etc, most of whom weren't vetted or insured and most of whom didn't call her back, Sarah realised there was a gap in the market.

This is when the idea for Local Treasures was born.

Build the Business. Don't Do the Jobs

Local Treasures is a management franchise. As a franchisee, your role isn't to clean homes, mow lawns or carry out repairs. Your role is to build and manage a successful local business.

You recruit and manage a trusted team of Local Treasures, develop relationships with customers and drive the growth of your territory – supported by our established brand, technology, systems and central team.

BUILD YOUR TEAM

Recruit and manage reliable local people to deliver the services.

GROW YOUR CUSTOMER BASE

Build awareness, develop local relationships and turn enquiries into loyal customers.

MANAGE THE BUSINESS

Oversee performance, service quality and the day-to-day operation of your territory.

SCALE YOUR TERRITORY

Grow your team and customer base across four complementary income streams.

You manage the opportunity. Your team delivers the services.



A bigger market. More ways to win customers.
More opportunities to grow.

Local Treasures is built around a simple commercial advantage:
four complementary income streams within one local business.

GARDENING | CLEANING | HANDYMAN | COMPANIONSHIP

Each service gives you access to a different source of customer demand,
significantly widening the market available within your territory.

But the real opportunity comes from bringing those services together.
Customers who trust Local Treasures for one service will often need help with
another, creating opportunities to cross-sell, increase customer value and
build longer-term relationships.

Unlike a traditional single-service franchise, your growth isn't dependent on
one service, one type of customer or one source of demand.

**Four services. One trusted local brand. Multiple opportunities for
growth.**



Why Four Income Streams Matter

Four complementary services give your franchise more ways to find customers, generate revenue and grow.

A wider market

Gardening, cleaning, handyman and companionship open your business to different customers and different needs, giving you a much larger addressable market within one territory.

More value from every customer

One customer can use several services over time, creating natural opportunities to cross-sell and increase the lifetime value of each relationship.

More from your marketing

Every campaign, recommendation or enquiry can introduce a customer to the wider Local Treasures offer, giving your marketing more opportunities to generate revenue.

A more resilient business

Four income streams reduce reliance on any one service, helping balance seasonal demand and giving you more ways to grow.
More customers. More opportunities. More ways to grow.





We use the skills and experience of local individuals (who we call Treasures) to carry out the services



Core Services

Our prices are competitive for customers. Treasures only work when they want to, which means that customers always get value for money.



Flexibility

Treasures can decide which job they want to take on board. It gives them the flexibility to manage their jobs around their other commitments which in turn means they remain loyal to Local Treasures for longer.



Treasures

All our Treasures have experience and skills which they put to good use working for Local Treasures. They are vetted and checked before coming on board, including a DBS check for extra customer confidence.



Reliability

Clients choose to use our service in full confidence that we will provide a high quality local service and we complete their requests to the highest possible standard.



High demand services

UK households spend £28 billion every year on home services. Busy lives and an ageing population are driving growing demand for practical help at home. For franchisees, that means a large, established market with multiple opportunities for growth.



Repeat Business

Many customers use us over a long period and request different Treasures depending on the job they need completing. There are a lot of repeat bookings, and repeat bookings means a robust business model for franchisees and additional income for Treasures.

We find that people often have more than one skill. “Someone might come to us as a gardener, but we then find they are a great handyman and love animals, so are happy to walk a dog or fix a fence. All jobs which we have customer requests for.

“We call our workers “Treasures” and it is at the heart of Local Treasures that we value our Treasures as much as we do our customers. After all, they go out in all weathers to mow the lawn, put up a shelf or to clean the floors.

Most of our Treasures choose to travel less than 10 miles to work for Local Treasures, so we create local jobs for local people and in so doing, we support the local community.”



Our workers come from all walks of life and bring a broad range of in-demand skills

We value our “Treasures” as much as we do our customers!



We create local jobs and support local communities

We're a social business

Our services are privately funded by the customers who use them, and we operate as a profit-generating business. Alongside this, we create significant social impact and community benefit through both the support we provide to our customers and the opportunities we create for our Treasures.

We support people of all ages to enjoy their homes and maintain their independence, with many of our customers being older adults who benefit from trusted, local support that helps them continue living safely and confidently at home.

At the same time, we value the experience and skills of our Treasures, many of whom are older adults who benefit from continuing to work later in life. Ongoing employment helps people remain active and healthy, maintain financial independence, and stay socially connected and engaged within their communities.



Award-winning technology

We are very proud of the technology we have built.

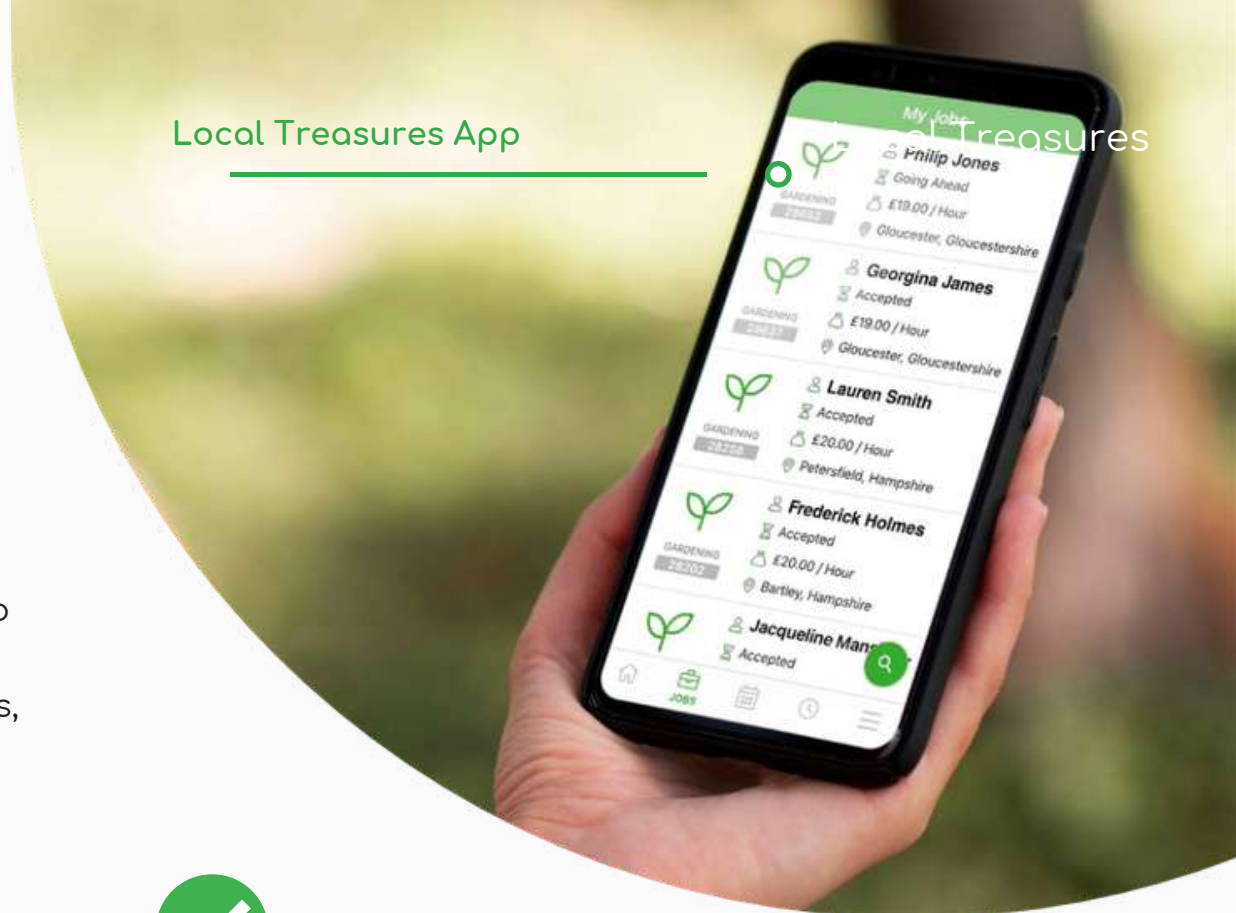
Local Treasures has been supported by Innovate UK to develop a fully automated operating platform which makes using Local Treasures very simple for customers, Treasures and franchisees.



For Customers

A flexible and simple to use customer journey, which ensures customers do not get frustrated by the booking process. A customer can choose to use the fully automated process to book in a Treasure or, for those customers who want a more personal touch, they can speak directly with the franchisee and Treasure about their job to make sure they have peace of mind.

Local Treasures App



For Treasures

Local Treasures has designed easy to use technology for Treasures to receive, accept and complete jobs, in a way that suits them. Treasures can choose which technology they want to use to engage with Local Treasures – App, SMS, Email or even phone to enable them to take jobs which are local to them and based on their skills.

The benefits of becoming a local treasures franchisee

We provide all new franchisees with everything they need to be successful, including:

- Full rights to use the Local Treasures brand.
- A comprehensive induction training programme covering all aspects of the Local Treasures business.
- Access to the award-winning Local Treasures franchise operationing system.
- The ongoing use of our comprehensive franchise operations manual.
- An exclusive franchise territory that will enable you to establish yourself locally.
- A business launch marketing programme that covers the first 3 months of operations and includes a range of traditional and digital marketing activities.
- 3 months marketing programme to successfully launch Local Treasures into your area
- Full access to the Local Treasures website including your own local pages to promote your franchise area.
- Access to our CRM systems and app.
- Assistance with producing a business plan and raising finance (if its required)
- Help with identifying suitable Local Treasures and preparing them for their role.
- A 5-year franchise agreement, with a right to renew at the end of the term.
- Ongoing programme of training and coaching to support you to develop the business.

Local Treasures offer a comprehensive franchise package that will allow our franchisees to establish themselves very quickly.

Our key is the systemising of the business model, which enables new franchisees to operate immediately once they have had their training.



Franchise Start- Up Costs

We offer a great initial package of start up support services for new franchisees and the initial franchise fee investment is **£14,500**. This is a one-off fee paid at the beginning of the franchise term for new franchisees.

As members of the BFA we ensure that the money you spend on the franchise is **spent back** by us on successfully launching Local Treasures in your area.



Business Finance

Finance for the business is potentially available from the British Business Bank (this is subject to status and a business plan).

You can potentially borrow between £500 to £25,000 at a fixed interest rate. This is obviously subject to Ts&Cs and we will help you develop your business plan for your application.



Profit Potential

We've produced a set of detailed franchise forecasts, that we will go through with you as a prospective franchisee. These have been verified by the BFA.

With low start-up costs and overheads the Local Treasures franchise can be a highly profitable business producing **annual trading profits in excess of £80K**. Most customers use our services on a recurring basis (because of the extremely good and reliable service that we provide) so the business income increases each year in line with the increase in our client base.



Ongoing Franchise Fees

The ongoing support services provided to our network of franchisees are funded from the management and marketing fees that are paid monthly.

Our ongoing fee structure is turnover related – so as your business grows and becomes more successful and profitable, we can provide you with additional business management support and training services. Our ongoing fee structures are entirely in line with the British Franchise Association code of ethics and best practice guidelines.

Our aim is that we grow together, providing the support required at each stage of your business development. We want you to develop a profitable business that will enable you to generate an attractive level of personal income and will have an increased capital value if you do decide to sell the business at some point in the future. We will discuss these fees in more detail when we have our initial discussions.

Financial Projections

	Year 1	Year 2	Year 3
Sales	£90,000	£312,000	£537,00
Net Profit	£12,000	£54,000	£86,000
ROI in month 12 These projections are based on current Local Treasures operations.			

A close-up photograph of a person's hands stacking grey wooden blocks. The blocks are arranged vertically to spell out the word 'SUPPORT'. The top block has the letter 'S', and the blocks below it have 'U', 'P', 'P', 'O', 'R', and 'T'. Other blocks with letters 'A' and 'K' are visible in the background.

On-going Support

We know that a well-supported franchisee is more likely to run a successful business.

Many franchisees join a franchise network with little or no business skills and it can be a very daunting process. So, to make life easy for you, our support is built into every stage of your investment. That's right from the moment we have the initial meeting through to the first time you complete a job for a customer. This on-going support includes:

- Ongoing marketing and brand development to increase the profile of Local Treasures
- Ongoing Marketing campaigns including a comprehensive digital marketing strategy.
- Development of new services to continue to grow and expand the business locally.
- Operational Advice that gets the best out of your investment
- Assistance with problem solving as and when they arise.
- Ongoing support with recruiting customers and your team of Treasures

It is in the DNA of Local Treasures to support our Treasures as if they were part of our extended family. We know our business could not operate without them and we are grateful for their hard work.

The same sentiment goes to our franchisees, we are creating a supportive community of franchisees whose success is also our success. We will support you every step of the way!

Could you be a Local Treasures franchisee?

If you like what you've read so far then please contact us using these channels:



0333 23 41168



franchisesupport@localtresures.me

This is the first stage in our recruitment process and carries no obligation on either party. We'll then contact you to arrange an initial phone call which is an opportunity to get to know each other a little better and of course answer any questions that you have.

Sarah & Nick Heyworth

Owners

Franchise Prospectus

 Local Treasures



Do I need experience to come on board?

With our dedicated franchisee training programme, if you have the right attitude and drive, we can help you be a successful Local Treasures franchisee.

What training will I receive?

All our franchisees get access to our franchise training programme. This includes a franchise induction training programme that gives you an insight into every aspect of the business.

Do I need a vehicle?

In most cases, franchisees will be able to use their own private vehicles, which negates the need for a dedicated business vehicle.

Will you help me recruit Local Treasures?

Yes we will. We recommend that franchisees have at least 10 Treasures before they start operating, and we'll help you to achieve this.

Will you advise on local pricing?

We provide all of our franchisees with a local pricing strategy and will work with you to ensure you're competitive.

Will you assist with the Local Treasures digital setup?

Yes, we will. We'll ensure that your fully setup on our CRM system from day one. In addition to this, we will also set you up on our own website system so that customers can see and start building your local customer base.

What about the Franchise Agreement?

Every Local Treasures franchisee is provided with a 5 year franchise agreement. The franchise agreement contains a right of renewal (subject to compliance with the terms of the initial agreement by the franchisee). Our franchise agreement will give you the confidence you need to build the long-term development of your business.

Do I need to be physically fit?

You need to be reasonably fit and willing to get stuck in. But the plus side is that as you grow the business, your local Treasures will be taking over all the delivery of the services. Which means you can concentrate on managing the business.

Is training included in the initial franchise package fee?

Yes, it is. The induction training is part of the initial fee and will be provided by us either in person or via Zoom.

Will you give me a copy of the operations manual?

Yes. We will use it to train you as well as provide a copy for you to use on a day-to-day basis. Remember, it's an important document so you must ensure it remains confidential.

Can I sell my franchise in the future?

Yes you can. Once you come on board, as you build your business, you'll be also building a capital asset. Our franchise agreement allows you to sell your business in the future, subject to our approval of the incoming franchisee. The more profitable you are, the greater the value of your business when you look to sell it. We can discuss this in more detail when we meet, so that you understand the ins and outs of building a long-term capital asset.



Thank you for your interest in Local Treasures.

If you need any further information,
please do get in touch.



Local Treasures

franchisesupport@localtreasures.me

0333 23 411 68

102 Heath Road
Petersfield
GU31 4EL