



HOW IT ALL STACKS UP



CREATING SPACE. CREATING PROFIT

Loft space needn't be lost space...

As with all the best ideas the Access4Lofts business concept is a simple one. We install loft hatches, loft ladders, boarding, lighting and insulation so that customers can utilise their loft space for storage without the vast expense of a loft conversion. We're in the business of creating space the easy and affordable way.

Access4Lofts had operated for 8 years purely as a local operation in Devon with great success. However, we soon realised that there was a need for our service nationally and the best way to do this was to franchise our business. Following this decision and after refining our systems so that they could be replicated, a pilot operation was launched by one of our friends, Graham in Preston, Lancashire in 2013. The success of the pilot franchise led to the business growing quickly and by 2017 had achieved an annual turnover of £327k along with a conversion rate of 85% (quotes to orders).

A further Franchisee territory was established in Blackburn and this business, in addition to Plymouth & Preston, continues to operate profitably.

In early 2017 Graham was invited to join the Board of Access4Lofts to share his business skills and to help us prepare for the Franchise's national launch in 2018. The franchise was re-launched with some significant improvements, including a fully integrated, bespoke quoting, marketing and admin system. No stress, no fuss just a streamlined system that leaves you free to concentrate on securing and satisfying customers.

Demand for the franchise has been amazing, leading to extra training courses being organised and a dedicated training centre opening in Plymouth. The new HQ houses a training room, admin office, a large storage facility from which loft ladder orders are fulfilled, and a purpose-built training area to replicate the experience of working in a loft space.

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"Head and shoulders above the rest"

Having looked closely at several other franchises I knew immediately that Access4Lofts was head and shoulders above the rest. The whole process from initial phone call to securing my territory was relaxed, informative and there was absolutely no high pressure selling.

The decision to invest in Access4Lofts was definitely the right one and I would highly recommend this franchise to others.

MICHAEL (GLASGOW SOUTH) FRANCHISEE

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The founders story

Access4Lofts was founded in May 2005 after we moved from Windsor to Devon. Starting our business was a lifestyle decision as we had both had very busy, professional careers in central London for 15 years (as a Corporate Sales Manager and a Marketing Manager).

The choice to 'go it alone' was not one we took lightly and we are very honest to anyone who asks, that we were petrified of not having the comfort blanket of a guaranteed salary every month. But that guaranteed salary came at a price with Tim working away in London 4 days a week and me staying at home in Devon running my own magazine publishing business and looking after our daughter Emilie (who at that stage was only 3 years old).

The idea for starting Access4Lofts came about when we needed safe and easy access to our loft space. Despite searching for someone to install it for us, we found no one specifically offering a loft ladder installation service. Tim has always had a talent for DIY, so he decided to install the hatch and ladder himself. Visitors to our home were very impressed by Tim's handy work and asked him to install a ladder for them, it snowballed from there and the idea for running our own loft ladder installation business was born.

At this point we looked around for a franchise opportunity, but nothing came of that. So, armed with my marketing skills and Tim's DIY knowledge we decided to set up our own business. We would never deny that we made a lot of mistakes in the early years, wasting money on advertising that didn't work and sometimes feeling like we were drowning under a sea of paperwork (that was before we had the systems and processes that we have now) but we never regretted it for a second. Tim got to spend quality time with our daughter and evenings at home rather than driving up and down the M5 & M4.

The idea for the 'business franchise' came from streamlining and creating processes for our own business to make life easier. We had a clear vision of how we wanted the business to run so that we had the free time to spend with family that we didn't have whilst working for someone else. So, with the help of a very talented software and database expert, we created a bespoke quoting and marketing system which worked well for our business. It then became obvious that this was something we could package up and give the opportunity to run a similar operation to others. And, that's where you come in. You've taken the plunge and made the first step to finding out whether running your own loft storage business is for you.

Now find out how successful you could be running your own business with our help and support.

Tim Lindsay

Why franchising really works

Franchising is a flourishing industry which boasts nearly 1,000 brands in a multitude of different sectors. In the past, franchising was dominated by large organisations who wanted to take advantage of a business model that offered them a route to fast growth towards national distribution – but with reduced risk. Nowadays it's an eclectic mix of businesses encompassing everything from hairdressing to photography, pet care to children's sports coaching.

Franchising has never been in better health than it is now. The authoritative annual research into the state of the industry – the universally respected *bfa/NatWest Franchise Survey* – has shown both short and long-term growth trends to be very strong in the sector – including prior to and since the economic downturn in 2008.

It is estimated that between half and two-thirds of all independent start-ups close within their first three years. It's clear that the advantages inherent within a franchise business – including economies of scale and support of a large brand combined with local marketing and business owners – make them particularly robust and, statistically, much more likely to succeed.

The British Franchise Association

Access4Lofts are proud to be members of the bfa.

The British Franchise Association (bfa) is the voice of ethical franchising in the UK. As well as representing their members to help promote them within the industry, they also help people considering investing in a franchise.

The bfa was formed to act in the interests of the industry to assess and accredit franchising companies against strict criteria in relation to the structure of the franchise business, the terms of the contract between franchisor and franchisee, testing of the business system – and, therefore, its success as a franchise.

To become a member of the bfa, all franchisors and professional advisors to the UK franchise industry must be accredited. They must apply to the bfa to be tested against their strict and extensive accreditation criteria. Only if they pass are they then able to join the bfa as a member, enjoy the benefits of membership and become represented by the British Franchise Association.

Investing into a franchise is a big decision. We highly recommend you use the resources available on the bfa website (www.thebfa.org) to help you decide whether franchising is right for you and you are right for franchising.

Access4Lofts were finalists in the 2019 BFA HSBC Franchise awards in the 'Emerging Franchise Of The Year' category. To have the British Franchise Association recognise the ethical way in which we have built our franchise is an excellent endorsement.

"Access4Lofts presented an exceptionally strong business model and growth plan."

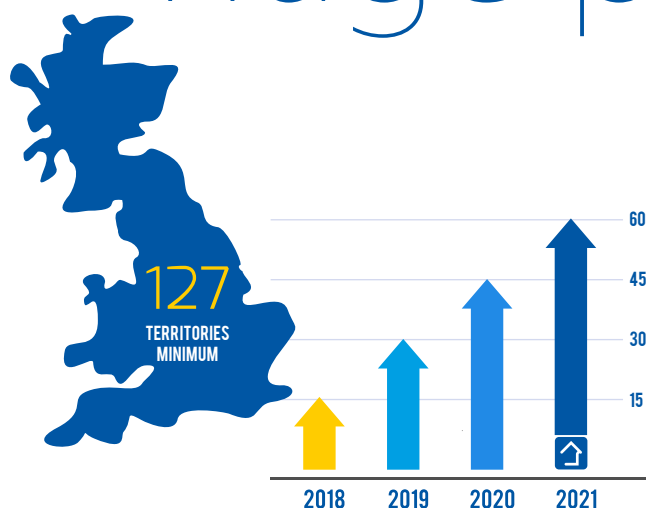
PIP WILKINS, CEO, BRITISH FRANCHISE ASSOCIATION

"Access4Lofts has grown considerably and ethically... with an array of innovative approaches."

ANDREW BRATTESANI, HEAD OF FRANCHISING, HSBC



Every street has huge potential



GROWTH STRATEGY
FOR NEW FRANCHISE REGIONS
OVER THE NEXT FOUR YEARS

According to Homebuilding & Renovation
“One of 20 sure ways to add value to your
home – add more storage space”.

Almost every home in the UK has a reason for
loft access and enhanced storage space; new
homes with little or no storage space, people who
downsize to a smaller property, growing families
with children, elderly people who can no longer
safely use step ladders, for space to house boilers
or the growing number of home workers who need
additional storage space for their paperwork.

There are 25 million houses in the UK, with an
average of 200,000 new homes being built each
year. It's estimated that less than 10% have already
adapted their loft space for storage, thereby giving
a potential market of approximately 23 million
homes.

With 23 territories already operating successful-
ly in different areas across the UK, a good track
record has been established which demonstrates
demand for the service.

“I would recommend this
franchise to anyone”

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*I have been involved in franchising for
10 years operating my own gardening
franchise. I was looking for a franchise
business that my son could take over
and came across Access4Lofts. I could
immediately see the potential and
was impressed with the support and
professionalism of the owners.*

*The training, marketing and support
has been exceptional which meant
that I hit the ground running.*

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KEVIN (LEICESTER) FRANCHISEE



“Now we have space for the growing kids...”

The customers

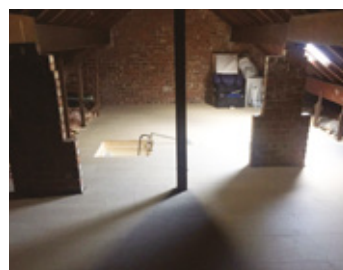
Mr and Mrs Murphy are a young family rapidly running out of space in their victorian terraced property.

The job

We installed a hatch, ladder, light and boarded out their loft to give them 150sq feet of additional storage space for their growing family.

The feedback

“I have never been so impressed with a company. They rang on a Sunday to confirm the appointment for the quotation. They were extremely professional thereafter with emailed quote, confirmation and invoice. They were polite, courteous and the service provided was outstanding. They did an excellent job. Many thanks and you have been highly recommended to my friends.”



The customers

Mr and Mrs Davidson are an elderly couple who have recently downsized to a bungalow. They have a lifetime of possessions and very little space to store them. They also wanted a safe access to their loft as they were struggling to clamber off a step ladder.

The job

We installed a bigger hatch, loft ladder, light, boarding, shelving and added an extra layer of insulation as it was not up to current standards.

The feedback

“Access4Lofts have a fantastic work ethic. They did a fantastic job and I now have a clean bright space to store my belongings which has given us our spare room back at an affordable price. They were extremely hard working and left the house spotless. The whole process was very smooth from the quote to the finished job – absolutely fabulous.”

“It's given us
us our spare
room back!”



What **success** looks like **meet some of the team**



Phil Ball Access4Lofts Preston Franchisee says "The support I get from Access4Lofts is second to none. The easy to use systems allow me to concentrate on the installations without being bogged down by all the admin. The demand for our service is incredible and the marketing support ensures a constant stream of customers."

Phil initially worked in the Preston/Blackpool franchise area before buying the Preston franchise and going it alone.

Phil is a qualified joiner who ran a successful joinery and kitchen fitting business before being attracted to Access4Lofts. "It was the admin support that first interested me and I am so glad I took that decision 5 years ago!"

Phil

Gary Connolly Access4Lofts Blackburn Franchisee says "Buying the franchise has given me the ability to work for myself but still feel like part of a team. I loved every second of the hands on installation training and the marketing – business admin training is simply excellent."

Gary joined Access4Lofts in January 2015 and has quickly become one of our most successful franchisees. With a background in management, running his own loft ladder installation business couldn't really have been any more different than the years he had spent in the rat race.

"What attracted me to the Access4Lofts franchise was ultimately being my own boss and having the freedom to manage my own time"

Gary



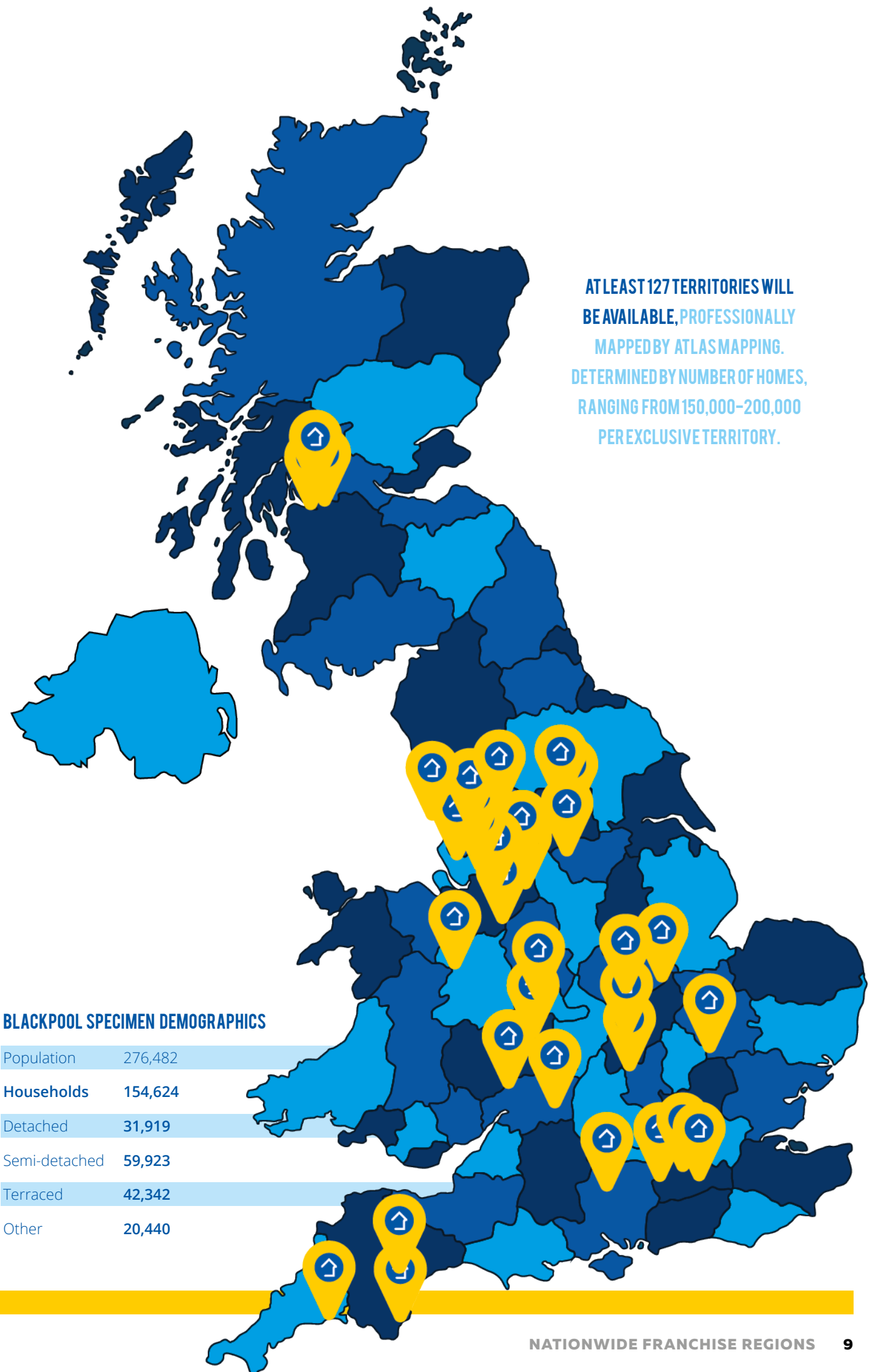
Paul (Peterborough) Franchisee for 8 months says "I wish I'd done this years ago"

My son owns the Blackpool franchise and he has been telling me for years what a great opportunity it was and he wasn't wrong!

I left the training week with 38 quotes booked in my diary and by the end of the first week I had 6 weeks work booked in. It was so busy I had to employ someone by my third week.

8 months on and the demand hasn't slowed down – I just wish I'd done this years ago.

Paul



Taking those **first steps** with you

Starting any new business is a daunting prospect. When Lindsay and Tim started Access4Lofts they had no training or support. “We made mistakes along the way but we have learned from them and we are determined that our franchisees will have the best possible training and support” says Tim.

So, from the moment you have been accepted as an Access4Lofts franchisee you will have a team behind you to hold your hand for as long as you need.

The initial 5 day training programme is held at our dedicated training facility in Devon. The centre houses a training room, admin office, a large storage facility from which loft ladder orders are fulfilled, and a purpose-built training area to replicate the experience of working in a loft space, where you will learn how to fit our full range of ladders, hatches and boarding. You will even get the chance to try out the comprehensive set of tools that are provided as part of the package.

By the end of the training week you will drive away fully prepared to hit the ground running and run your own successful loft storage business. However, we don't leave it there; regardless of the amount of training you receive your first few jobs may be daunting. This is why we follow the training with 2 days operational, on site support so that we can observe, advise or just give you the moral support as you start your journey.

66 “I now have the flexibility to chose my hours and days off”

Having worked long hours as a Senior Manager in a high pressure retail environment for most of my working career I wanted to get my life back and spend more time with my family.

Buying an Access4Lofts franchise allowed me to do just that and I now have the flexibility to chose my hours and days off every week – I take every weekend off!

My work life balance has now swung firmly back towards life but standard of living has not been affected!

I would recommend Access4Lofts to anyone who wants to be their own boss and spend more time with their family.

GARY (BLACKBURN) FRANCHISEE

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There's a lot of information shared during the training week but don't worry if you don't remember it all. Every franchisee is given an operations manual that contains instructions and guidance on all the subjects covered during the training week. You will also have access to our online members area which includes training videos on how to fit our products.

Every franchisee is supported by our Operations Director who they can call on for support and advice should they need it "every franchisee is different and has different support needs. Some need more technical support whilst others need more help with the admin and marketing systems" says Tim.

So, we take the first steps with you but we are also there for you every step of the way.

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"Very professional and well planned training course"

The training course was very professional and well planned. It was a good mix of classroom and practical and the manuals provided were easy to follow.

I was made to feel part of the team from day one and at the end of the training I felt confident that I could do the job.

I would say the training and ongoing support are fantastic.

SAM (STAFFORD) FRANCHISEE

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All systems go...

to make admin easy

One of the most important, but most stressful parts of running your own business is keeping on top of the office admin and accounts.

We're sure you've seen plenty of builders vans with the dashboard covered in invoices, bits of paper and receipts. They'd probably tell you they have a system, but organised clutter isn't organised and relying on your memory to get a quote to a customer or to get your paperwork to your accountant on time is just a worry you don't want to have to think about!

The Access4Lofts bespoke admin system is undoubtedly our unique selling point. It has been built from the ground up and is the result of us working alongside a specialist programmer over several months to create an easy to use single system that streamlines our whole admin process. From taking the initial customer telephone enquiry, through to quotes, order confirmations and invoicing, our system automates the process, leaving you free from worry and stress about when you're going to find time to type a quote and send it to a customer! The system can be completely paperless and operated from either a laptop or mobile device.



Date: 21/12/2017
FAQ: A Customer
Address: 1 Any Street, Any Town, Anycounty, PL7 5EB
Quote Ref: Q2044

Item	Product	List Price	Qty
1.	Supply and fit a 3 section entry door aluminium left hander with handle.	£100.00	1
2.	Supply and fit new maintenance free insulated uPVC hatch.	£95.00	1

OPTION

Estimated installation Time: 0.5 Days
Payment to be made by Cash, Cheque or Bank Transfer on
Quotation valid for 30 days from above date and for entire job
We regularly compare our prices, however, should you receive a cheaper like for
Check our latest customer feedback at www.access4lofts-preston.co.uk
This loft area should be used for storage only.
Access4Lofts is supporting The Foston Centre's Hungry Campaign by making a donation



Reports

Choose Report Module

Choose Report Type

Choose Report

Summary Report

Marketing Report

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"The systems are brilliant"

The admin systems at Access4Lofts are brilliant. When I first started it was a case of doing the admin at weekends and late into the evening. The system has revolutionised the way I work and makes the whole admin process quick and easy.

The information I get to help me run the business is also really useful and easy to follow.

The accounts was my biggest headache in the early days but now it is all done for me so I can focus on actually doing the job and keeping my customers happy.

PHIL (PRESTON) FRANCHISEE

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It can also be accessed from any PC device thereby giving you access to your office wherever you log into a computer.

This means that you can visit a customer, produce a quote and email it to them whilst sitting in their living room. Or, if you're in between quotes and have a few minutes downtime, you could get on with producing a quote whilst drinking a cup of coffee in your van! Of course, if you prefer to work on a desktop, you can go back to your office, produce the quote and email it that night. No stress, no fuss just a streamlined system that leaves you free to concentrate on the important stuff – creating space, creating profit!

The system also manages your online diary – you'll never double book yourself for a quote or an installation because it will warn you that you already have a conflicting appointment.

And the 'systems' don't stop there. You'll receive a full suite of marketing materials tailor made to compliment the Access4Lofts system designed by Marketing Director Lindsay Brown "Ask any business owner to list what's most challenging about running their business and I bet 'marketing' is close to the top! Says Lindsay "We've tested many marketing routes and know what works to

bring in a steady flow of customers. Our franchisees not only get a full suite of promotional materials that help them win customers, but we do their marketing for them for the first 3 months. We research their territory, flood the area with marketing, monitor response and feedback to the franchisee where to invest their advertising budget to maximise response. By the time they attend their residential training week, their marketing is already working for them – one of our new franchisees in Peterborough left the training week with 38 quotes booked into his diary!"

Franchisees even get their phone calls answered for them too! "Due to the nature of our business, our franchisees are not able to take phone calls whilst on a job, so we introduced a telephone answering service. The customer gets to speak to a human, the call is logged and details forwarded immediately to the franchisee via an app on their phone. All they need do is allocate time to return the calls and book in their quotes." Explains Lindsay.



Creative systems for building awareness

How it works in detail...

Following an interview and selection process potential franchisees will attend a discovery day with a current franchisee.

Once both parties are happy to proceed an initial deposit is paid to reserve a region and book a place on the next available Access4Lofts training course. If required, Franchise Finance will work with the Franchisee to draft a business plan and secure funding and source a vehicle.

The balance of the Franchise Purchase Fee is payable 4 weeks prior to the course start date. This fee includes:

- 5 day training course at our dedicated training centre in Devon (bed and breakfast accommodation provided nearby).
- All hand and power tools
- A website and individual email account
- A local telephone number
- Marketing launch support including photography and material
- Uniform
- Local marketing for first 3 months
- No management service fee charged in first 3 months
- Public liability insurance
- Operations manual
- 2 days 'on the job' training in your region.

The Management Service Fee is paid monthly at a rate of 8% of Turnover. This fee includes:

- Ongoing technical support
- Dedicated regional director
- Website and search engine optimisation (SEO)
- Quickbooks accounting system with accounting support including VAT returns, annual accounts, tax returns and payroll services.
- £2M of Professional Indemnity Insurance
- Licence fee for Access4Lofts admin system
- Telephone answering service
- Which? Trusted Trader membership

On completion of training you will be trained and equipped to start work immediately and, with Access4Lofts support you will hit the ground running with your new business venture.

We believe we have covered all the training and support you need so you can get on with the job of fitting loft ladders.

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"The demand for the service is constant"

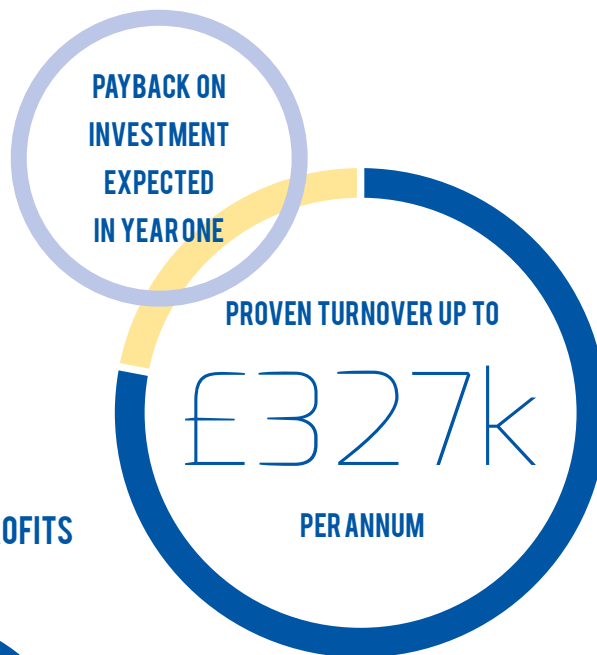
Having worked for the Preston franchisee for 2 years I jumped at the chance to buy my own franchise.

The demand for the service has been constant and I always have 6 to 8 weeks of bookings which is why I was confident to buy another territory and take on staff.

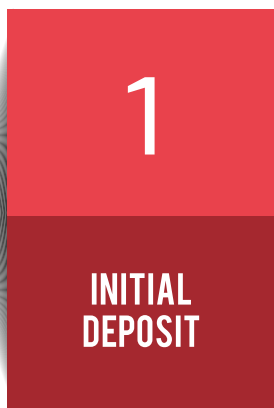
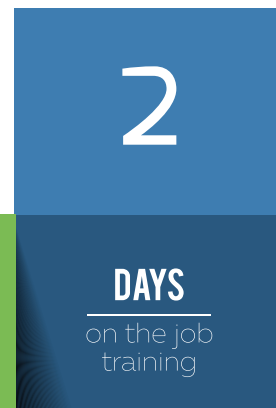
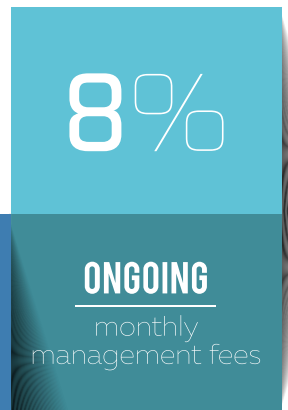
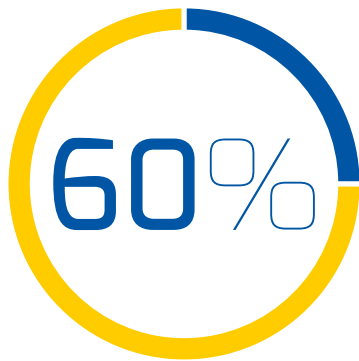
Buying this franchise was the best decision I have ever made and I even recommended the franchise to my Dad who took my advice and now runs a successful franchise in Peterborough.

JOSH (BLACKPOOL/LIVERPOOL MULTI VAN) FRANCHISEE

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EXPECTED GROSS PROFITS
IN EXCESS OF





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