DIAMOND
HOME SUPPORT

GIVING YOU BACK THE TIME IN YOUR LIFE!



FRANCHISE BROCHURE



Andrew Watton
Managing Director

Diamond Home Support is an award winning UK Top 100 franchise.

We offer a range of domestic services to clients across much of the UK. This includes domestic cleaning, home help and gardening.

We have a tried and tested business model that has been refined and improved year on year since we began in 2010.

Our business start-up is actively designed to help support franchisees from day one. We even provide your first 60 customer leads for you to get you started!

We keep our start-up fee and ongoing monthly fees low to allow every chance of success.

For clients we are providing in-demand services for all age ranges, and for franchisees we are offering multiple revenue streams within a low cost model.

Our franchise also comes with a modern App that we are constantly upgrading and improving. We also offer a 100% money back guarantee.

Please have a read of this brochure and drop me an email or give us a call should you have any questions.

Andrew

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MONEY BACK 100% GUARANTEE

THE MARKET

Domestic support in the UK is a rapidly growing market. Independent research says:

- **One in three (34%) households employ someone to help with domestic chores.**
- **Of these, nearly five million people have a cleaner – an increase of 24% compared with 2011.**
- **The number of over 65s is set to soar over the next 20 years. By 2041 over 25% of the population will be retired.**
- **Almost twice as many under 35's have a cleaner compared to those aged over 35. In other words, for the younger generation, it is becoming the norm.**
- **Domestic help is no longer the preserve of the rich, with one in four households with an income under £20,000 hiring some form of help.**

One of the first rules in business is to be involved in a sector that is growing. The domestic support market has seen a growth revolution in the past 10 years. With the number of people of retirement age or older increasing rapidly so too are the demands in care and home help services.

At the other end of the scale many families and working people now value their time to such an extent that they prefer to pay for chores to be done so that they can spend more time with their family and friends.

That makes *NOW* a great time to be involved in our sector.



A rapidly growing market across multiple client groups.

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BRINGING BACK THE HOME HELP

One of the more unique parts of our franchise is the home help side of things. There are very few home help franchises in the UK, indeed there are few home help businesses full stop. This is despite the fact that the demand for these services is growing as rapidly as our ageing population.

It may be that you were originally interested in starting a care agency and found the investment, risk and commitment a bit daunting. Our home help service taps into the same client group, but for slightly different services and in a less competitive environment. It's also much easier to get started than a full domiciliary care agency as no formal registration is required.

Our home help services include: cleaning, ironing, shopping, accompanying to appointments, companionship etc… Exactly the sort of services that are in such demand.

A care agency can take many months to get started, and often a number of years to become profitable. You can be up and running with our home help business in weeks and in profit in year 1.

If you prefer you can simply run our cleaning services only. You are not required to offer home help and gardening if you do not want to.

In the next 20 years the number of over 85's is set to double. That makes growth in our industry inevitable!

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THE BRAND

Diamond Home Support was established in 2010. Our initial trial area was an immediate success and we rolled out the franchise model in 2011. We have grown consistently since then and now have a large network of franchisees covering around 50% of the UK.

Thousands of happy customers receive regular services via Diamond Home Support on a weekly basis.

We took a decision to open up our business to as many people as possible. We are giving people a chance to run their own business from home who would not otherwise be able to do so because they would have been priced out of the franchise marketplace.

Furthermore, we are giving them a good chance of success by not over-burdening them with high ongoing fees.

We have stripped out all unnecessary back-office costs and that means we are able to offer an affordable franchise model that offers in-demand services.

In recent years we have won a number of awards and for the last five years we have been listed in the top 100 franchises in the UK. We are also members of the Quality Franchise Association (QFA).

Join a large network of franchisees already offering services to over 50% of UK households.



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THE BUSINESS MODEL

Our business model is straight forward and easy to replicate. Our franchisees find self-employed cleaners, home helpers and gardeners and then introduce them to clients. For doing this they receive regular, monthly automatic payments.



The risk is low, the fee is low, and the ongoing costs are minimal. Oh and the profits aren't bad!

The business can be run from home and only requires a telephone and a computer.

There is no need for you to carry out any of the work and no need for you to carry any equipment or stock. You simply manage the business.

We train you in how to find both workers and clients and we can provide both recruitment and marketing services to assist with each. Indeed, we provide 40 customer leads initially to get you going.

It is entirely up to you which services you choose to offer in your area, but all are included in your start-up.

DIAMOND HOME SUPPORT

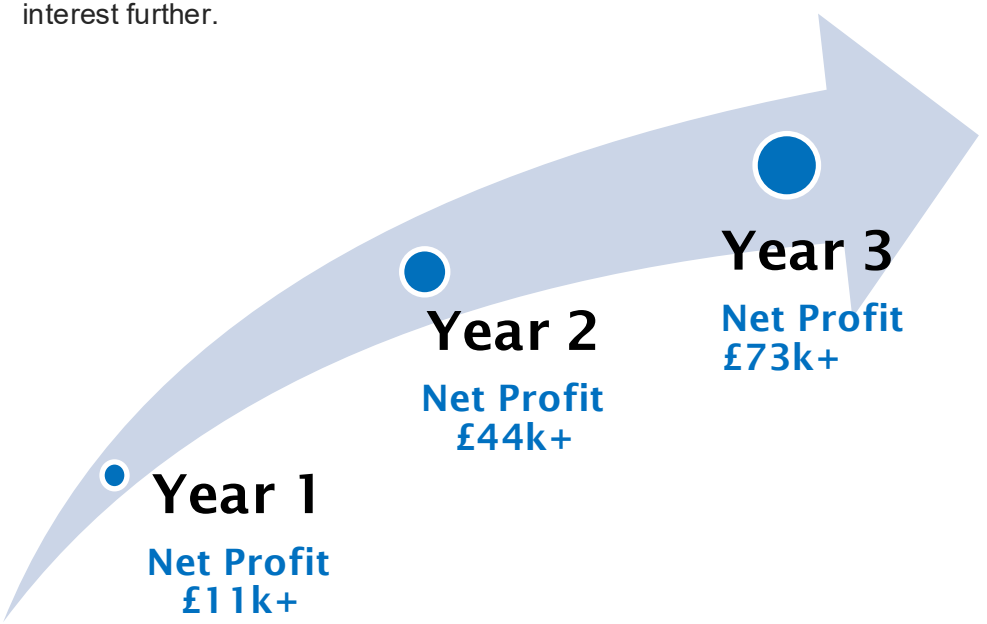
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WHAT YOU MIGHT EARN WITH DIAMOND HOME SUPPORT

Below is an illustration (a realistic illustration) of what turnover and profit you might achieve with a Diamond Home Support franchise. This is based on data and figures from within our franchise network. We will provide detailed supporting figures should you take your interest further.



As this business model relies on residual income, the figures in year 1 invariably take some time to grow, but as you can see by the time you get to years 2 and 3 the power of residual income really begins to show.

This assumes part-time working hours. With additional time, effort and a larger marketing budget you could improve on these figures. However, there are no guarantee of earnings and you could also fall short of these illustrative figures.

TRAINING AND SUPPORT

We have a modern approach to our training and support.

Our initial training, supported by our comprehensive Operations Manual, is complemented by a 100 step process that has been crafted for new franchisees to follow.

These 100 steps take you through the initial 6 months of the business and make following our business model easy. It also ensures that you do not miss anything that might affect your chances of success.



We have a dedicated modern business App to help franchisees run their business, and from which to access support and training 24hrs a day, 7 days a week.

Finally, we also have: an annual meeting, regional meetings, annual awards, webinars, newsletters, business reviews, and a whole host of other support and training strategies that help our franchisees to succeed.



100% of our franchisees rate our training and support as good or better!

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REASSURANCE

We have spent quite a few pages telling you what we think about our business. However, don't take our word for it...

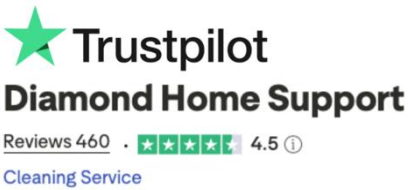
Every year we ask our franchisees what *they* think about various aspects of our business. You can see the most recent results over the page.

We were a finalist in the Best Franchise Awards in 2018 and we made it into the Top 100 Franchise list for 6 out of the last 7 years, including 2026. That's out of over 1,000 franchise models in the UK.

In addition, we are members of the Quality Franchise Association.

That means we have been assessed and independently accredited as an ethical franchise network abiding by the Code of Ethics from the European Franchise Federation.

Our services are also rated as Excellent on Trustpilot.



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MONEY BACK 100% GUARANTEE

REASSURANCE

Let's also share with you the thoughts of just a few of our franchisees.

"I can honestly say it is the best decision I have ever made and my working life has been much the better for it. I have found Andrew and his team to be extremely helpful and they have been alongside me every step of the way. If you have the opportunity just go for it."
Debbie, Stockton

"I must admit the extremely low cost of my Diamond franchise did make me have second thoughts, and I thought there must be a risk of losing my money. You can find exactly the same business model for thousands more, and I spent the first month looking for the catch. I'm the most realistic (and pessimistic!) person I know, but I knew that with hard work, I could make a go of this. The support from Andrew has been second to none, he's always there, always listening and always just at the end of an phone call or email with sensible suggestions to help.

I'm so glad I bought Diamond Home Support (Windsor) it's one of the best decisions I ever made."

Lynda, Windsor

"I was a bit hesitant when I first saw the opportunity of buying a Diamond Home Support franchise, but decided to go for it and now it is so obvious that it was the right thing to do. The thing I am most impressed with is the system and all the training tools that Andrew has developed and keeps developing and updating. I can hardly imagine the amount of work that has been put into it. And on top of that he is always available for advice when we get stuck. Truly amazing. It is not only the quantity, but quality as well"

Plamen, Plymouth

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Franchisee Satisfaction Survey

Recently our franchisees completed a franchise satisfication survey. This was conducted by independent consultants Smith+Henderson to guarantee our franchisees feedback was anonymous. Here is the summary.

98% said they were happy with head office support

27% above industry average

89% of people agreed our policies were fair

27% above industry average

98% said they trust Diamond Home Support

29% above industry average

98% of franchisees would agree DHS will act upon all feedback that is given

31% above industry average

91% of our franchisees would do it again

19% above industry average

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Diamond Home Support's Franchise Satisfaction Benchmark score was 10% higher than the industry average

82% said they have a good work-life balance

20% above industry average

95% of franchisees said they feel valued at DHS

35% above industry average

95% said DHS have a clear vision for the future

25% above industry average

98% of our franchisees would agree DHS goes the extra mile for all franchisees

93% of our franchisees would recommend us to others

20% above industry average

100% said the initial training and support was excellent/good

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OUR COMPREHENSIVE FRANCHISE PACKAGE

Just £9,000 brings you our entire business package including:

- A large territory (more than 100,000 domestic households) which will be exclusive to you
- 5 year franchise licence with option of extending
- Initial customer leads (60)
- Operations manuals (x3) with guidance on how to replicate our business in your area
- Our Pathway to Success - which is a unique 100 step process for new franchisees taking them through the first 6 months with us.
- Modern marketing material and strategies
- Access to our modern business App
- 10,000 A6 flyers
- Forms, contracts and stationery templates
- Social media content
- Corporate email address
- Multi page entry onto corporate website
- Search Engine Optimisation
- Initial training (accessible online 24 hours a day)
- Additional online training videos
- Regular webinar and podcast training schedule
- Ongoing telephone and email support
- First year mentoring
- Advice & contacts for finance, banking, insurance etc…

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IN A NUTSHELL

- We offer multiple services that are in demand and delivered via an easy to replicate proven business model.
- We provide everything you need to get you started for a low start-up fee of just £9,000. This includes your first 60 customer leads.
- We will train you, and then support you throughout the lifetime of the business.
- We have low fixed monthly franchise fees of just £350+vat, which begin in month 6. We do not charge you a percentage of your turnover. That means you get to keep more of what you earn. We don't penalise your success.
- A franchisor who has run their own territory for many years and therefore *knows* what works and what does not.
- A franchisor that is constantly working on new ideas and developments to roll out to franchisees to help them build bigger and better businesses.
- A friend on the end of the line or on email when you are unsure.
- And a money back guarantee!

MONEY BACK GUARANTEE

We are so confident in our business model that if you fail to reach £30,000 per annum income by the end of year 2, and after following our plan, then we will give you your start-up fee back in full.



That leaves you with NO RISK. We have taken on the risk on your behalf – so you can relax and concentrate on building your business.

We *know* our business model works which is why we are very confident that if you follow the plan we will give you, you will be turning over in excess of £30,000 per annum by the end of 24 months.

In reality it should be a lot more than this.

WHAT NEXT?

If you are interested in taking the next step drop us an email at info@diamondhomesupport.com or ring 01795 859182. Alternatively hit one of the following buttons:

Ask a question

Check if your area is available

Book a Discovery Call

MULTIPLE INCOME STREAMS

- Domestic Cleaning
- Home Help
- Gardening



HOME BASED

- Management franchise
- Family friendly
- Low risk
- No stock or equipment to hold
- You only need a computer and phone

NO PREVIOUS EXPERIENCE

- Full training and support
- Initial customer leads provided
- Access to help and support from a large network of franchisees

EARNING POTENTIAL

- Ongoing, solid residual income
- £44k+ profit per annum within 2yrs
- £73k+ from year 3 onwards

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