

Attendees

Jackie - jabberjacks

Louise - Wilkins chimney

Kathy Doolan - Rhythmtime

Kieran James - paykeeper -

Emma Nicholson - ServiceMaster franchise recruitment

Bal Kaur - HSBC Event - host for next event. - support funding needs - EWIF members.

James Thomas - d and t

Jo stone - 33 Franchisees, EWIF Member

Andrew styles - natwest - franchise team. New to franchising.

Anna Ellison - RBS - Nottingham - East Midlands.

Kate Ellison - Franchise Resales - business coach

Angela Mormon - Jabber jacks franchisee - South Derbyshire.

2. EWIF Week

Tabled participation in Fraser Brown Castle to Castle challenge taking place September 22 from Nottingham castle to Lincoln castle. Walking part is from Nottingham castle to newstead abbey - 13 miles. EWIF team to represent. Opportunity to highlight EWIF amongst other teams entering. Proceeds to Rosa.

EWIF week walkers

September 22nd

Anna - Ellison - RBS

Jo stone - Puddle Ducks

HSBC - nottingham

Jackie and Angela - J

Sharon - rainbow ask

Nik - press release about walk.

James Thomas - D and T

Debbie Simon - Simon Says

FB to promote to other midland attendees.

3. Louise presentation - Journey to Exit
12000 chimneys a year.

Mystery shop - cash no comeback. Professionalise the industry.

14 Franchisees - 1/3 have 2nd Van. Several moving to 3 vans. Multi van.

Jet washing and chimney sweep.

Louise - Coronation street fan - motorcycling Licence.
Phone answering service.

Goal to retire at 60.

Create Purchaser Franchise Manual for franchisor.

Supplier relationships - why we do what we do as franchisor. Agility to move the ship. Change key - relationship - franchisor - I work for them. Revisit every six months - why are we doing it that way? Reflect and share - what have done in business. Enter awards.

Smith and Henderson awards benchmark - take temperature of organisation, - danger measure.

Thank you suppliers etc.

Networking colleagues.

Accounts package - what is the business worth. Balance sheet figure and profit for the year. Speak to accountant about value of business.

What do we have to do to increase value of business.

Shift point 20 Franchisees or more. To increase ready for sale.

Multi brand options. - banks and networks - know who to connect you to.

Being nimble - able to provide p and l and balance sheet.
Pay deposit. Avoid tyre kickers.

Under a bus security fund - passwords, wills etc.

No one likes an ugly baby.

Managed ourselves out of the business. Franchisee training.

Network - if interested - tell us if interested.

Perfect storm - grief at letting it go. - post six months deal.

Avoid criticism and support.

Legals - 3 months.

Having clarity - energy about business. Buying enthusiasm.

Get rid of deadwood. Amicable split.

- Would do it again. - marketer on board. Constant refreshed.
- Mental health issues - Turn up get there. Don't ignore it.
- Help franchisees achieve their goals.

Personal dynamic changed. Peter not in business now.

Hoped to sell to the franchise network.

How to communicate new owner to franchisees. One of Franchisees selling business to become operations director for Wilkins.

Communicated to network. Half hour slot - 3 regional meetings - came along and introduced. Made him phone them all one to one. Was franchisee became franchisor. Had empathy.

What's next - franchise network or master licence.

4.AOB

Next meeting 29th November - provisional venue - HSBC. - Birmingham. - suggested topic financial planning for women business owners

Prior to that FB to circulate walk arrangements and info to all Midlands attendees.

All to book for September Conference.

Book EWIF National Conference.