



Franchise Prospectus

The Topworkmen.com story

Topworkmen.com is based on an original idea from Colin Verinder. Put simply, Topworkmen.com was initially conceived as an internet based service designed to help the public to avoid rogue tradesmen and unscrupulous companies by promoting reputable and reliable businesses in their locality. Topworkmen.com would achieve this by uniquely allowing its users to read testimonials on listed companies, as submitted by previous satisfied customers.

After recruiting a core service team, structured to deal with web and database design, graphics and marketing, Topworkmen.com was launched to the public in January 2007, after being vetted by Trading Standards.

Like all good businesses, the concept was simple, and gained immediate interest from potential subscribers. More pertinently, an enthusiastic public began using it as a trusted resource to find reputable companies within their locality. The business had targeted initial growth in Warrington, Cheshire. However, the business grew rapidly, and soon attracted interest from outside the region, creating a need for Topworkmen.com representation outside Warrington. The answer was to launch a franchise based on the existing business model.

The Topworkmen.com franchise combines the following:

- Proven demand
- High potential earnings
- High profit margin
- Minimal overheads
- Exclusive territory
- Repeat business
- Multiple income streams
- No direct competition

The Core Product

The products offered by Topworkmen.com are unique.

There has been plenty of bad publicity surrounding 'rogue traders' and companies. This led to the initial premise for Topworkmen.com: a free-to-use internet service designed to assist the general public to find reputable companies and trades-people that have been genuinely recommended by previous customers. The idea is to allow people to share and benefit from the good experiences of others, giving them peace of mind when selecting a company to undertake a particular type of work for them.

Of course, this concept not only benefits the general public, it also greatly benefits the companies registered with Topworkmen.com by enhancing their credibility and reputation.

However, there is far more to the products offered by Topworkmen.com than a simple listing with additional customer feedback facility. Topworkmen.com provides its subscribers with an innovative and inexpensive means by which to promote their businesses. A simple listing on Topworkmen.com enhances the credibility of their business. However, Topworkmen.com also allows its subscribers to develop practical and cost effective web solutions, tailored to their business needs. Subscribers are provided with their own personalised Topworkmen.com web-site, digital gallery, artwork and URL address.

The Topworkmen.com core product consists of the following:

- Contact details listed within tailor-made database
- Company profile detailing services and expertise
- Feedback facility displaying testimonials
- Personalised Topworkmen.com web-site and individual URL address
- Digital picture gallery

Subscribers are charged an annual fee for the above services. We also charge separately for bespoke logo design and listings in extra business categories.

Although the core package is incredibly popular, we are aware that it will not suit every business. As such, we also offer a bespoke web-design service. This is provided at an annual cost, which includes domain names and hosting fees.



Additional Revenue Streams

A series of new products have been added to the core Topworkmen.com business, designed to augment the Topworkmen.com brand. Once a company has subscribed to Topworkmen.com, they are then exclusively eligible to purchase products from **Topworkmen.com Member Service**.

Currently, the following Topworkmen.com products and services are offered:

- **Topworkmen.com Workwear** – exclusive work clothing range;
- **Topworkmen.com Flyers** – highly professional glossy Flyers which are distributed within a chosen locality;
- **Topworkmen.com Business Stationery** – professionally produced Business Cards, Letterheads and Compliments Slips;
- **Topworkmen.com Vehicle Livery** – eye-catching Vehicle Livery;
- **Topworkmen.com Telecoms** – mobile and landline telephony services.

This range is constantly expanding and provides Topworkmen.com and its franchisees with exciting multiple revenue streams.



The Market

The market is huge for both potential subscribers and end-users. There are literally tens of thousands of potential subscribers in every town and city across the country. With such a vast target audience, exhaustion through prospecting is almost impossible. Potentially, every household with access to the internet requiring the services of a company would use the service.

The Topworkmen.com business model covers a wide variety of business sectors, spreading your risk as a franchise owner and providing numerous opportunities for expansion. The site is populated by traditional trades-people, including builders, plumbers, and gardeners, through to associated businesses such as architects and retailers, and shop-fronted businesses. The concept works well for an eclectic range of businesses.

The credibility and integrity of Topworkmen.com is provided by support from Trading Standards. Every organisation on the site has one common denominator - they are reputable and trustworthy companies. Nobody can buy their way onto the site and subscribers receive genuine feedback from the public to underline their ethical credentials.

How the franchise works

In each franchise region there are literally thousands of potential customers in dozens of market sectors. Each franchisee is the local face of the business, dealing with enquiries, following our sales process and building relations with local companies.

Each franchisee and his team will typically sell the core product by making an initial appointment with the prospective customer. A member of the team will then make a short presentation to the prospective customer. No hard sell is necessary, the product literally sells itself. The presentation simply consists of explaining to the prospective customer how Topworkmen.com will benefit their business.

Once a customer has signed up for the core product, he is then likely to provide a number of referrals to Topworkmen.com. He will also then have the opportunity to sell Topworkmen.com Member Services. A franchisee needs only to concentrate on selling the Topworkmen.com product and brand. Everything else is provided for him, from the production of each subscriber's web-site and associated products to administrative support.

What you need

To become a Topworkmen.com franchisee you need only the bare essentials. There is often no need for specific business premises as you will spend most of your time seeing clients around your area. A key benefit of the business is that by working from home and using the family car your overheads are kept to an absolute minimum. Stylish vehicle livery is available to raise the profile of the service in your area to both potential customers and the public.

There are however certain credentials that are intrinsic in a Topworkmen.com franchisee. These are: enthusiasm, strong communication skills, a pleasant personality, and the ability to build relationships with differing types of people. As a franchisee you are running your own business which means you will also need commitment and determination. However, if you are prepared to work hard, the rewards are substantial.

Training

We believe that professional training is one of the most important aspects to your success. You will be taught by our own people who have extensive experience of the business. You will leave the classroom behind with the confidence and belief to sell Topworkmen.com to potential customers of any discipline or background.

Total support

After your initial training is over you will also benefit from regular advice and support. We believe that successful franchise ownership is about being in business for yourself but not by yourself - you will be supported by professionals who will help you to establish a rewarding business. Such is the simplicity of our business model you could begin trading within three short weeks.

Next step

If you are interested to find out more, please:

- Call us on **01925 594230**
- Register your details on our website
- Complete a franchise application form and return it to the address below

Franchise Application Form

Name:

Address:

Postcode:

Telephone (home):

Telephone (business):

Mobile:

Email:

Please briefly describe your recent employment history:

Date of Birth:

Are you in good health:

Marital Status:

Yes:

No:

Where did you find out about the franchise?

Telephone (home):

Signature(s):

Date:

Please post back to:

Franchise Enquiries, Topworkmen.com Ltd
PO Box 710, Warrington, WA1 3WZ

T: 01925 594230 E: franchise@topworkmen.com

www.topworkmen.com

