



Frequently Asked Questions For Potential Franchisees

Question 1 ***What is a Simply Helping Franchise?***

Answer A Simply Helping franchise is an arrangement for the distribution of a range of home and care support services into the market place. At least two parties are involved, the Franchisor who lends the trademark and business system and the Franchisee who pays a royalty (Management Fee) and an initial fee to do business under the Franchisor's name and system. Technically, the contract binding the two parties is the franchise, but that term is often used to mean the actual business that the Franchisee buys from the Franchisor.

Question 2 ***What do I get with my Simply Helping franchise?***

Answer When you become a **Simply Helping** Franchisee you have access to the **Simply Helping** name, business concept, the **Simply Helping** proven system, training, support and ongoing business development. You become part of the **Simply Helping** network, sharing experience, advertising costs, and benefiting from the group profiling power of a larger network. You are provided with everything necessary to "open the doors" and commence operation.

Question 3 ***Will I be running my own business?***

Answer Yes. While franchising means you will never have to be in business by yourself, you certainly are in business for yourself! You will be marketing your Simply Helping services in your territory; you will be recruiting and coordinating a professional team of in-home carers for the delivery of services to your clients; and as your business grows emphasis will continue with marketing but will include a greater emphasis on managing your business.

Question 4 ***What background and experience do I need?***

Answer The right attitude is what you really need to have in order to be a successful **Simply Helping** Franchisee. Commitment, integrity, good interpersonal skills, and a passion to succeed are essential. You must be prepared to follow the Simply Helping business system and manuals. We look for certain characteristics from people wishing to join us and you will be required to fill out a Confidentiality form and an Application form.

Question 5 ***Does Simply Helping provide training and how much does it cost?***

Answer Yes. **Simply Helping** provides full comprehensive training in all aspects of the system, assistance with direct marketing, as well as giving you additional support with those once off activities, which need to be done when you set up a new business. Initial training will take one week one-on-one and you must be prepared to allocate your time to this. **Simply Helping** will continue ongoing training according to their interpretation of your needs.

The training cost is a percentage plus GST or higher and is included in the franchise fee. This training cost component is tax deductible.

Question 6 ***How much capital will I need to invest in my business?***

Answer The total business opportunity could amount to \$60,000 or higher, depending upon the franchise opportunity in question, and this amount provides for everything required to open the doors to business. Simply Helping provides as part of our package, relevant generic software to run the business – we try to make your life easier in setting up as a franchisee. The Disclosure Document gives you all the details in a comprehensive manner. We strongly recommend that you seek independent financial advice

Question 7 ***What do I get for my Franchise Fee?***

Answer In the formal sense it is the fee you pay for a well-proven business system, its development and improvement, and to be granted the intellectual property rights and privileges that go with operating a **Simply Helping** franchise. In addition, Initial and on-going training and mentoring is a major component that is an important factor in the success of any franchise, and is one of the costs covered by the fee.

Question 8 ***What ongoing fees do I have to pay?***

Answer There is an ongoing royalty or franchise service fee of gross turnover payable by franchisees for the use of the **Simply Helping** name and system. You will also contribute to a national marketing fund in addition to local advertising and that too is detailed in the Disclosure Document. These fees contribute to the costs associated with on-going support and training, with increasing brand awareness, the on-going development of the Simply Helping system, and the profit earned by Simply Helping.

Question 9 ***Can I sell my Franchise?***

Answer Yes. The business is yours to build up and sell if you wish. However, the business can only be sold to an operator approved by Simply Helping and on the basis that the new operator agrees to the conditions within the current Franchise Agreement.

Question 10 ***How long is my Franchise Agreement for?***

Answer It runs for five years. At the end of that time you will be able to renew for a further five years, and again for a further five years. There is an additional fee for this renewal, a small renewal fee to cover legal costs. As our success is measured by your success, it is in our interest to ensure you stay with us for as long as you desire.

Question 11 ***I am interested and I think I qualify, what do I do next?***

Answer: Telephone Angela Feery-Richards at **Simply Helping** and she will ask you to complete our Confidentiality Agreement and Application Form and send them in. The application will be reviewed and if the criteria is met, Angela will contact you to further discuss the process.

At Simply Helping we welcome your enquiry and thank you for your interest in our business. This franchise system endorses and continues to apply the standards required by the Franchising Code of Conduct.

SIMPLY HELPING SUPPORT OFFICE

TEL: 1800 99 88 66