



Franchise Updates

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Re-training for ex-military man

PLUMBLOCAL, a UK plumbing franchise, is attracting people from all walks of life - such as Rob Mitchell, who left the armed forces after 23 years and re-trained as a plumber.



Rob Mitchell

“I’ve always been extremely practical, so plumbing seemed like a good career option,” he recalls. “In addition, PlumbLocal provided proper training and a recognised qualification, which is so important when building a new business.”

PlumbLocal is reported to be one of the fastest growing and most successful franchise operations in the UK. In the last six months, they have signed over 40 franchisees and this success is set to continue with their aggressive plans for growth and the launch of a new franchise option - ElecLocal.

Rob started the City & Guilds 11-week training course within a month of the initial meeting with PlumbLocal. By November 2004 he was fully operational using the Quick Start local marketing campaign, which incorporates general marketing collateral including flyers, leaflets and business cards, as well as advertising and PR.

Rob comments: “The PlumbLocal training programme was excellent combining both practical hands-on tutoring with more in-depth classroom theory. With a good practical aptitude I was able to learn the skills quickly and thus provide my customers with the best possible service. Over the next year I plan to concentrate on honing my skills and building my experience. Looking further ahead, I would like to expand my business into a four/five van operation.”

Further details: 0808 000 0000

Martin & Co 100 office milestone

MARTIN & CO, one of Britain’s largest and fastest growing property lettings companies, has announced it is to open its 100th office in Manchester Central and aims to open a further 100 by 2010.

Spearheading the next phase of UK development is Jon Cullen, the newly appointed National Franchise Director. He brings 15 years’ experience of the franchise industry having worked with Pirtek (UK), CAN International and Venture (UK) Plc. His role will include building and developing the brand, supporting franchisees in legal and



Jon Cullen: National Franchise Director

financial matters and drawing up business plans. Martin & Co Founder and Chairman Richard Martin commented: “This is a very exciting time for this company. To reach 100 offices in just over ten years is a fantastic achievement and we wish franchisee Anthony Boateng every success.

“I am also delighted that Jon has joined the team. He has a wealth of experience and will be a

great asset. We have big plans in the next few years. We’re determined to build on the success we’ve achieved since 1995.”

Further details: 0118 974 5115

Belvoir to take on student market

BELVOIR has unveiled plans to move into one of the fastest growing sectors of the UK rental market - student living.

The country’s leading lettings agency, with 87 offices nationwide, is celebrating its 10th birthday by rolling out a new concept in matching students with top quality accommodation.

In the first phase of its nationwide plan, Belvoir has bought out a successful student lettings business based in Nottingham, which handles 500 student units in the Nottingham Trent University catchment area.

Unveiling his dynamic plans for the future, Mike Goddard, Belvoir Chief Executive, said: “We have enjoyed phenomenal growth in the last two years and have been looking to expand into other areas for some time.

“Student living is the fastest growing sector of the UK rentals market. We will learn from and develop the Nottingham model this year, ready to roll out the concept with a national franchise programme early in 2006.

“We will be targeting mainly second year students in 20 of the key university towns and cities in the UK,” Mike comments. “As first year students are normally housed in halls of residence, 95 per cent of our students will be second year and above.

“These days parents and students are more demanding and want better quality accommodation with better facilities whether it be modernised or purpose-built property.”

Further details: 01476 570 000