

Franchisee launches to respond to demand

The latest ERA Healthcare franchise has recently launched to respond to the demand in the healthcare sector currently worth over £10billion per year.

Since 2000, ERA Healthcare has gained an excellent reputation for supplying quality trained, sensitive and, above all, caring staff to the NHS, councils and private sector together with National Supplier Agreements. This white collar franchise invites individuals who care about people to have their own profitable business.

New Franchisee, Joyce Darfoor was previously a care worker based in Eastbourne: "I started my career in banking but soon felt the need to run my own business. So I started a bottled gas business and an electrical shop – both overseas and both still doing well," explains Joyce.

In the UK, Joyce worked in the care sector for 10 years and loved it. Repeating history, she felt the need to run her own business again, this time in the care sector. "I looked for a franchise and after considering several, I felt most comfortable with ERA Healthcare. The people at ERA are very particular about the care they provide, no doubt this explains their success and their top CSCI inspection rating. The company has a happy atmosphere and nice people – a winning combination!" adds Joyce.

Joyce has not been disappointed so far and has received all the help she could have wished for to get the business started. "Even though I had worked in care for years, I had no idea just how much you need to know to run a really professional operation. I must make a special point of thanking Barry who gave up three weekends and even donned his overalls to help us with the finishing touches to our office!" says Joyce.

Joyce runs the business with her partner Bill, who has worked for many years as a management consultant. Between the two of them, they have the skills required to run a successful ERA Healthcare franchise.

Many different people are suitable for an ERA franchise yet there are some specific qualities that the management team is looking for: "We are looking for people who are not only professional and caring but will take the spirit and values of ERA Healthcare forward in a positive, professional and caring way," adds Barry Vaughan, General Manager for ERA Healthcare.

The franchise costs just £19,100 plus VAT which includes training together with a launch/marketing/advertising fund which is fully accountable of £3,600.00 and a £500 stationery pack. In addition you will need to cover your Government registration fee and Membership to CQC, REC and UKHCA.

Prospective franchisees should also budget for office refurbishment, office and IT equipment, and internal and external signage. This franchise is bank approved so borrowings are possible for this franchise opportunity, making it even easier to start your own ERA Healthcare business.

For further information about ERA or to request a prospectus, please contact Barry Vaughan on 01903 216868 or email barryvaughan@erahealthcare.com

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