



ERA Goes down a storm at the NEC

ERA healthcare's stand was like 'bees around the honey pot' at the National Franchise Exhibition last week. Since being placed on the framework for the supply of nurses to the NHS at the beginning of October, this healthcare recruitment franchise has been inundated with enquiries and gave away over 140 information packs over the 2 day show!

ERA was established in 2000 and has gained an excellent reputation for supplying quality trained and caring staff to the healthcare sector.

"ERA is delighted to be placed on the framework for the supply of nurses to the NHS," explains Barry Vaughan of ERA. "We usually attract quite a lot of attention at the franchise exhibitions as we have our fully liveried Smart Car on the stand as well as copies of our comprehensive prospectus. People get a really good feel for our brand and get to chat to members of our team."

New individuals buying their own ERA Healthcare franchise will have a huge leg up into servicing the healthcare sector by taking full advantage of supplying the NHS with nurses as well as servicing ERA's other market segments which include councils, private sector and other National Supplier Agreements.

ERA's franchise territories are based upon government census statistics 2001, of which the National Press (August 2009) announced an increase of around 25% since the last census bringing the figure to 61.4 million people.

The franchise is competitively priced at just £19,100 plus VAT and 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 and select your own suitable premises. This franchise is bank approved so borrowings are possible subject to status. ERA is a member of the British Franchise Association.

If you missed ERA at the NEC, you can find out if your territory is available or request a prospectus by calling Barry Vaughan on 01903 216868.