

## Franchise show update

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

As you are someone who has previously requested information about us, we thought we would update you with our news.

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### We now also have BFA accreditation!

The ERA Healthcare franchise has also just been awarded BFA (British Franchise Association) accreditation!

This, combined with the ability to supply nurses to the NHS, provides huge opportunities for ERA Healthcare franchisees right from the start.

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### Join a £18 Billion per year industry

Since 2000, ERA have provided support for residential/ nursing homes, homecare services, children's services, NHS, Social services, domiciliary and the mental health sector. This business is growing fast and is sustainable over the long term, which makes it an ideal franchise opportunity.

We pride ourselves on our professional and caring service and our high level of training provided to all our staff and franchisees.

- \* Full THREE week training program
- \* Unique database for your secure franchise territory
- \* Management team support
- \* In-house payroll & invoicing facilities
- \* An established brand and successful business model

With an ageing population & more individuals requiring care, the care sector is receiving an outstanding amount of interest from a wide range of people. Whatever your previous experience, if you enjoy working with people and want a business with true growth potential, an ERA Franchise could be for you.

With support and guidance from our experienced management team, you will have all the tools necessary for success!

"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!" says Joyce Darfoor, who joined as an ERA Franchisee in March 2009.

Our franchise territories are based upon the government census 2001 with a population of 49 million; however statistics released in the National press August 2009 show an increase of around 25% bringing the figure to 61.4 million.

Another interesting fact to emerge is that of the aging population as an example those over the age of 85 plus in 2001 being 954,060 this has risen to 1.3 million an increase some 36% and with more people being cared for later in life within their own home rather than go into retirement homes there is not a better time to open a care franchise with ERA.

[Click here to go to our website](#)

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We have a limited number of franchise opportunities left for 2009 and invite you to contact us to find out how you can become a part of our friendly team in this £18 billion per year sector. If you would like to discuss our franchise further, please let me know.

Sincerely

Barry Vaughan  
ERA Healthcare