



Franchise Prospectus

The Company

Nanny Talk is a quickly expanding childcare recruitment agency that has been established for five years. It was started in Monmouthshire in 1999 by a lady called Debbie Darnborough who could see a gap in the market for a nanny agency in the area. In 2013 Debbie decided to sell her first franchise and since then they have increased at a rapid rate.

In 2014 Nanny Talk was taken over by Fauvette Lillie. Fauvette was a nanny for 12 years and after the birth of her daughter, directed the Cardiff branch of Nanny Talk. The Cardiff branch was so successful that when the opportunity became available to take over the whole company Fauvette jumped at it!

Due to her previous franchise experience, Fauvette believes she is in the best place to offer the training, guidance and support that new franchisees need.

Our Services

Until more recently Nanny Talk was predominantly focused on placing nannies within families, however we now offer a whole range of services meaning we are a one stop shop for childcare recruitment.

Our current list of services include:

- Placing home based child care (Nannies, Maternity nurses and Mother's help).
- A babysitter subscription service
- Courses aimed at Nannies and parents
- Separate services for parents that have found a nanny themselves (Running DBS checks, verifying references and writing contracts).
- Placing Nursery Nurses into nurseries



Becoming a Franchisee

Ever thought about running your own business, being your own boss and fitting your work hours around your family life? Well a franchise is probably for you. Owning a franchise is the easiest and safest way of setting up your own business and you benefit from a wealth of experience and information that can be shared with you. By owning a Nanny Talk franchise you are signing up to a well-established name with a proven track record of earnings, we currently have several franchisees throughout the U.K. so you also gain the experience that they can offer too.

In order to become a franchisee of Nanny Talk you will need to have the following personal qualities:-

- You should be confident in talking to people-particularly over the phone.
- You should be determined and happy to devote time and effort into building your business.
- You should have a basic knowledge of childcare.

You will also need to have access to a computer with Microsoft Office and a printer.

What you get

When you decide to start your branch of Nanny Talk you will get:-

- Full training before set up and twice a year.
- 30 minute skype call once a month to discuss how things are going.
- 60 minute conference call once a month with all franchisees.
- Exclusivity over the area you choose.
- All paperwork needed to run your branch.
- 500 personalised business cards.
- Use of Nanny Talk logo and images.
- A personal area on Nanny Talk website.
- Social media pages for your branch.
- A mobile phone and sim card.
- A personalised email address.
- A full business Manual
- An Operations Manual
- A Nanny Talk USB stick for storage of business
- Full Search Engine optimisation

Alongside all of the above you are also able to contact your personal adviser at any point via Email or phone for any advice or assistance that you need.



Earning Potential

Investment Needed

At Nanny Talk we do not charge an upfront fee for you to become a branch owner. Most other organisations charge a large upfront fee followed by a monthly royalty which we know is not always viable and could deter someone who would be an excellent branch owner! Our fee structure is run on a royalty fee per month per branch payable on the 27th of each month.

The contract is a one year rolling contract but if for any reason you wanted to end your branch you can give three months' notice that you would like to close your business, paying the three months royalty in full.

The earning potential of a Nanny Talk branch is somewhat unlimited but depends on the time and effort that is applied by the individual franchisee. Earnings from Nanny Talk can come from several different sources

- The main source of income comes from placing home based childcare, for every permanent nanny placed the franchisee will earn 3 times the gross weekly salary of that nanny.
- If you place a nanny earning £300 then you would earn £900, a nanny earning £500 would earn you £1500 and so forth
- At Nanny Talk we would expect you to be placing at least 5-6 nannies per month but this is not limited so you could place many more nannies per month.
- We also place Maternity nurses and the fees depend on the length of time they are employed for.
- The fees for Au Pairs is a one off fee of £695.
- The fees for placing a nursery nurse are 12% of the annual salary of the candidate.
- Alongside the placements we offer separate charged services such as DBS checks and contract writing.



NANNY TALK FRANCHISE PROSPECTUS APPLICATION FORM

The information on this form will be treated in the strictest of confidence and does not place you or Nanny Talk under any obligation. Please complete all sections carefully and thoroughly.

Title:

First Name:

Last Name:

Phone No.:

Postal Address (incl. Postcode):

Do you hold a valid
UK driving license?

Do you have a
criminal record?

Have you ever declared
yourself bankrupt?

Please provide basic details
of your career history:

Have you previously owned a franchise? If so, please give details:

Please describe any experience you have relating to childcare, and/or recruitment.

When are you hoping to launch your business?

Which area would you be interested in covering with a Nanny Talk franchise?

What appeals to you about becoming a Franchisee?

Where did you hear about the Nanny Talk franchises?

Please indicate the amount you are prepared to invest per month in a Franchise:

£200 - 300

£300 - 400

£400+

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I agree that any and all information and know how that is discussed with me regarding Nanny Talk, operating a Franchise or running a recruitment agency will be kept in the strictest confidence.

Signed:

Date:

Print Name: