

One Franchise. **THREE OPPORTUNITIES.**



 **TRANSWORLD**
Business Advisors
Business Sales • Franchises • Mergers & Acquisitions



ABOUT US

Transworld Business Advisors has assisted buyers and sellers of businesses for over 35 years and has been franchising since 2010. Our business model is centred around three thriving industries, all involving the development and growth of both existing and new businesses.



Backed by the United Franchise Group, who also own Signarama, EmbroidMe, Experimac, Supergreen Solution, Plan Ahead Events and John Smith Subs - all successful Franchises. Transworld Business Advisors has enjoyed steady growth in the USA rising from a ranking of 419 to the current ranking of 185 in the Entrepreneur Franchise 500 in only 5 years. In addition, it is currently ranked the number one business brokerage franchise.

UNITED FRANCHISE GROUP *"The Global Leader for Entrepreneurs"*



Based in West Palm Beach in Florida, Transworld also has franchised offices in Canada, Australia and South America.

In the UK, Transworld Business Advisors UK Limited is run by Chairman and CEO Michael Ziff a highly experienced business professional who has served at senior board level with several quoted PLC and private companies. More details on our management and support team can be seen later in this prospectus.

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BUSINESS BROKERAGE

There are approximately 5.4 million small businesses in the UK, small being defined by those having less than fifty employees.

At any one time as many as one million of these businesses are for sale.

The market for our services is vast and there is a clear need for an independent professional to assist clients take their business to market and negotiate a sale. When selling a business, a vendor above everything else needs confidentiality. Unlike selling a house, it is not as simple as erecting a sign and waiting for the phone to ring. A vendor wants to sell his business, but he doesn't want anyone to know that he is selling!

WHAT MAKES US DIFFERENT

A major element of the Transworld franchise is business brokerage, we are the only truly international network within the industry in the UK, and we can make a big difference to a client's sales through our very localised 'hands on' service and our 'no sale no charge' policy on fees and commissions.

Much of the UK business brokerage market is dominated by centrally located national agents who operate at arm's length from the business being sold. In the majority of cases they never meet the buyer of a business nor get truly physically involved in the negotiation of the sale, as a result they sell fewer percentages of the businesses they are marketing.

At Transworld, through our network of franchised partners we are in contact with both seller and buyer at every stage of the process. Our service involves accompanied viewings in all cases and we broker and negotiate terms on behalf of our vendor clients we work with to ensure that the majority of transactions we are involved in result in a sale.

This means that we need to manage significantly fewer transactions and by managing fewer transactions we can broker more successful deals.

In the UK, the established practice amongst business brokers is to charge a client a fee at outset, often many thousands of pounds. In addition, there are often fees for the withdrawal of the business from the market should a client's circumstances change or if the business does not sell. **At Transworld we only charge a fee when a business sells.** This factor alone removes a major barrier between us and our vendor clients and it means that we negotiate significantly higher success only commissions and we can be selective when deciding which businesses we take to market and which we do not.

When faced with the choice of business brokers to engage in the sale of their business or company, clients have a simple choice, the traditional high risk - high fee approach or the low risk Transworld approach, it's really not such a difficult choice?

FRANCHISE MARKETING

We represent hundreds of well-established franchise opportunities across many different industries and a range of investment levels. You will work with your clients who are interested in buying a franchise to match them with the opportunity that best matches their criteria based on their background, interest and financial requirements.



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WE KNOW ABOUT FRANCHISING

Transworld Business Advisors is part of the United Franchise Group, parent company to some of the world's most successful franchise systems specializing in providing personalized business services. The UFG headquarters located in West Palm Beach, Florida controls operations for franchise and master franchise partners in 73 countries around the world. Across the multiple brands that the company operates there are in excess of 1,800 individual franchisees.



FRANCHISE DEVELOPMENT

As you develop your relationship with the business community within your territory or further afield, you will find successful business owners that rather than sell their business, want to expand via franchising. Our established network of professionals will allow you to provide a full package of services for your clients to enter the world of franchising. These services include the following:

- Legal Documents
- Operations Manuals
- Marketing Materials
- Training Manuals
- Territory Mapping
- Master Franchise Development
-and much more.

Also don't forget, our business models are also about the sale of businesses and franchise marketing. We therefore have unrivalled route to market for our client's franchises through our own international network of franchised offices.

Then, when our client's franchisees are ready to move on, we can assist with the resale of these individual franchised businesses.



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THE TRANSWORLD TEAM

When you buy a franchise, you are not buying a business where you stand alone and face the many trials that come with business ownership. In joining the Transworld family, you are buying into a tried and tested model in a highly evolved sector. Supported by a highly experienced leadership team, our franchise partners enjoy a support and development system that is second to none.

Michael Ziff – Chairman and CEO

The management team is headed up by Michael Ziff.

Michael was Educated at Clifton College, Bristol, and Leeds University. He is married with three sons, formerly from Leeds and now lives in London.

Following university, Michael worked for Slater Walker and Debenhams, before joining the family footwear business, Stylo Barratt as a Director, and in 1990 became Chief Executive Officer. In addition, Michael holds many executive and non-executive directorships, and acts as an advisor and mentor to a number of businesses and charitable concerns.



Wayne Jackson – Sales Director

Wayne has had nearly 40 years in the business world with nearly 17 years as Managing Director of his own highly successful business brokerage. He has advised on taking businesses to the franchise market, and sold many franchised businesses through his brokerage.



From school, following a period in real estate, Wayne at the age of 21 set up his own successful business brokerage in 1979, which at its peak had 350 businesses for sale.

In 1998 after a career break Wayne formed his own independent specialist insurance brokerage business where he built up a loyal client bank of over 500 high net worth and SME clients. Wayne has recently sold his business to one of the UK's leading insurance consolidators.

Wayne assists and mentors franchisees in their business brokerage activities.



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THE TRANSWORLD TEAM

Paul Mitchell – Franchise Director

Paul has been a bilingual (English/Spanish) business professional for nearly 35 years and he has significant business brokerage, M&A and franchise development experience. Paul has served at board level with a number of leading industry brands in the UK and internationally.



As franchisor, Paul, has developed a number of successful networks in business brokerage and real estate, whilst as a franchise consultant he has assisted clients develop and launch over 40 franchise brands in the UK and Spain.

Paul aids and supports franchisees in the development of their clients' franchise businesses.

Bill Luce – President

Bill is responsible for the overall global growth and strength of the Transworld Business Advisors Brand.



He provides strategic leadership for the Company by working with the CEO and other management to establish long-range goals, strategies, plans and policies which monitor

and develop the organisation's fiscal function and performance.

Bill is a well-rounded, results-driven and well-qualified sales and marketing executive, offering a solid combination of sales and management acumen.

He has over 20 proven years of qualified and high profile executive experience in the franchising, marketing and business development arena. He has trained top notched sales executives and is totally accustomed to challenging marketing environments.

Lucy Alderton – Franchise Support

Lucy has over 20 years of business experience in a variety of sectors and working environments.

She is responsible for providing us with professional, confidential and highly effective administration and operational services.

Before launching her own successful business in 2011, Lucy



worked as a Project Manager in IT Operations for Lloyds Banking Group Plc for 6 years. This experience along with her solid background within administration and operations environments enables her to provide a variety of services with a flexible approach. Lucy is comfortable working at all levels, in both small businesses and large blue chip corporations, priding herself on providing support that is tailored to meet the specific needs of each individual and client she works with.



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THE TRANSWORLD BUSINESS ADVISOR FRANCHISE

What's Included

Our objective is to get you established in your chosen territory as quickly as possible. Our training and support packages are tried, tested and aimed to get your business away from the starting blocks as effectively as possible.

As a Transworld franchisee you will receive:

- Initial one week (six full days) training course in West Palm Beach, Florida
- Launch training in London
- Territory training in your area
- Initial marketing materials package
- Initial stationary package
- Immediate brand recognition and consumer awareness
- Ongoing marketing and operational support
- Proprietary software and brokerage support package
- Co-brokering opportunities worldwide
- Access to an extensive network of business consultants
- Peer networking and international conferences
- Franchise operations manual
- Ongoing lead generation programme
- First years passport membership of 4Networking
- Ongoing training and support
- Your own localised Transworld website
- All flights, accommodation, transport and breakfast/lunch during initial training
- Registration with The Property Ombudsman
- Registration with HMRC for anti-money laundering compliance



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THE TRANSWORLD BUSINESS ADVISOR MODEL

Our business model is based on low overheads and high profits. Our franchise partners typically start their business from a home base, eventually moving as their business grows to a low cost, flexible serviced office.

The key features of our business model are as follows:

- Low start-up cost and no stock to buy
- Operate from home or serviced office base
- Lead generation and co-brokering opportunities
- Comprehensive initial training
- Ongoing training and support
- Low monthly overhead
- High profit potential
- Quick growth potential

Our business model, and one of our main market differentiators is our localised service. In the UK, business brokerage has come to be dominated by a small number of companies operating out of centralised offices and often if not predominantly located a long distance from the business being sold. The Transworld model turns this method of working 180 degrees, our franchisees sell businesses within the community where their office is based and provide a highly personalised service to both buyer and seller.

It might surprise you to learn that in the main part our competitors don't meet the vendor outside of the initial listing process and rarely if ever meet the buyer. We are not arm's length from the deals that we broker, we are fully immersed in the negotiations from start to finish.

We meet with the vendor and each and every potential buyer on site in every transaction. We work with the parties to broker an equitable sale and we will go that extra mile with our clients to make sure that the deal gets done. We will support you centrally through all of these negotiations, if the buyer needs finance, we will introduce you and them to properly FCA regulated professionals that can do the job for you. We will guide you through the processes of assisting the buyer and seller appoint local solicitors to expedite the sale. In establishing relationships with other professional's local to you, you widen your network of contacts who in turn will introduce business buyers and sellers to you.



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WHAT ARE WE LOOKING FOR IN A FRANCHISEE

The Transworld business model is about quality and not quantity. In our dealings with clients we are highly selective over the businesses we take to market, franchisees work hard on a relatively small number of deals and as a result achieve a high degree of success in closing sales.

In our selection of franchisees, we apply the same philosophy. Our recruitment process is structured and methodical, we know the DNA of who does and does not make a good franchise partner. In our discussions with you, our objective is to make sure that you know enough about us in order that you can make an informed decision on the franchise. Equally we want to know enough about you, to ensure that our growth is stable and synergetic. Expect therefore some tough and challenging questions about your skills, your motivation and desire to develop as a Transworld franchisee.

A new Franchisee will need to demonstrate high levels of:

- Commercial awareness
- Ability to effectively network
- Business acumen
- Energy
- Motivation
- Communication skills

We look for people who are capable of setting themselves up in business but see the value in the brand, training, support and systems that investing in a franchise with Transworld brings.

Our recruitment process, once you have read this prospectus, begins with a telephone conversation or Skype with Paul Mitchell our Franchise Director. Thereafter, you will be invited to a face

to face meeting with our team at our UK head office on Baker Street in London. At this meeting we will explain in details how the Transworld franchise model operates and we seek to learn more about you. Unlike many franchise organisations we do not recruit by means of large impersonal group presentations, we are unique and so are you. We therefore prefer to meet with prospective franchise partners individually or with their spouses or business partners as appropriate.

At this meeting you will be provided with a confidential Franchise Information Memorandum (FIM) that explains at length the unique operating methods of Transworld, the detailed business plan of a franchisee, complete with a projected profit and loss over the first three years of the franchise. It also contains detailed bios of the management team and professional references should you wish to conduct some preliminary research.

The next stage of the process is a webinar with Bill Luce our brand President based at our global HQ in Florida. This can be held at such a time best suits you and taking account of the time difference between the UK and Florida.

Should you wish to visit our global HQ in Florida as a part of your discovery process, we are happy to arrange this. We have discounted packages comprising airfare/accommodation available and in the event that you proceed to join as a Transworld franchisee, the full cost of this trip will be refunded against your franchise fee.



KEY TRANSWORLD FACTS

- Established for over 35 years
- Franchising since 2007
- Part of one of the world's leading franchise groups with over 1,800 franchisees
- Low overhead – high profit business model
- Flexible working hours
- Highly experienced management team
- Extensive network of business and franchise experts
- Comprehensive training
- International reach
- Lead generation
- Proprietary software and business systems
- Highly resalable in the future
- Rated No.1 in franchise 500
- Scalable business model

FREQUENTLY ASKED QUESTIONS

How quickly can I get started with my Transworld franchise?

Every franchise launch is unique and individual, we will work with you to get you up and running as quickly as possible. All of our UK initial training is done on a one to one basis and follows immediately after your initial 'boot camp' training course in Florida. The Florida training courses are run to a predefined schedule, but we will endeavour to book you on the first available course. Whilst in Florida, you will meet other new franchise partners from the US and other locations worldwide, allowing you to truly establish a global marketing network.

Can I speak with an established franchisee?

Absolutely yes, we positively encourage you to speak with as many current franchisees as possible. We have a highly successful business model and we want to share the good news with you. As soon as you have met with us at our London office, we will provide you with full contact details of existing franchisees.

How much can I earn in my Transworld franchise?

The Transworld business model is a low overhead, high profit business. So as soon as we have met you will be provided with a confidential Franchise Information Memorandum (FIM), amongst many other important pieces of information, the FIM comprises of a detailed three-year franchise business plan that provides full revenue, expenditure and profit and loss information.

As a preliminary example of the types of fees possible as a Transworld franchisee, a small sale of £200,000 at a commission of 8% of the sales price will generate you £16,000 in revenue, should you set yourself a modest target of ten deals a year, you will see that this can quickly generate significant income for you.



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What makes the Transworld franchise different in the UK market?

The business brokerage market in the UK is highly established with many small players but is dominated by a small number of large national companies operating from a central office base. The Transworld model is unique in the UK as we offer our clients both a highly localised presence but also far reaching global exposure through our franchise network.

Most if not all UK brokers charge a substantial 'up front' fee of often thousands of pounds, followed by a commission on the sale. The Transworld model involves no advance fees to the client and a totally risk free charging structure of typically 8% to 10% at closing. In working this way, we have effectively removed the major barrier to a client engaging an agent and allows us to pick and choose the deals that we take to market. Our franchisees rather than listing many hundreds or in some cases thousands of businesses for sale, focus on providing a high quality effective service to a comparatively small number of quality clients.

Can I take trade and professional references on the company?

By all means! We are an open book; Transworld have a highly experienced credible UK management team and in the USA we are a key part of the world's largest multi franchise organisation, United Franchise Group. The FIM provided at our first face to face meeting contains much of our reference material, but we are happy to provide whatever other information that you require in order that you can make an informed decision.

Can I resell my franchise in the future?

Yes, you can. This is generally why most of us start a business in the first place. Our business is the sale of businesses and franchises, therefore you are well placed and positioned should you decide at some point to retire or move on. Additionally, because our franchise agreement is for a twenty-five-year term, you have an asset that is realisable at a premium price.

How can I finance my franchise?

Transworld has built some excellent relationships with the major banks in the UK. This means that we are nationally recognised by the banks that will support potential franchisees with their initial franchise fee subject to their normal lending criteria. We are more than happy to put you in touch with our contacts at the banks, who will be happy to answer any of your questions.



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