



HeatElectric[®]

Modern Energy Saving



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Welcome to HeatElectric

HeatElectric is part of a group of companies based in the Northwest of England specialising in the distribution, sale and installation of electric heating systems.

Established in 2013 by David and Elaine Lukeman, the business originally traded under the brand Northwest Heating Solutions. Between 2013 and 2021 the business grew organically across various parts of the UK trading under other regional brands including North East Heating Solutions and Cotswold Heating Solutions.

In 2021 the decision was taken to franchise the business and expand the business model across the UK via a network of regional franchisees trading under the brand of HeatElectric.

HeatElectric franchisees benefit from the knowledge, experience and expertise within the business plus the use of the business model and business systems developed for the original group of companies. HeatElectric franchisees get access to the complete range of electric heating products sold by the company and can purchase stock as required via the central distribution business and benefit from the central purchasing power, business management systems and marketing techniques that the business has now developed.



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The business is ideally suited to an individual (or business partners) that have experience in direct sales and the home improvement or electrical sector. This could be as an employed/self-employed electrician or electrical engineer who could initially carry out the installation work or someone who has worked in the electrical sector in a business management role and would focus on business development and employ an installation team.

Good business acumen is essential for success, and a commitment to caring, customer-focused fulfilment.

Some of the existing businesses have grown from a single van business to multi van operations generating annual sales in excess of £1 million and with pre-tax net trading profits in excess of 20% (£200K).

This brochure has been designed to give you an initial insight into the business and role of a HeatElectric franchisee. In the early years it takes hard work and commitment to build a business but if you are prepared to put in the time and effort required than this business can bring substantial financial rewards for the right person. Once you've read through the brochure if you think this could be you then we'd love to hear from you to start a discussion.



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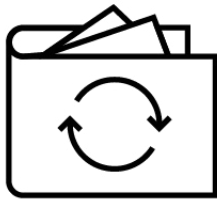
HeatElectric supplies electric heating systems that use electricity as the main energy source to heat homes and commercial premises including smart electric radiators, heat batteries for domestic hot water, solar PV systems and specialist bathroom radiators.

Electricity is becoming an increasingly low carbon form of heating as more renewable sources like wind and solar power are connected to the electricity grid, replacing existing gas and coal power stations. In the future, it is expected that carbon emissions from electricity will continue to drop and electricity will become a very low carbon source of energy and heat. Recent housing condition surveys estimate that around 7% of households across England, 5% households in Wales and 11% of households in Scotland heat their homes using electricity. In Northern Ireland, it's estimated that around 8% of households use electric heating.

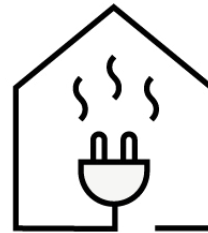
Electric heating is traditionally more common in flats, rented properties, and in homes with no mains gas connection. These homes do not have the option of gas central heating and so have to look at other options and electric heating is very popular in these type of properties. Customers with fossil fuel systems now recognise that electric is the future and are beginning to make the change particularly people with inefficient failing old systems and customers who like to be modern and ahead of the curve. Finally, recent hikes in energy tariffs have really helped bring focus to energy efficiency.



The benefits of electric heating

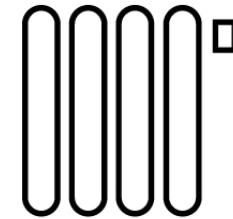


Generally easy to install and very little maintenance required



Electric heating doesn't require a 'wet' central heating system to deliver heat

(except for electric boilers)



It can be used flexibly to deliver heat to one room at a time if required, or to 'top up' other heating systems

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Our Customers

Our business has a very wide client base including homeowners, householders, private and social landlords and a wide range of commercial businesses including those involved in property build and maintenance.

This wide customer base provides a huge financial opportunity, that can only be met by franchisees if they can grow the business beyond their own personal work to increase both the sales and installation capacity.

Franchisees are supported to carry out local marketing campaigns within their franchise area using the marketing collateral and systems that have been developed and proven to be successful in other areas. This can include leaflet distribution to targeted households and areas, advertising in local newspapers and community magazines and targeted social media campaigns.

The initial business focus is to build up a local profile within the domestic customer market which is initially the primary target and then on the back of this experience can expand into the commercial market as well.

In addition, franchisees also receive customer leads via the HeatElectric website supported by local and national digital SEO and PPC marketing and social media campaigns which are managed both locally by franchisees and centrally by the franchisor.



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The secret of our success

HeatElectric is growing to become a national player in the electric heating market in the UK and Ireland.

Our business success is based upon selling a complete turn-key package for the installation of a new electric heating system based on quality products and installations at a market competitive price. We also provide great ongoing customer service. We don't just install and then leave – we support our customers with ongoing service calls, maintenance and repairs as required.

We have a wide array of specialist knowledge to ensure that all work is carried out to a high standard of quality and reliability. Our reputation has been built on service, product knowledge and reliability and this encourages repeat business.

We turn up on time for all appointments, our teams drive sign written vehicles, wear branded clothing and have all of the right tools and equipment that they need to carry out every job.

We don't take short cuts; we don't carry out shoddy installation work and we don't overprice a job and then offer a big discount to try and get a sale. We are fair, reasonable and honest in all of our business dealings.

Some of our customers are elderly or have poor health and/or extra physical needs and they rely upon the support that we provide to keep their homes warm and comfortable. Having a local franchisee presence in each area means that we can continue to give a more personal hands-on quality service than the national competitor players can provide from a single base.

Our existing franchised areas all have a great team spirit and we work together to support each other in an atmosphere of mutual respect for everyone's individual roles. Our franchisees must share our business and brand values and ethos and commitment to providing great customer service.

If this sounds like it could be the type of business and company that you would like to work with to grow your own successful business in the electric heating industry then please complete the online franchise questionnaire and we'll get back to you to start a discussion.



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HeatElectric Products

HeatElectric source and use products from a variety of manufacturers and also hold exclusive rights to distribute ELKATHERM radiators within the UK. ELKATHERM® products are manufactured in Germany by one of Europe's leading manufacturers in modern electric storage heating technology.

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Electric Radiators

ELKATHERM® German electric radiators tick all those boxes and that's why we use ELKATHERM® at HeatElectric.

Our products offer quality German engineering from one of Europe's leading manufacturers in modern electric storage heating technology backed by an excellent guarantee offering.

Electric radiators provide stylish, highly controllable heating for any space in any home – that's why our systems come in lots of shapes and sizes, as well as a huge range of colours to choose from.

✔ Standard Radiators

The perfect solution to any room in the house.

✔ Compact Radiators

The perfect solution for rooms with large windows and low walls.

✔ Ultra-Compact Radiators

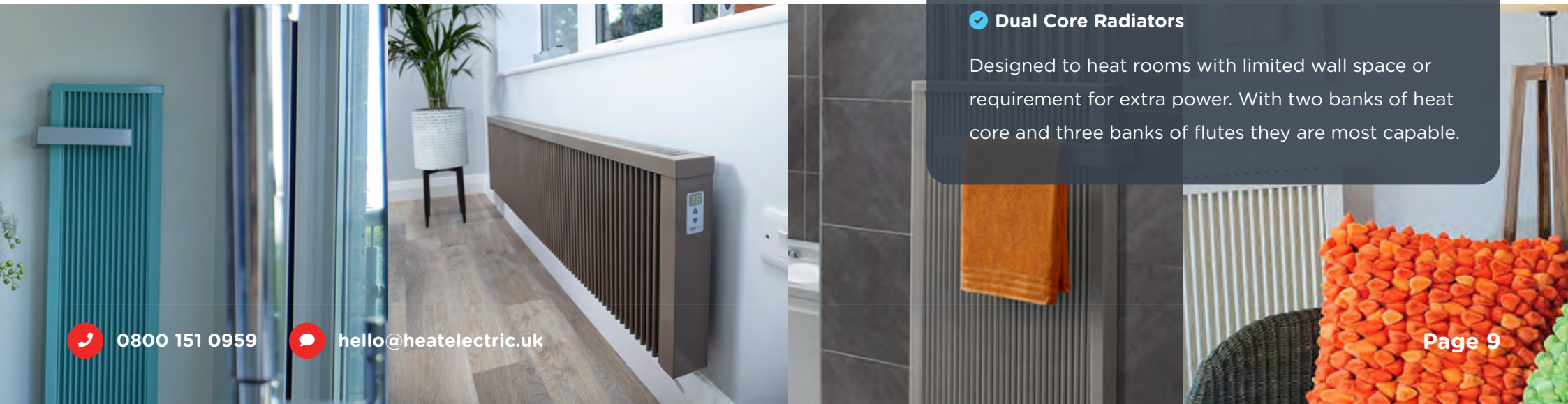
Designed to heat rooms with floor to ceiling windows and small spaces.

✔ Tall Radiators

With a height of 122cm designed to heat places such as kitchens and bathrooms where a tall vertical look suits the room, offering a stylish contemporary look.

✔ Dual Core Radiators

Designed to heat rooms with limited wall space or requirement for extra power. With two banks of heat core and three banks of flutes they are most capable.



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Sunamp

Given that the majority of our home energy usage goes towards producing heat, Sunamp provides a more compact, cost effective and low carbon solution to heating hot water within a home.

Sunamp thermal heat store can be charged using a choice of energy source. Off-set peak energy costs can be used to charge the thermal heat store or divert energy from a solar PV, heat pump or other renewable sources.

Once charged, the heat can be released instantly when needed, delivering hot water during peak times.

Sunamp has a unique ERP A+ rated system and available sizes and capacities to perfectly suit every homes hot water requirements and specific property size.



Bathroom Radiators

Our beautiful designer bathroom & kitchen range of radiators are available in many different shapes, sizes and colours and can even have a glass front coordinated in a range of colours to indulge and allow your imagination to run wild.

All our ELKATHERM® radiators are IPX4 rated so are safe for installation, if positioned on a wall away from a sink, bath or shower.



fondital
BE INNOVATIVE ●●●

FONDITAL Electric Towel Ladder Radiators

Many of our customers with electric heating don't want a radiator in the bathroom due to lack of horizontal wall space and only being able to hang towels on additional hooks.

That's why we have introduced Fondital Electric Towel Ladder Radiators. Other electric towel rails on the market didn't present a good option either very low power and little or no control over time or temperature. Our NEW Fondital eCool range of electric towel rail radiators overcome these issues offering fantastic time and temperature controlled electric heating solution for any bathroom giving great space to warm towels and an impressive 300w, 500w, 700w or 1000w to pack enough punch to make our customers bathrooms a warm cosy place to be.





Solar PV Systems & Battery Storage

HeatElectric is a main supplier for QCells and delighted to partner this best-in-class renewables technology that looks good too.

German engineered, the products carry a 25-year product and performance guarantee on solar PV panels, a 15-year guarantee on inverters and batteries and use SAMSUNG technology - making them the best solar proposition on the market.

Further, Qcells Q.HOME CORE solar batteries offer the perfect energy storage solution. Available in both hybrid and AC-coupled options, they feature a high efficiency inverter and scalable battery optimised for its solar module.

Developing the technology to overcome outdated solar panels' weather-related energy inconsistencies has opened the door for homes and businesses to secure their energy supply for the future.



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Your Role as a HeatElectric Franchisee

A well-structured franchise gives you all of the advantages of running your own business but with the help and support of a bigger company behind you. If you become a HeatElectric franchisee, we can offer you a “fast track” into running your own business with a much greater chance of business success than if you try to set up a business on your own.

As a HeatElectric franchisee, you will receive a full package of support to help you get your business up and running including training in all aspects of running the business on a day-to-day basis and installing our electric heating systems.

You will also be given access to all our central systems for business management, marketing, administration, invoicing and financial management. We look after all of the “back of the house” business systems so that you can focus on doing what we do really well - looking after your customers and providing great services.





As a HeatElectric franchisee, you will manage the business on a day-to-day basis in your franchise area. This includes:

- ✓ Planning and carrying out local marketing activities within your franchise area
- ✓ Responding to customer enquiries, booking in and carrying out the surveys and gaining the client contract for installation
- ✓ Planning the work and making sure that the right equipment is ordered and available for each job
- ✓ Carrying out the work either yourself or with a qualified electrician
- ✓ Invoicing the customer and collecting payment at the end of the job
- ✓ Recruiting and training new members of staff as the business grows
- ✓ Managing the admin and financial systems within the business (using our central systems and with our help, guidance and support).
- ✓ Attending training in new services and industry updates to make sure that your business keeps at the front of electric heating and any related products and services. Our ongoing training is delivered with a combination of online training and physical “in the room” training subject to content and location.
- ✓ Following the operating systems as set out in the HeatElectric operating manual and covered in the franchise training that will help you build and manage a successful HeatElectric business within your franchise area.



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Why Choose a Franchise?

Making the decision to run your own business is the first step on your journey to becoming a business owner.

One of the next major decisions will be to decide whether to go it entirely alone as a start-up or to explore the opportunities that buying a franchise can offer. So, what are some of the main differences between the two options and how do you decide if a franchise is the right choice for you?

One of the hardest things to come to terms with when you set up a business is the fact that you are doing it on your own. As exciting as running your own business can be, when you've been used to working for someone else, suddenly having to develop all the business systems and then make every decision on your own can be overwhelming.

One of the many reasons why people choose to join a franchise rather than going it alone is that you are joining a community of like-minded businesspeople who can provide support to each other. In addition to the support provided by the franchisor company you can learn a huge amount from existing franchisees who have been in your shoes and have made the mistakes before you. You don't have to waste precious time and money on simple errors that can be avoided.



A franchise offers a way to create your own business that you can put your own stamp on, but with a proven system that has already learnt and adapted from mistakes made in the past.

Not everyone is suited to being a franchisee – following a proven business model has a lot of advantages but it comes with the need to conform to the core principles of the brand and operate in line with the franchise model – that’s what makes it successful.

If you are not sure whether franchising is right for you here’s a quick checklist you can use to see if you’d prefer to be a franchisee or start a business from scratch.

The last point is quite remarkable - 660,000 new companies are registered in the UK every year. That’s equal to 70 new businesses being formed every hour. Britain is a booming nation of start-ups but it’s a less talked-about fact that 60 per cent of those new businesses will go-under within three years, and 20 per cent will close their doors within just 12 months.

In comparison the latest National Westminster bank/British Franchise Association survey reported that failure rates for franchises remain very low, with fewer than 1%* per year closing due to commercial failure.

*Source: 2019 NatWest Bank/BFA Survey

Starting an Independent Business	Buying a HeatElectric Franchise
Decide on a business name and create brand style and identity from scratch.	Have the use of an existing brand with the potential for brand recognition in your franchise area.
Develop your own website and digital marketing systems from scratch.	Have the use of an existing website completely optimised for local search engine optimisation and with a mini-site for your own franchise area.
Develop your own marketing and advertising materials from scratch (leaflet designs, social media adverts etc.).	Have access to a full range of marketing collateral that has been proven to be effective for this business.
Make your own mistakes.	Learn from others.
Innovate and create processes and systems.	Use tried and tested methods.
Develop/write sales/marketing and business contracts.	Use the documents and procedures that are already part of a system and which are updated and maintained centrally.
Create all business management and admin systems from scratch.	Have immediate access to online management tools.
Source finance as a business start-up.	Source finance as part of a franchise system.
Up to 80% failure in 5 years.	Less than 5% failure in franchise systems.



Ensuring Franchise Quality

To make sure that the franchise model has been adequately developed, the HeatElectric franchise has been developed by specialist franchise consultancy The Franchise Company and solicitors affiliated to the British Franchise Association (BFA).

The Franchise Company operate within the BFAs code of practice and ethics for business format franchising within the UK and have over 30 years of experience of franchising both nationally and internationally.



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The benefits of becoming a HeatElectric Franchisee

As a new HeatElectric franchisee, you will be provided with everything that you require to be a successful franchisee including:

- ✓ **Right to use The HeatElectric brand, trademarks and products within your franchise area.**
- ✓ Comprehensive induction training programme covering all aspects of running a HeatElectric business on a day-to-day basis.
- ✓ **Access to the HeatElectric franchise operations systems.**
- ✓ Specialist support and training re the installation of electric heating systems.
- ✓ **Initial supply of marketing collateral and materials for you to use in your own franchise area (brochures, leaflets, etc.)**
- ✓ The ongoing use of our comprehensive franchise operations manual and any updates as issued.
- ✓ **Protected ELKATHERM® territory that will enable you to establish yourself locally.**
- ✓ A business launch marketing programme that covers the first 3 months of operations and includes a range of traditional and digital marketing activities.
- ✓ **Initial supply of personalised branded stationery including business cards.**
- ✓ Help with recruiting suitable local staff.
- ✓ **Full access to the HeatElectric website including your own section to promote your local area optimised for digital marketing to raise awareness.**
- ✓ Assistance with producing a business plan and raising finance (if required)
- ✓ **A five-year franchise agreement, with a right to renew at the end of the term.**
- ✓ Ongoing programme of training and coaching to support you to develop the business in the local area.





On-going Support to our Franchisees

When we started the business, we made plenty of our own mistakes in the first few years and so we want to make sure that you don't make the same mistakes that we did!

We know that a well-supported franchisee is more likely to run a successful business. Many new franchisees join a franchise with little business experience, and it can be a very daunting process.

As a HeatElectric franchisee, we will be with you all of the way on an ongoing basis to help you develop, grow and operate a successful business - not only in the early years but ongoing throughout your time as a franchisee.



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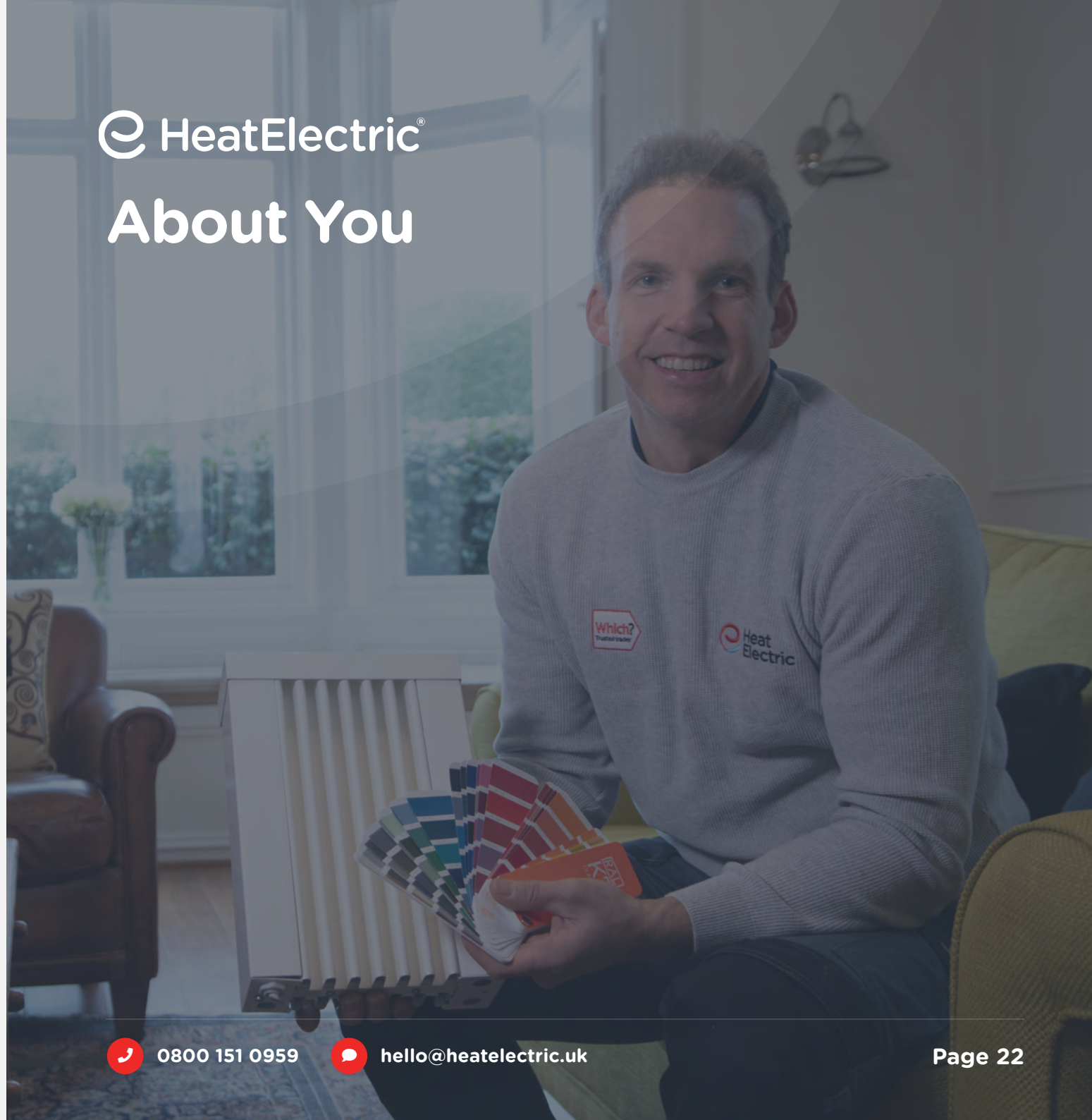
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What we're looking for from you

If you become a HeatElectric franchisee, we will provide you with a complete and proven business model and a comprehensive package of ongoing support to enable you to run a successful electric heating business within your local area.

What we need from you is:

- ✓ **Commitment** - to running your business on a day-to-day basis following our proven and successful business model
- ✓ **Dedication** - we never let a customer down - we turn up on time every time and we deliver a great service for all of our clients
- ✓ **Hard work** - in the early years you will need to give the business your full-time commitment to get up and running in your local area. This isn't a part time second income business. The business has the potential to provide a very attractive level of income for you and your family but you have to put in the hard work and hours to make it happen for you
- ✓ **Honesty and integrity** - customers trust us to do what's right for them and their home or business - they trust our advice on what's the best system for their needs and then our job is to get the job carried out as quickly and cost effectively as we can do for our customers
- ✓ **Respect** - if you become a HeatElectric franchisee then we will work together closely to help you grow your business. We will always show you respect in our day to day working relationship and we expect the same from every franchisee and between our franchisees when they work together. We believe that respect and trust are the basis of any good working relationship.
- ✓ **Business Finance** - you will need to have or raise the finance required to set up and operate the franchise within your local area.



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Business Finance & Earning Potential

The HeatElectric offer a comprehensive franchise package that will allow you to establish yourself very quickly. The total investment required to purchase a Heat Electric franchise is estimated as £30,000 including £5,000 of initial stock (excluding VAT).

If you need to raise finance for the business, we can help you to produce a business plan and we have established relationships with potential sources of business finance for our franchisees. In most cases 50% of the initial capital required can be arranged through business finance.

We have created a set of detailed franchise forecasts that cover the first 5 years of operations, and we will go through these with you during the recruitment meetings. Once established and with a multi van operation the business has the ability to generate pre-tax net trading profits in excess of £150,000 per annum by year 5.

These figures are presented as a guide only, they are not a guarantee of profit and should not be taken as such. We will share the financial information with you during the recruitment process and then you can discuss it with your financial advisors.





Franchise Term & Renewal

The HeatElectric franchise agreement lasts for 5 years initially and contains a right of renewal at the end of the term. This means that you can continue to grow and develop your business on an ongoing basis and as the business grows the annual profits should increase as well.

Once the business is established if you want to sell it our franchise agreement contains a specific clause so that you can sell your franchise to a new franchisee at a price to be agreed between the parties.

Established franchisees have historically sold for quite significant amounts of money so (subject to the size and profitability) on the sale of your business you should achieve a very good return on your original investment in addition to the profits that the business generates for you as well.



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What should I do next?

If you like what you have read so far about our business and franchise model and you think you could have what we are looking for in a successful HeatElectric franchisee then we'd really like to hear back from you.

You can either complete the short form that was sent to you along with this brochure or you can go online and complete the same form on our website:

[HeatElectric Franchise Questionnaire](#) 

As soon as we receive your form we will contact you to arrange a call to discuss the franchise in more detail. You'll find us very open and honest to deal with - remember we believe that trust and honesty are the basis of any good business relationship. If we don't think this is the right thing for you then we will let you know.

If we do think that you could be successful with us, then we'll give you the benefit of our experience and all the support and training that we provide to give you the best possible chance of success as a HeatElectric franchisee.

In the meantime, if you require any more information at this stage just [drop me an email](#) and let me know what you'd like to know, and I'll get back to you with an answer. Alternatively, you can call me directly on 07884 230587.

Many thanks for your interest in our business and the HeatElectric franchise.

David Lukeman, HeatElectric



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Questions & Answers

Do I need to be a qualified electrician to become a HeatElectric Franchisee?

In the UK, all commercial electrical work has to be conducted by qualified electricians and this requires someone with the correct qualifications and time served experience. Installations have to meet Part P of the Building Regulations. You don't need to be a qualified electrician to be a HeatElectric Franchisee (it's great if you are) but if you're not you will need to employ a qualified electrician to carry out the installation work.

The ideal person (or partners) will have direct sales experience, some knowledge of marketing and an understanding about properties and insulation.

Are there any other legal requirements?

Franchisees must meet all relevant health and safety regulations. There are serious issues that relate to the installation of the products and these need to be adhered to at all times. Health and safety is covered in the HeatElectric franchise operations manual and we support all of our franchisees to obtain a Health and Safety Certificate online as part of the pre start activities. Be assured that we know what you need to do to meet all government guidelines for keeping you, your staff and customers in a safe working environment.

Is a franchise set up as a separate business?

Every franchise business is owned and operated independently by the franchisee. It is a separate legal entity (can be a sole trader, partnership or limited company) with its own accounts, bank accounts and staff. Franchisees work with the franchisor company under the terms of the franchise agreement but the two parties are separate and distinct legally and financially.

Questions & Answers

Do I need business premises?

Not initially. Most of our network started working from home and then moved into commercial premises as the volume of business grows and with the need to employ staff to work in the office and also carry out the installations. You will need some storage space to hold a small amount of stock and also customers' orders which are delivered individually wrapped by courier on a small pallet. A garage or secure lock up is ideal for this. As the business grows the storage facilities will continue to grow (as well as the possibility of an external office). This is primarily to keep stocks of the products that are sold and waiting to be installed.

Is the business lifestyle friendly?

There's no doubt that to be successful you have to be prepared to put the time and effort into developing the

business and delivering great service and installations to your customers. There are certain times of the year (Autumn and Winter months especially) when the demand for new system installations and repairs is really strong and then there are a couple of months in the summer and generally the two weeks over Christmas when things are a lot quieter - so you can enjoy Christmas with family and friends and go away on holiday during these times.

What are the normal business hours?

Franchisee operation hours are reflected in the demand for the services within the area and the time of year. Most franchisees operate from 9am - 5pm with installations taking place throughout the week and the weekend (if demand is high). New client surveys take place in and out of office hours to suit the customer's

needs if they are out at work during the day. Franchisees run their own diaries and so can decide what's best for them and the customer.

Do I get a protected franchise area?

You absolutely do! All franchisees get a protected franchise area under the terms of the franchise agreement and our areas are large in comparison to lots of other franchises. We want our franchisees to develop sizeable and profitable businesses as quickly as possible. You may start working in the business, carrying out the installation work but our business model is about developing multi van teams and then the franchisee role is to manage the business and deliver great service to our customers.

Questions & Answers

Can I sell my franchise?

Yes you can. Once established and trading profitably your franchise will have a capital value based on the level of profit that is being generated. Most businesses are valued on a multiple of profit with the multiple being between 3 and 10 times the profit (subject to what sector the business is operating in). You can sell your franchise and gain the capital advantage generated when you are ready to leave the business subject to the approval of the person that you wish to sell to from the company meeting the franchisee profile requirements. Very simply we want to make sure that whoever you sell the business to continues to run it successfully and within the terms of the franchise and brand values.

How is new business generated?

Effective marketing is a key part of the franchise offer. Getting the business off the ground and generating new customers is vital. We have developed effective marketing strategies and proven marketing methods to develop the brand and generate business in new areas where the brand is not yet established and so the business cannot benefit from referrals and recommendations. This includes both online digital marketing such as Search Engine Optimisation, Google Adwords and social media campaigns that are managed centrally and more traditional promotional techniques that can be carried out locally. The following activities can be used by franchisees as practical local promotional tools and form part of the localised marketing plan.

What happens next?

If this sounds like it could be the type of business and company that you would like to work with to grow your own successful business in the electric heating industry then please complete the online franchise questionnaire and we'll get back to you to start a discussion.



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