

# Studio Grey

Your Professional Image



Franchise  
Prospectus



## Welcome

Are you a talented photographer who wants to build a sustainable business in the growing corporate headshot and portrait industry? Studio Grey can help you...

I founded Studio Grey in 2015 and have spent the following 7 years building a very successful business with a great reputation in a competitive market.

Studio Grey has years of experience and a glowing reputation for quality work in this sector and an impressive client list. Our head office team and studio technicians in London can provide you with every aspect of technical and business support you'll need to replicate this success.

We'll help you market your business locally as well as passing you enquiries from our national and international clients. We will take your bookings, arrange your appointments, collect payments and issue your fees - in fact, we provide you with the kind of back-office support that an independent photographer can only dream of.

Make no mistake, this is your own business, and you are very much the boss – but being part of a franchise network of likeminded and skilled creatives just like you, gives you a fantastic platform from which to grow a much bigger and more professional operation that you could working by yourself.

You will build relationships with clients, market the business in your designated territory, and of course you'll be there at the shoot doing what you love – getting the shots. You send us the files, and our studio will produce the finished images ready for your client.

Best,  
Mark

# Studio Grey

Mark Grey is an experienced, creative portrait photographer, based in London. He is first and foremost a people photographer, specialising in portraiture.

Mark works with clients to create outstanding corporate headshots, staff portraits, business headshots, and images for company promotions such as events and PR. Clients include MTV, Virgin Media, Facebook, Chanel, Kearney and Lombard Odier.

An MBA from Henley Management College and 10 years marketing agency experience has given Mark a unique insight into how imagery works in the commercial environment. He understands how a complex commercial brief translates into a clear, concise, visual message.

Mark Grey first picked up a camera at the age of 10 to capture images of pets, friends and family. He developed his own black and white film and made contact prints out of the negatives. He quickly learnt that he loved working with people and became well known at school as the 'kid in the darkroom'.

Mark is now an award winning photographer whose images are shown nationally in Royal Photographic Society touring exhibitions.



He is a recipient of a PAGB Gold Medal and winner of several photographic cups and regularly lectures and gives portraiture and lighting workshops.

Mark's photographic qualifications include an MA in Photography from London University, Practical photographic military training course at City and Guilds level, and Professional Association Qualifications from the British Institute of Professional Photographers and the Royal Photographic Society.

## Awards and Exhibitions

- SME News, UK Enterprise Awards – Corporate Portrait Photographers of the Year – 2020 & 2021
- RPS London Print Exhibition – 2018, Creative Portraiture

## Publications

- Forbes Magazine
- Vogue Italia
- The Lawyer
- The Daily Telegraph
- The Grocer



# How we work with clients

## Typical Clients:

Studio Grey understand how important people are to a company culture. We work within our client's brand guidelines to create the best possible images in response to their brief.

Whether they want to appear approachable, professional or formidable, we translate this into portraiture and imagery. Corporate portraits can be taken at client offices, in your studio, on location. We have professional, portable lighting systems and backdrops to create the staff headshots you need.

Our back office systems support your franchise in delivering your images in the format your clients require – whether for print, online or internal marketing.

Individual business professionals: Chief Executives, Financial Officers, Lawyers, Financial Services Executives, Consultants, Accountants, Fintech Professionals, IT and Software Managers.

Companies: from SMEs (Solicitors, Accountants, Property Companies, Fund Managers and Insurers) to National and International Corporations: Banks, Consultancies, Insurance, Technology and Fintech.

With our training and support, Studio Grey franchisees have the chance to step up from professional photographer to business owner, employer, and personal brand consultant to what should be an impressive and growing client list.







## What the Franchise Offers

For the right person a Studio Grey franchise offers the chance to build a sustainable, professional level of income with an excellent work-life balance. Unlike retail photography businesses – Wedding/Lifestyle/Family, you will be working regular business hours – Monday to Friday. Your clients are committed business professionals and we charge standard market rates for our work, giving you the confidence to support sensible, professional fees without clients haggling or asking for discounts.

As a part of the Studio Grey network you will enjoy an enhanced level of business support: from retouching, image archiving and management through to training and marketing. We provide access to national and international clients that have offices in your area, and you will also benefit from our marketing team, which co-ordinates SEO and national campaigns - and of course you will profit from our excellent Google and Trustpilot reputation.

Full business and photographic training is provided, enabling you to service our existing clients in your franchise territory while local and national marketing support helps provide you with enquiries and leads to compliment your own marketing efforts.



# Ideal Franchisee

## The ideal Studio Grey Franchisee:

- A self-confidence built on solid foundations of sound judgement, determination, attention to detail and resilience
- Personable, friendly with a genuine interest in people
- Minimum photographic experience: semi-professional or serious amateur level of photographic knowledge and expertise

## Typical Project/Typical Day

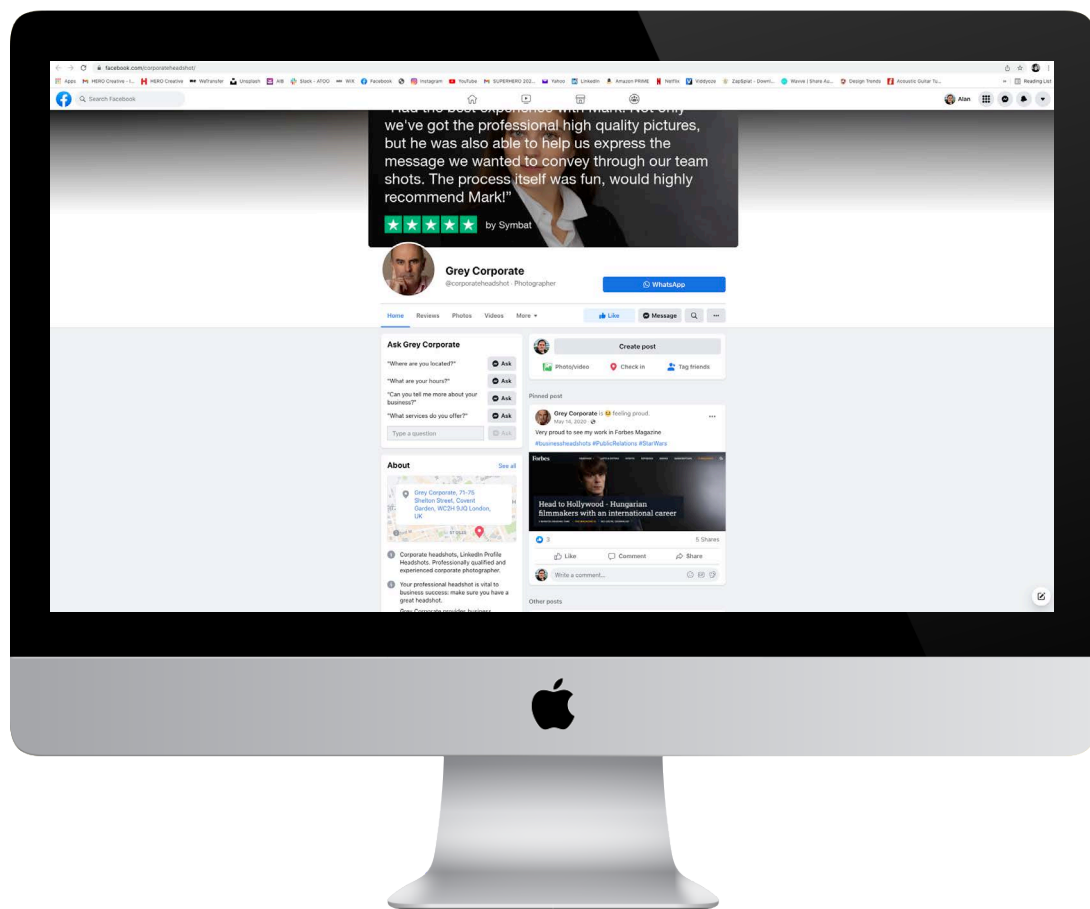
Morning on location with a medium sized professional services company shooting their new starters (fifteen individuals). You have a make-up artist and assistant in your team. Setting a mobile studio up and following agreed visual branding to match previous sessions.

Time for a working lunch with a client to discuss any upcoming requirements.

Followed by a consultancy/pitch meeting at potential new client to discuss requirements review image styles and key messages.

Back to the studio by mid-afternoon for an hour long shoot with two entrepreneurs looking for images for their new website followed by a local politician needing PR images for an upcoming campaign.





# Funding your new business

**Launch Marketing:** Franchise partners will require a minimum of £5k to be spent in year 1 to get your business off to a strong start and build the brand in your local area.

**Working Capital:** Franchisees will need approx £30k to cover approximately £15k of studio equipment (if starting from scratch) and £15k required to cover operational and business costs in the first 12 months (depending on your personal circumstances).

Franchise Fee:	£15,000 + VAT
Management Service Fee:	13%
Marketing Service Fee:	2%

The management fee above includes the following services:

- PR, National & Local
- Pay Per Click Advertising
- Social Media Marketing
- Search Engine Optimisation/Marketing
- Branding and Flyers
- Call handling/ booking
- Bid support/documentation
- Booking Collateral
- Shoot Scheduling
- Preparation Guides
- Photo guidelines document
- Retouching
- Archiving
- Delivery to client
- Set Up Training
- Operational Training
- Business training
- Associations & Qualifications



We have great relationships with the major franchise banks such as HSBC, Lloyds, RBS & NatWest who may be able to lend you 50-70% of the total investment required (subject to your individual application). This means you may only require 30-50% of the total investment in the form of liquid capital, but however much or little you need to borrow, you will be required to present a very strong, personal business plan.

While we can't make any promises as to how successful your business will be, (so much depends on how hard you work and how well you follow the model) we would expect you to be able to generate a 6 figure turnover from year 2 which, for example, could deliver you a combined salary and additional profits into the business of around £50k. That's a great starting point from which to build a sustainable and long term business.

Neither Grey Photographic Limited, the directors, employees, any third party advisors or any other person related to any associated companies, make any representations or warranties whatsoever in terms of the actual performance of individual franchisees.







## Why Franchise?

Before anyone invests in a franchise model, they naturally ask themselves "what if I just did my own thing?"

Well, you'd expect anything we say to be heavily biased towards the merits of franchising, so let's settle your mind at ease with some official figures and statistics from the latest (2018) NatWest Bank and British Franchise Association annual survey results.

## Franchise industry statistics

Industry annual turnover:	£17.2bn
Number of franchisor brands operating in the UK:	950+
Number of franchisee outlets:	48,600
Number of people employed in franchising:	710,000
Percentage of units profitable (including new businesses):	93%

Franchising provides you with a successful brand, proven business model, training and support and favourable bank lending.

Statistically you also have a substantially better chance of building a successful business.



# What's next?

Think about what questions you want to ask and then contact our franchise recruitment team at Platinum Wave who will chat with you in more detail about the opportunity and where you are based, then hopefully organise a meeting with Mark and the Head Office team.

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