



more than
loft ladders™



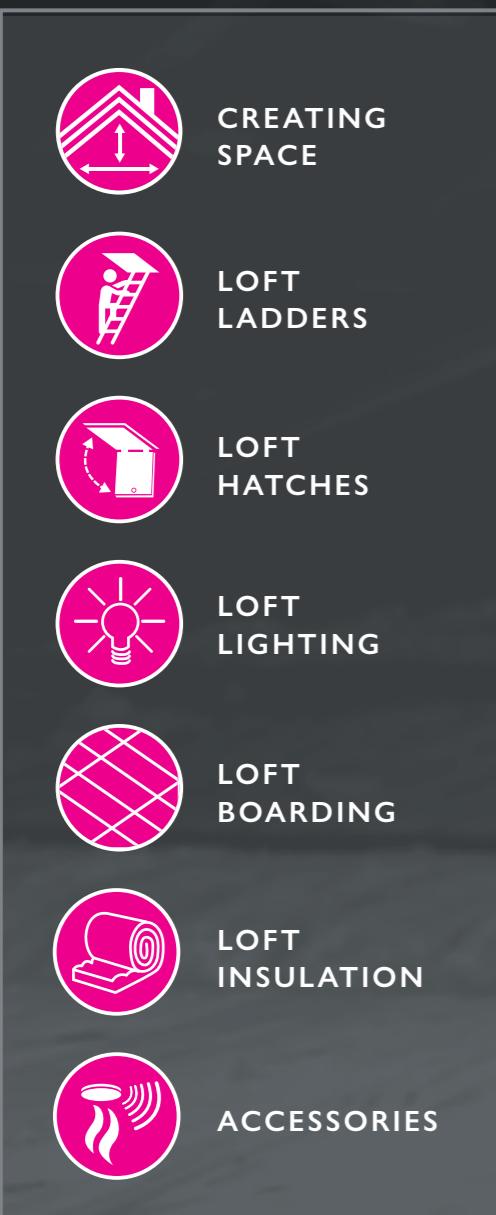
**Forgotten space is a
PROFITABLE
BUSINESS**



BUSINESS FRANCHISE OPPORTUNITY

WE CREATE EASY TO
REACH AND SAFE TO USE

Home Storage!



SO...WHAT DO WE DO?

- » We make homes bigger at a fraction of the cost of a builder
- » We give access to loft space using aluminium or timber ladders using a PVC or timber hatch
- » Boarding
- » Insulation
- » Lighting
- » Accessories
- » Loft shelving

By joining More Than Loft Ladders you will become your own boss, have great earning potential and be part of an expanding national brand within your own and exclusive territory.

MTLL BUSINESS CREATION, GROWTH & EXPANSION



More Than Loft Ladders launched in 2008. In 2013 shortly after the business was franchised, I was the second partner to join. I worked hard with my franchise, enjoyed great success and in 2022 I thought More Than Loft Ladders was so good I bought it!

I know how to make this franchise work as a franchisee, and I know I can help make it work for you as a franchisor.

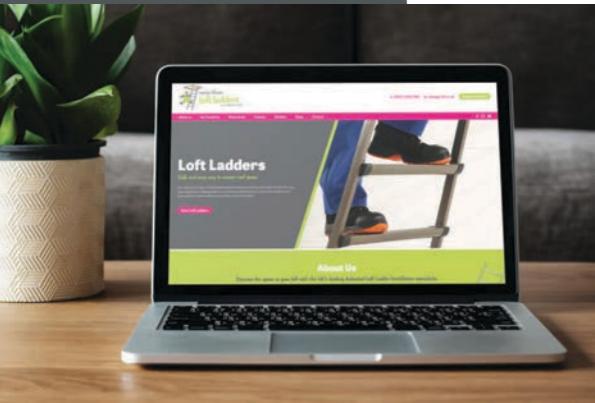
10 years in the business has given me a huge understanding of how to make this work, that is why it is important to me to provide a turnkey start-up with ongoing business development training, marketing support and nationwide buying power. I have a genuine passion for helping partners grow their businesses by giving the support they need.

Our aim is to claim our rightful place as the UK's number 1 loft storage company, we are already well on our way with our partners picking up regional awards year after year. We look after our partners by following these shared values:



OUR CORE VALUES





YOUR FRANCHISE JOURNEY

21 Ways We've Got You Covered

We provide business support for:



MARKETING



SALES



TECHNICAL ENQUIRIES



ADMIN



FINANCE*

*Accounting package included in fees

What's Included in the Franchise Fee

- 1 Exclusive Territory (150,000 Owned Homes)**
A protected region with a target market of 150,000 privately-owned homes, ensuring no overlap with other franchisees and a steady potential customer base.
- 2 Comprehensive Tool Kit**
All the essential tools needed to complete loft ladder installations, eliminating the need for upfront equipment purchases.
- 3 Centralised IT System**
A fully integrated IT platform for managing customer data, bookings, and operational efficiency.
- 4 Access to 'The Loft' Online Operations Portal**
A user-friendly online portal containing all resources, updates, and tools to streamline your daily business operations.
- 5 Professional Call Answering Service**
A dedicated team to handle customer enquiries, ensuring you never miss a potential lead while you're on the job.
- 6 Tablet for On-the-Go Management**
A pre-configured tablet to manage leads, jobs, and schedules while you're out and about.
- 7 Personalised Landing Page on the Website**
Your own professionally designed page on the company's website to attract and inform local customers.
- 8 £3,000 Advertising Budget for Launch**
A marketing campaign tailored to your territory, providing an effective kickstart to your business.

- 9 Royalty-Free First £20,000 Turnover**
Retain 100% of your earnings on the first £20,000 turnover to help maximise your initial profits.

- 10 Online Customer Quotes and Invoicing**
A straightforward system for creating professional quotes and managing invoices electronically.

- 11 National Purchasing Rates**
Benefit from discounted rates through established relationships with national suppliers.

- 12 Technical Support**
Ongoing access to technical expertise to assist with installations and troubleshoot any challenges.

- 13 8-Day Residential Training Course**
A comprehensive training program to build your skills in both technical and business operations.

- 14 2 Days of On-Site Training**
Hands-on support at your location to ensure a smooth transition into realworld operations.

- 15 Ongoing Training and Workshops**
Regular opportunities to refine your skills and learn best practices in the industry.

- 16 One-on-One Access to a Business Coach**
Personalised guidance from an experienced coach to help grow your franchise successfully.

- 17 Annual Accounting Package**
Professional accounting services to manage your bookkeeping and tax requirements for the first year.

- 18 First-Year Public Liability Insurance**
Comprehensive cover for your first year, offering peace of mind for you and your customers.

- 19 Business Setup Assistance**
Expert help with setting up a Limited Company, VAT registration, and applying for funding if needed.

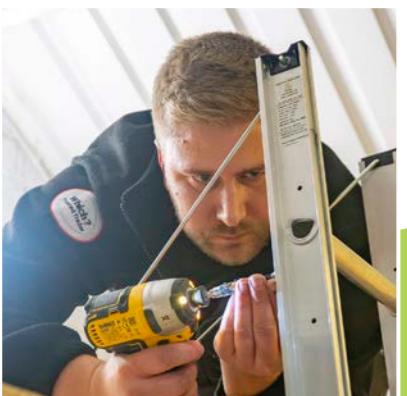
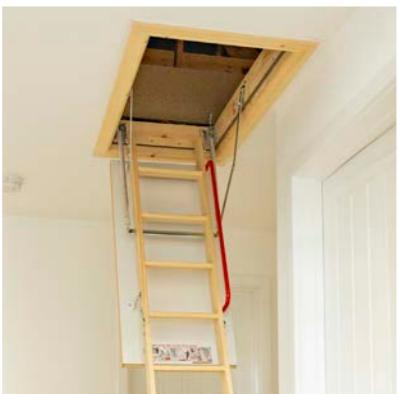
- 20 National Brand Recognition and Reputation**
Leverage the strength of a trusted UK brand with a proven track record, giving you a competitive edge from day one.

- 21 MTLL Academy**
We host regular workshops and monthly 1:1 sessions with qualified independent business coaches.

This package provides everything you need to launch and sustain a successful franchise in the UK.

Would you like further customisation or to explore additional points?

WITH MTL YOU CAN REALISE THE Business Potential THAT'S JUST UP YOUR STREET!



Almost every home in the UK needs more storage – just look at the growth of large storage warehouses.

But what many people forget is the unused space in their own homes – and that's the need that More Than Loft Ladders can satisfy. Every house type is a potential customer - new homes with little or no storage space, smaller homes that people downsize to, families with new children outgrowing the spare bedroom, older people who need safe access to their loft or the growing number of home workers who need additional storage space for their paperwork.

In short - there are 25 million houses in the UK who would benefit from More Than Loft Ladders.



Creating Space

MAKING A REAL DIFFERENCE TO PEOPLES LIVES



“

Today we had a loft ladder and floor boards put in and we are so happy with the work. Our old house was a big task and Chris, Joseph, Stefan and James rose to the challenge and did an amazing job!!

Everything has been left clean and tidy and we would highly recommend them.

S. Rushmer

Just had Joseph board my loft, install a light and a loft ladder. Excellent job. He explained what he was going to do and after the installation went through how the loft ladder and light works. He was extremely polite and his work was neat and tidy, no mess. Would highly recommend this company.

P. Jackson

Awesome work done by James last month to board out the loft, install a new hatch, light and ladder. Really good communication from them regarding things that might make it easier to use the space in the loft and overall a good choice to have this work done.

M. Asher

Fantastic service from Chris. Helped us maximise the space available up in our loft. Very committed to doing a quality job.

J. Eagles

POSITIVE REACTION = JOB SATISFACTION

WHAT MAKES THE PERFECT MTLL Partner?

AMBITION, DRIVE AND DESIRE!

There's no easy way for us to identify the perfect partner - it all comes from you! If you're self-driven, want to be your own boss and be supported by a successful brand, then More Than Loft Ladders is the business for you. Our marketing, managerial and technical support lets you focus on making money from day one. When you're ready for your business to grow then we'll support you every step of the way, from business plans to how to recruit and manage employees.

Our top partners now turnover more than £850,000 a year.

"I've been blown away by just how popular the More Than Loft Ladders concept is," Steve says. "I've never been quiet since the outset. There's no seasonal dip, I'm busy all year round and it's constant work that's not governed by the weather. More Than Loft Ladders operates in a niche market, but it offers a solution that millions of homeowners need. And we're always competitive on price."

Steve Salter - Leicester



"More Than Loft Ladders has transformed my life and career over the past 11 years. As the proud owner of the Cheshire franchise, I've witnessed remarkable growth and unwavering support from the franchise network. The flexibility allows me to be a hands-on dad while enjoying a fulfilling career. The financial stability and growing demand for our services have made expansion a necessity. It's not just a business; it's a community committed to success and a fulfilling lifestyle. Cheers to many more years of achievements!"

Adam Shepherd - Cheshire

PARTNER SUPPORT is our Priority

Advertising support

From your initial enquiry through to established and successful business – we're here to support you every step of the way. Once your training dates are confirmed we organise your PR launch and a burst of advertising – so that as soon as you come off that training you'll have leads to quote.

With our call centre handling customer queries, our bespoke software from which you quote and invoice and our strong supplier relations everything is organised and streamlined to allow you, the franchisee, to concentrate on getting the work done and making money.

And our support sticks with you over the lifetime of your franchise – when you're ready to add additional vans and installers to your team, we're ready to help. We analyse lead volumes and lead sources – our quarterly training days will give you not just technical skills but business and sales skills. We don't know of many other franchise systems that can boast that kind of support...do you?



LETS GET DOWN TO DETAIL...

Franchise Fee's

The franchise fee of £27,995 + VAT gives you your own exclusive territory. Each territory has 150,000 privately owned houses – so every franchise has equal business potential.

WHAT'S INCLUDED IN THE FRANCHISE FEE?

- » Exclusive multi vehicle territories
£27,995 + VAT
- » All the tools you need to get going
- » Branding for your van
- » First years public liability insurance
- » Call answering service
- » 8" tablet included
- » Professionally designed website
- » £3000 of local advertising
- » PR launch
- » No royalties for first £20k of turnover
- » 8 day residential training course
- » 2 day on-site training
- » Ongoing quarterly training days and workshops
- » Higher turnover - lower royalties - pay as little as 5%
- » National purchasing rates
- » Branded uniforms and stationery pack
- » Accounting package included



OTHER COSTS

- » It would be prudent to have a certain amount of working capital to help you through the first few months.
- » You will need to budget for a suitable van – we can source a number of quotes from van suppliers (Rental or Hire Purchase) or you can find your own - we help you work out the best value choice.

HOW MUCH CAN YOU EARN?

It really depends on you. We would expect an ambitious partner to want to make the most of their opportunity and with our support you absolutely should maximise the potential of your More Than Loft Ladders Franchise.

ESTIMATED ANNUAL EARNINGS

OWNER OPERATED WITH 1 VAN

£130,000 turnover
£40,000 profits

OWNER OPERATED WITH 2 VANS

£260,000 turnover
£75,000 profits

OWNER MANAGED WITH 2 INSTALLERS

£400,000 turnover
£123,000 profits

OWNER MANAGED WITH 4 INSTALLERS

£815,000 turnover
£288,000 profits

The figures set forth in this illustration indicate the gross profit margins and revenue expenses at stated turnover levels which have been experienced by the franchisor in its own operations. There is no guarantee that you will achieve the same results, nor is it intended that you should rely on them as a warranty or guarantee of what you will achieve.



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For more information contact us:

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www.mtlfranchise.co.uk

