



— experience + expertise = better value

mature accountants **Breaking News**

Matureaccountants agree strategic alliance with 8020 Financial Management

As you probably know I set up matureaccountants in 2005 having been out of work for nearly a year and experiencing the problems of finding employment at the tender age of 52. My experience and enthusiasm seemed to count for nothing and trying to convince employment agencies to put me forward to their clients was particularly dispiriting.

In the last year I have created significant awareness in the marketplace and with nearly 400 experienced candidates on the books we are becoming a powerful network. In October we found work for 5 candidates and the word is spreading. However it can be a slow and frustrating process trying to find work for so many talented and experienced people and I decided to look for alternative ways to generate opportunities – both through employment and ideally with something that could create capital value.

A few months ago I was introduced to Glenn Lawrence of 8020 financial management by Tenon Corporate Finance. They saw the opportunity for us to combine forces and create something alternative in the SME marketplace. Glenn is a former Lloyds TSB manager and when he saw the continual poor quality of management information being provided by many of his customers he decided to leave the bank and set up 8020. Initially he developed his own portfolio of clients which has been very successful, and he soon realised that he had correctly identified a major gap in the market - leaving the bank had been one of the best decisions that he had ever made. He then realised that he had developed a product that could be replicated through a franchise network and a few years later he has just signed his 12th franchisee.

However the interesting fact is that most of Glenn's franchisees are NOT accountants! Maybe it was his banking background but he has somehow managed to create a group of successful franchisees by training experienced but in most cases non-financial people to run an 8020 franchise. When I suggested to Glenn that maybe we could transform the 8020 opportunity by recruiting experienced and qualified people, the "lights came on" and we both realised the potential benefit of pooling our knowledge, experience and resources. Not least I believe that I have found a viable option for some of my candidates who have the willingness and determination to create their own business using a proven business model and using their experience.

Please find enclosed some background information which will explain how the 8020 model could work for you. The key points to note are – you can earn over £60,000 p.a in less than 2 years (see the case study of Sara-Jane Martin who is based in Nottingham) and have a look at the significant discount and preferential payment terms on the existing franchise fee that I have managed to negotiate for matureaccountants.

Our mission is to create a network of like-minded entrepreneurs who will create a powerful network of business advisers to the SME market. The 8020/matureaccountants partnership signals a relaunch of the 8020 brand and I would recommend that if this is something that could be of interest to you that you contact me at martin@matureaccountants.com to discuss how we can move this forward.

Regards

Martin Lloyd-Penny

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Sarah-Jane Martin's Life Changing Experience

Extracts from '80:20 Financial Times' interview Business Franchise Magazine

It has been just 22 months since Sarah-Jane Martin launched her 80:20 franchise business. It was a difficult decision at the time, as prior to this, Sarah-Jane had been pursuing a successful career with a major high street bank and had always assumed that this would be where she would stay.

'Deciding to leave a successful career with all the securities on offer such as a pension, share options, health schemes, is not a decision that I took lightly,' comments Sarah-Jane. 'I made myself take time to think before I made my choice, to ensure I had fully considered the pros and cons of what I was about to embark on. But from the moment I had been introduced to the 80:20 concept, I was hooked and so excited at the opportunity in front of me. Any future career options with the bank just didn't appeal any more. Working for myself was something I wanted to do and this was my big chance.'

This has been a life changing experience in more ways than one for Sarah-Jane. On a financial level her monthly earnings have already exceeded her expectations in such a short space of time.

As with most 80:20 franchisees, Sarah-Jane is also now enjoying a much better work/life balance. Working from home means that she has not had to incur the extra expense of setting up an office. Sarah-Jane states: 'I can choose the hours I work. I can take time off when needed, but if I do sometimes work longer hours, I do so in the knowledge that I am doing this for my own personal gain and no one else's. I am already in the position where my workload and client base has grown so much that I have an employee to assist me.'

Part of the work taken on by an 80:20 franchisee involves taking away the daily financial pressures from their clients, leaving them to concentrate on developing their business further.

The role taken by the 80:20 franchisee enables them to become an integral and essential part of their client's management team. Sarah-Jane has found this particularly useful in helping to build a good reputation for herself.

80:20 Financial Management is the ideal franchise for anyone with a professional, business-orientated background. It gives people the opportunity to build close working relationships with clients and to have a real impact in helping their businesses to grow.

Sarah-Jane has found the training and support given by Glenn Lawrence (Managing Director) and the 80:20 management team to be superb. They have developed an excellent training programme, which logically guides the franchisee on to a successful growth path. It also demonstrates why it is important to adopt good working practice and do things 'the right way'. Glenn has always made sure that he is at the end of the phone day and night.

'I have absolutely no regrets about my decision to buy an 80:20 financial management franchise,' concludes Sarah-Jane. With current earnings in excess of **£60,000 per annum**, Sarah-Jane comments 'this has been by far the best career decision I have ever made'. And to finish.. "I would strongly advise anyone out there who is considering an accounting franchise or changing career path to meet with the 80:20 team and investigate fully what 80:20 financial management has to offer. Really, you have nothing to lose.'



Why should you choose to be an 80:20 Franchisee?

There are many reasons for operating a franchise, not least of all, the desire to be your own boss and the ambition to be in control of your own destiny. An 80:20 franchise can provide much more than that:

- High potential earnings from a small number of clients. Turnover in excess of £90k gross and £60k net is being achieved by our franchisees.
- You build long-term client relationships avoiding the need to continually find new clients and replace lost revenue
- With 8020 you are building a business which will have an attractive exit value. It's more than a job.
- Our business has been working very successfully since 1999 and is a proven model
- Our methodology is based on the use of latest technology, efficient processing coupled with first class service levels.
- We provide a dedicated head-office team who will provide the necessary backup and support to enable you to focus on growing a successful business.
- We provide a dedicated marketing support to help you win clients, and it works!
- We are supported by a select network of business professionals who provide specialist expertise where necessary.
- We offer you an exclusive operating territory but with flexibility to accept referrals from other franchisees.
- You have the flexibility to work from home either on a full or part-time basis to suit your work/life balance

Growing your business

You grow your business as your client grows. While there is no doubt that the market place is huge, one of the key benefits of the 80:20 model is that you require only a small number of regular clients to provide you with an excellent income. Our marketing strategies are designed to open as many doors as possible, simultaneously raising your status and profile in your local business community. Together our focus is to make 8020 the financial management team of choice.

Why do clients choose 80:20 financial management?

There are many reasons including:

- We provide an efficient, cost effective and reliable outsourced solution
- We offer a tailor-made service that is bespoke to the client's needs.
- They don't need to employ accounting staff to provide the resource
- We provide relief from the demands of day to day financial management.
- We provide an impartial and objective overview of their business on a regular basis.
- We offer them quality time to focus on what they do best - running their business.
- We understand the importance of understanding their cost base and profit margins.
- We understand that turnover is vanity, profit is sanity and cash is KING.
- We produce monthly management accounts with an assessment and commentary.
- We offer efficient and effective systems and controls.
- We offer business tools including full budgeting, forecasting and business planning.
- We can assist with fund raising and can provide input into strategic planning.
- We raise the clients standing in the eyes of their other professional advisors (Bank and Accountant)
- We are often seen as the catalyst that allows the business to develop and realise its potential

What do our franchisees say?

"This is by far the best career decision /have ever made" **Sarah-Jane Martin -Franchisee**

"Coming from a financial background, I didn't want to become just a book keeper / wanted to offer my clients something more and that's what attracted me to 80:20" **David Shobanjo - Franchisee**

What do our clients say?

"We feel reassured by the fact that 80:20 is an integral part of our management team, and are always available whenever we need them our 8020 Financial Manager was able to make an immediate impact and delivered immediate savings to our business that we otherwise would not have seen" **IODA**

"Knowing that our finances are so closely controlled, we have had the confidence to invest over £2m into our future and embark on an ambitious expansion plan" **Arthur Jones Motors**

"80:20 Financial Management were responsible for identifying and helping us to reclaim a large amount of VAT" **Orchid Organisational Development**

Franchise Costs - Exclusive to members of Mature Accountants

80:20 financial management is pleased to recognise the qualifications and experience offered by members of **Mature Accountants**. In so doing we are delighted to provide you with these exclusive and preferential terms.

Description	Standard Cost	Mature Accountant Cost
Franchise Licence - 5 Years	£9,750.00*	£6,850.00*
Marketing Support - Dedicated consultant driving and managing your marketing plan, networking and PR	£2,500.00	£2,500.00
Sales & Networking Training - Two day 'Boot Camp' with Sandier Sales Institute for non-sales background franchisees	£750.00	FOC
Accounts & Payroll Training - Pitman training courses [x3]	£1,100.00	Not required
Specialist In-house 8020 Training - Sage Line 50 - Sage Winforecast Professional	£900.00 [#]	£900.00*
Marketing - Pens, mouse mats etc.	£200.00	£200.00
Stationery - Essential office supplies [headed paper provided as part of the Licence fee]	£300.00	£300.00
Computer Hardware - PC, (1024 Mb RAM, 1000B HD) MS Office, Printer & Fax	£1,500.00	£1,500.00
Sage Software - Web-hosted <ul style="list-style-type: none"> o Sage Line 50 [unlimited - Financial Controller Version] ~ Sage Payroll [unlimited - Professional version] 	£750.00	£750.00
- Sage Winforecast Professional [Consolidated Version]	£750.00	£595.00
Management Fee - 10% of turnover, minimum fee as shown	£250* per month	£250* per month

Payment Terms: (Exclusive to members of Mature Accountants):

50% upon signing the franchise agreement 50% balance after 6 months

All prices exclude VAT.

* Compulsory items.