



LICENSE BRANCH

prospectus

Hello there!

If you're reading this document, you're probably contemplating making a very important decision. So, thank you for showing an interest in Revival.

The following information is designed to help you weigh up the options ahead, with useful insights into our business model. This isn't an elaborate sales pitch, but apologies if we do get quite excited while talking about it! – it's simply an informative guide to working in a license partnership with Revival.

At Revival we have a proven fast-track to a profitable venture, giving you the tools and training you need to grow a successful business. Rather than building from the ground up, you can set out your stall on the solid foundations of a respected brand, with the support network that comes with it.

A license business model is, in essence, a business in a box – a cake mix, prepped and ready to bake. Rather than looking around for recipes, sourcing ingredients, and discovering the best techniques for the perfect results yourself, we, the licensor, present everything you need on a plate.

No uncertainty, no wasted investment; it's a tried-and tested route to establishing yourself as a business owner. The License model isn't for everyone, but if you have the skills, experience and drive to make it work, you'll be halfway towards mapping out your future.

Think Revival might be for you? Read on to learn why we could be your ideal partner...



Why us?

As a respected and trusted supplier of restoration and specialist cleaning services, Revival can truly give you a leg-up to further business success.

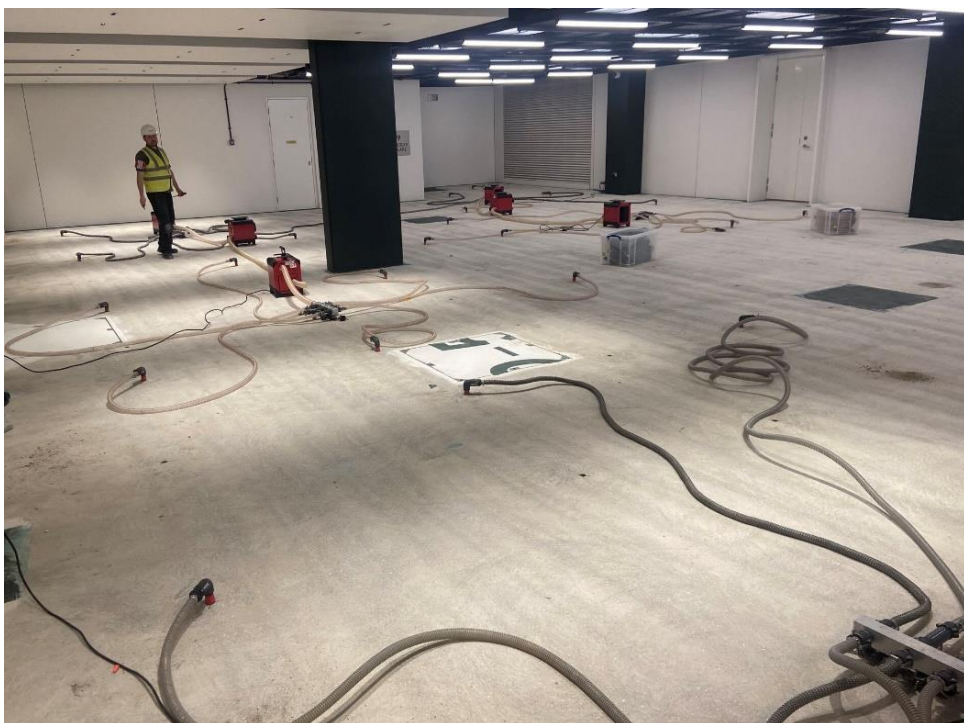
As a part of the renowned insurance property repair specialist, MA Group, we help businesses and homeowners recover from fire, floods, leaks and accidental damage, working with insurers and private customers to offer restoration and reinstatement solutions across the UK. You can also work for our sister company NHCC, which provides customer care solutions for home builders, housing associations and build to rent specialists across the UK. So, what does this mean for you? Well, because our work is diversified across different sectors of the UK economy, you can build a recession resilient business that can continue to thrive even when the economy comes under pressure.

By partnering with Revival, you're not just adopting a tried-and-tested business model and a respected brand. You also become part of a tightknit family that will support you every step of the way to business success.

We have a strong reputation for reliable and predictable weekly payments, consistent volumes of work, together with the provision of business and performance feedback and support for suppliers.

Our partners also benefit from a rigorous training programme, as well as ongoing mentoring and support. You'll be equipped with world-class technology to facilitate a smooth workflow onsite, automating laborious tasks to maximise your earnings potential. As a member of the Revival family, you become a vital part of a nationwide network of entrepreneurs, each committed to upholding a sterling reputation in their region.

Unlike other networks we pay all supplier invoices on time (regardless of whether we have been paid), provide payment dates weeks in advance and we don't charge for using our systems and software.



Who do we want to partner with?

Let's cut to the chase

Your success is our success, which is why we look to partner with driven individuals who have the skills, experience and passion to build a prosperous business in their region.

Setting up a Revival business is a sound investment, and you'll need a certain set of skills to make it work and thrive.

We're not talking about you being flood and fire restoration experts, our world-class training and support will give you all the know-how you require, we mean the managerial prowess that will empower you to achieve financial success.

You'll see that our recruitment process will help you figure out whether our offering is ultimately for you. But before you reach that point, let us talk about the kind of people we want to work with.

We will take it as a given that you know your stuff when it comes to restoration, but when it comes to working together, we know we work best with businesses and people that have the same culture and ethos as we do, the words that spring to mind are:

- > Honest and ethical
- > Good communicator
- > Understand great customer service
- > Engaged
- > Performance focused
- > Proud
- > Can do attitude
- > Problem solver
- > Willing to admit when a mistake has been made and own it
- > Keep it simple

If these words describe you, pardon the pun, but we are probably going to get on like a house on fire.



Let's talk money

As safe as houses

Build the vision for your future by investing in a proven business model that has been refined and developed over 20 years. The initial investment will vary depending on your present circumstances. Unlike almost every other license and franchise model out there we do not charge a license/franchise fee, which is usually many thousands of pounds upfront. All your investment is spent on equipment, property, vehicles and staff required to operate a successful Revival branch.

Before you can receive any work, you must be compliant, therefore you will be required to have the following in place first:

- > Public and Employers Liability insurance
- > Professional Indemnity insurance
- > CHAS or Safe Contractor
- > All customer facing staff DBS certified
- > Asbestos sampling and awareness certification

You'll not only gain access to our 'business in a box', but we can help you calculate how much your investment might be.

Your business in a box

"But what exactly is in the box?", you may be wondering. Well, these are just a few of the exclusive benefits our partners can take advantage of:

- > Industry leading initial training, with a dedicated support manager
- > Intensive initial support programme, to ensure you start off on the right foot
- > Cutting edge equipment and all the materials you will require
- > National account work, provided by our central office
- > Industry leading claims handling software and on-site iPad based scoping, free of charge
- > Ongoing support and training, to enhance your performance
- > Dedicated operating manuals and systems
- > Design templates for vehicle graphics, branded uniforms and stationery
- > Weekly payments made to you on time without fail and notification of payments to be made in future weeks.

Now that we've got money out of the way, let's move on to the meat and bones of how joining Revival works.



Our recruitment process

Starting a Revival branch is a major decision. As such, it's important not to rush things. Our 4 step recruitment process may seem in depth, but it's designed to ensure we both reach the right conclusion. Every stage has a specific purpose, helping you discover more about Revival – as well as your own needs and goals, while allowing us to determine whether you might be a suitable partner for us.

You may be itching to get started, but it's vital to ensure you're making the right move. And we promise that it's worth the wait...

1. A match on paper

Once you have let us know you want to progress your interest in becoming a Revival branch, we will arrange for either a short telephone or online video call, just to talk through the basics and establish if it is right for you. If that stage goes well, we will send you an application form. This will give you the opportunity to tell us a little more about you, to see if we're still a good match. We will also ask that you sign a Non-Disclosure Agreement, which is standard procedure to allow us to have a conversation involving commercially sensitive information.

2. Talk, Talk!

Next, we'll arrange a date to chat things through, at your offices. We'll spend a couple of hours learning more about one another, this is the perfect time to raise any questions you may have.

A tour of your premises, where applicable, is normally carried out to get a full picture of your operation. This meeting also gives you the opportunity to question how the Revival operation works. Typical subjects and discussions might be:

- > Background/History of Revival and MA Group
- > What services do we offer clients?
- > How do we manage our licensees?
- > Commercial terms
- > What are the payment terms?
- > How does the interaction with the Call Centre work?
- > What are the SLA's?
- > How we deal with complaints?
- > Costs – set up and ongoing
- > Potential earnings

If things go well, we will want to review the last three years accounts, and the company is checked with Dun & Bradstreet. Once we have both completed our due diligence and are happy to proceed, we'll invite you to the Revival offices in Aylesbury.

3. Off to Aylesbury

Yet again this interview is expected to last approximately 2 hours and you will be questioned in detail regarding your application, together with other areas that may need reassurances identified during due diligence. You will be asked to provide and explain a simple business plan identifying initial and ongoing costs, including working capital and how any funds required will be sourced, and based on the information we have provided to you up to and including Step 2.

A tour of our offices, where applicable, is normally carried out to get a full picture of the MA Group's operation, including meeting with key team members.

In essence the second meeting is to establish whether both parties believe that they will be a 'good fit' for Revival.

Once the interview stage has been completed and both parties wish to progress, the final piece of due diligence is undertaken, in the form of a Disclosure & Barring Service Certification (DBS).

4. Signed, sealed, delivered

Once the DBS has been completed and both parties are happy to proceed, we will issue two documents for signing, our Agreement for Services and Licence Agreement.

No substantial investment in staff, training, equipment, vehicles or property is required until the Licence Agreement is signed.

Upon receipt of the signed documents your induction to the Revival branch network will commence.



Your toolkit for success

Paving the way for your independence

You've ready to go now it's time for us to return the favour. Training is integral to the prosperity of our partners, which is why we offer an industry-leading support programme to everyone that joins the family.

But first, we'll share the secrets of running a successful branch with our bespoke training that will give you the skills and knowledge you need to get started, covering but not limited to:

- > Overview of Revival and the MA Group
- > Extranet use & navigation
- > Client in depth & briefing sheets
- > Initial scoping and pricing
- > How to undertake high quality restorations
- > Administration & software
- > Closing & invoicing

At the end of the training programme, you'll be able to start the exciting bit of getting your business underway. However, the support doesn't end there. We'll work closely with you over the initial weeks, to ensure you hit the ground running but that is not the end, we continue to support you in maximising your potential on an ongoing basis when you are part of the Revival family.

Our partners also benefit from regular refresher courses and guidance on industry best practices, plus everyone involved in the Revival family gets together twice a year to network and share best practice at our National Branch Meetings, so that you're always one step ahead of the competition.

Thanks for reading

Interested and would like to find out more? Please get in touch with David Shimwell, Group Procurement Director:

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MA Group Property Claims Website - <https://www.magroup-property-claims.com/brand/revival-blue/>