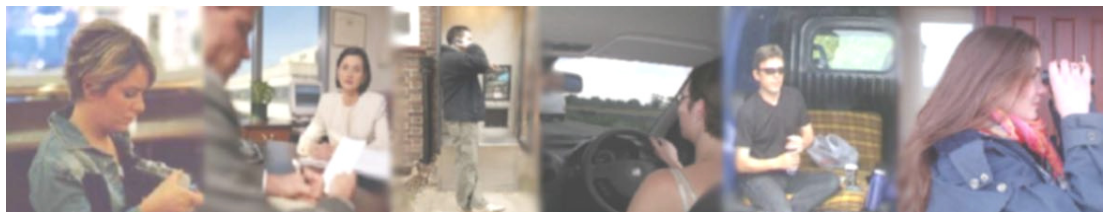


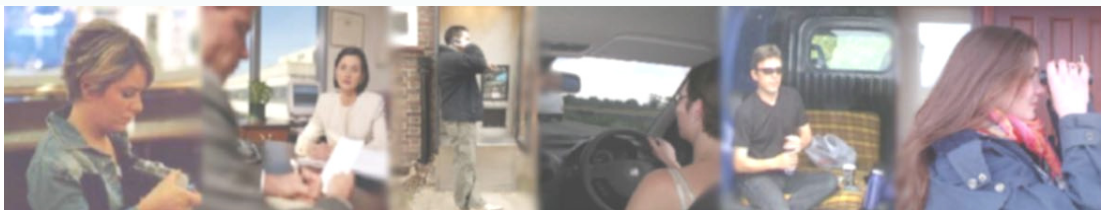


Answers Investigation: Franchising



Index

Introduction	1
Induction Training	2
Trainers	3
Specialists	3
Ongoing Training	3
Ongoing Support	4
Operations Manuals:	5
Private Investigation Manual	5
Operations Manual	6
Business Development Manual	6
Registration	7
Surveillance Equipment	7
Computer & Software	8
Communications	8
Marketing	9
Website & Email	10
Advertising & Stationery	10
Licence Fee	11
Royalties	11
Unique Areas	12
Renewal	12
Resale of business	13
Finance	13
Expected turnover	14
Experience	15
Business premises	15
The next step	16



Introduction

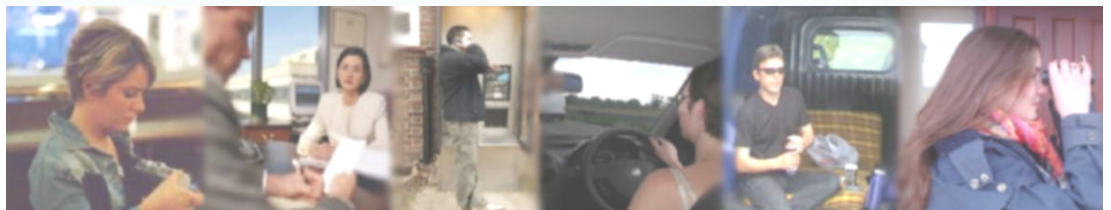
Welcome to a world of opportunity.

Answers Investigation is the most forward thinking and innovative private investigation company in the UK.

As part of an extensive development programme, Answers Investigation is selecting high quality people to join its successful team.

Answers Investigation has the skills, experience and resources to provide you with everything you need to establish your own successful and profitable business.

With the help of our training, ongoing mentoring, skills and resources, you can look forward to a highly rewarding career in a fascinating and dynamic industry.



Induction Training

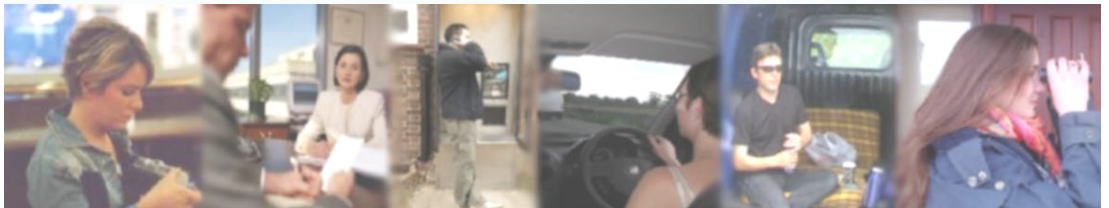
Our comprehensive training programme will help you develop all of the skills you need to be a Private Investigator.

The training programme starts with a five day course at our head office near Guildford in Surrey.

The induction training includes the essentials of Private Investigation in theory and practice, and the essentials of setting up and successfully managing your own business:

- ✓ Introduction to the Answers Investigation team of trainers and mentors
- ✓ Introduction to the theory and practice of Private Investigation
- ✓ Code of Conduct, policies and procedures
- ✓ Introduction to Training Manual and Operations Manual
- ✓ Practical training & exercises in Private Investigation
- ✓ Setting up your business, launch campaign, client development
- ✓ Business communications: telephone, mobile phone, fax, email and broadband
- ✓ Operations & accounting procedures
- ✓ Business development planning and mentoring
- ✓ Marketing strategy for developing client base
- ✓ Planning and implementing the marketing mix and advertising

The induction training course provides you with all the essential skills you need to start your new business straight away.



Trainers

The training provided by Answers Investigation is grounded in both theory and practice.

Our training manuals provide you with a comprehensive guide to Private Investigation, and are used throughout the training programme and for future reference.

The practical training is led by highly successful and experienced Private Investigators who will teach you practical skills in live training exercises.

Specialists

As a partner with Answers Investigation, you will have access to an extensive network of professional detectives with the skills, experience and resources to help you tackle even the most complex cases.

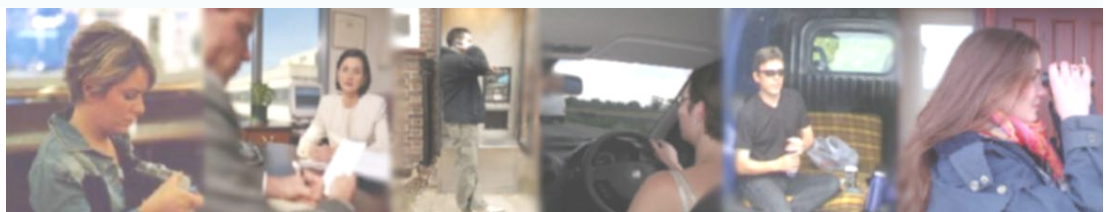
You will also have access to a wide range of specialists in IT forensics, fingerprinting, polygraph techniques and forensic accountancy.

These experts are on hand to provide you with specialist and technical expertise, so that you can provide your clients with a comprehensive and professional service.

Ongoing Training

Answers Investigation provides a series of regular training courses that you will be invited to attend as you develop your skills and expertise as a Private Investigator.

These courses cover advanced investigation techniques in specific areas of Private Investigation, and address ongoing changes in legislation and the market place.



Ongoing Support

You will be assigned a Private Investigation mentor, to help you and guide you through your professional development as you become an established and experienced investigator.

You will have regular meetings with your mentor to ensure your ongoing professional development, and your mentor will also be available for telephone support as and when there are cases where you need the help & advice of an expert.

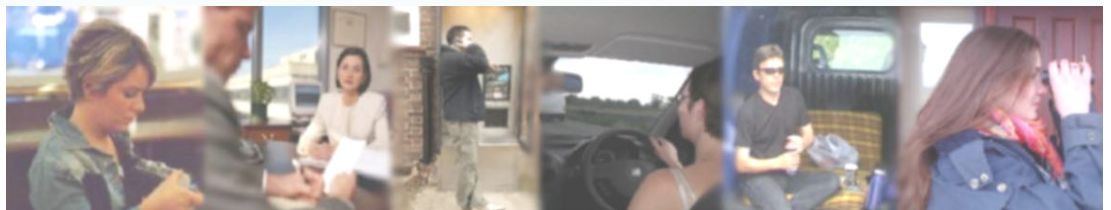
You will be assigned a business development mentor, to help you plan and implement your marketing plan, and establish a secure client base and profitable business. Again, there will be regular meetings with your mentor to ensure that your business development plan is progressing, and that you are growing your client base according to plan.

Your business development mentor will be on hand for any advice on marketing or business development that you may need.

Answers Investigation has a host of specialists with expertise in polygraphs, forensic accountancy, computer forensics and other advanced investigation techniques. Specialist skills such as these can be used to provide valuable services to clients, and help you to conduct your investigations effectively. You will charge your clients up to £135 per hour for the services of these specialist skills.

Our partners have an established network of experts at their fingertips, and an established network of experienced investigators, each with their own particular skills and specialisms.

You will have a host of colleagues who are able to provide you with practical help and support in all aspects of private investigation practice. Work is referred to you in your local area, and undertaken on your behalf in other parts of the country.



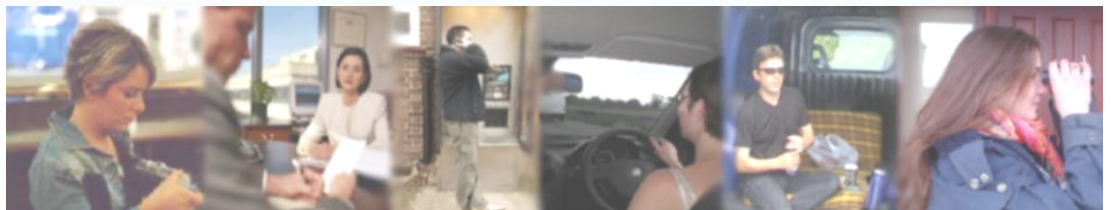
Operations Manuals

You will be provided with comprehensive operations manuals containing all of the reference materials that you need for operating your private investigation business.

Private Investigation Manual

The Private Investigation manual includes all of the reference materials you will need on the following subject areas:

- ✓ Introduction to Private Investigation, ethics and code of conduct
- ✓ Interviewing techniques and preparing witness statements
- ✓ Investigative methodology and locating sources of information
- ✓ Note taking and reporting to clients
- ✓ Insurance, Civil and Criminal investigations
- ✓ Background research and finding missing persons
- ✓ Commercial theft and fraud investigation techniques
- ✓ Domestic investigation techniques and methodologies
- ✓ Court procedures, testimonies, and process serving
- ✓ Surveillance techniques and skills
- ✓ Investigative equipment



Operations Manual

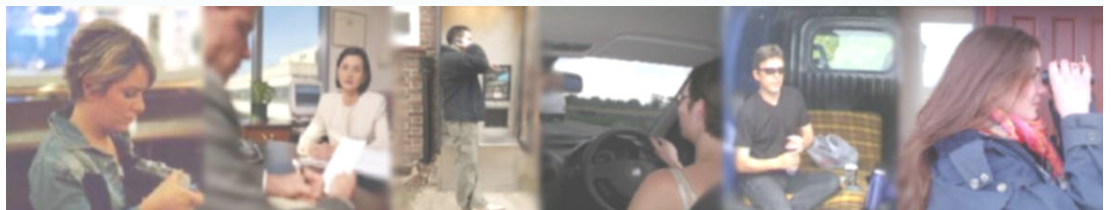
The Operations manual details all of the procedures and templates you need to organise your business activities according to our successful principles:

- ✓ Business operations
- ✓ Bank account
- ✓ Tariff
- ✓ Business communications
- ✓ Maintaining client records
- ✓ Client communication & meetings
- ✓ Invoicing & Processing payments
- ✓ Finance
- ✓ Employees

Business Development Manual

The Business Development manual provides details of the successful formula you will follow to develop new clients and build a comprehensive client base:

- ✓ Business plan
- ✓ Your potential market
- ✓ Strategic marketing planning
- ✓ Advertising and promotion
- ✓ Website promotion
- ✓ Business networks
- ✓ Personal selling



Registration

As you may be aware, the rules concerning Private Investigation practices are currently under review, and it is anticipated that in the near future all Private Investigators will be expected to meet certain requirements in order to gain a licence.

Your professional training with Answers Investigation will ensure that you are completely equipped to meet the requirements of licensing once this is established. Answers Investigation will meet the initial administration and costs of licensing requirements once these come into effect.

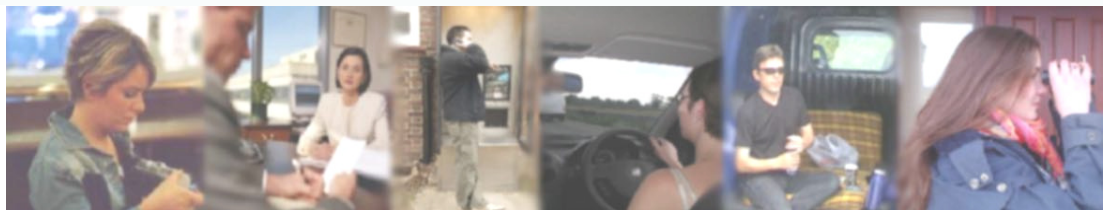
Surveillance Equipment

You can start your private investigation business straight away with a small amount of essential equipment.

As you develop your skills and experience as a Private Investigator, Answers Investigation has a pool of resources and expertise that you can draw upon.

Answers Investigation has tracking devices, undercover surveillance equipment and counter-surveillance equipment that can be provided to you, along with experienced Investigators that have the expertise to operate this equipment effectively.

Answers Investigation will make sure that you gain the support you need when you take on complex cases.



Computer & Software

Answers Investigation will provide you with all of the essential business equipment you need to operate your business successfully. You will be provided with a new computer, along with all of the essential software that you will need to operate your Private Investigation business.

Whilst the computer will remain the property of Answers Investigation, you will have full and dedicated use of this equipment throughout the franchise agreement.

Communications

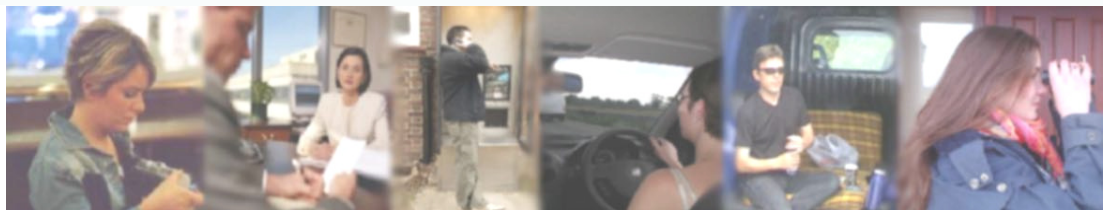
Answers Investigation will establish your telephone and email communications so that you can start business straight away. You will be given a dedicated telephone line to your chosen business address which will be your main business line. All of your requirements for broadband and data transfer will also be provided.

You will be provided with a dedicated mobile telephone for your new business, and a mechanism that will allow incoming calls to be diverted to your mobile phone when you are away from your office.

Your mobile phone will be part of the Answers Investigation network, and you will benefit from corporate network call charges, and discounted rates when talking with your colleagues within the same Answers Investigation network.

Answers Investigation will provide a secondary business phone number that will allow head office to take calls and maintain contact with clients at times when you are unable to answer the phone.

You have the freedom to divert your calls to the secondary business number when you are not available, enabling you to provide a professional service to your clients at all times.



Marketing

Answers Investigation has an extraordinary record in achieving high profile media coverage, and has successfully gained national TV coverage on all of the major channels: BBC, ITV, Channel 4 and Channel 5.

Answers Investigation works pro-actively with TV companies, and has often worked on cases that illustrate topical news issues such as the safety of teenagers in relation to internet chat-rooms. The work of Answers Investigation has been featured extensively on *BBC News*, *This Morning*, and *Watchdog*.

High profile TV features like this maintain the profile of Answers Investigation as one of the most established and professional companies in the industry, and maintain a positive profile with our client base.

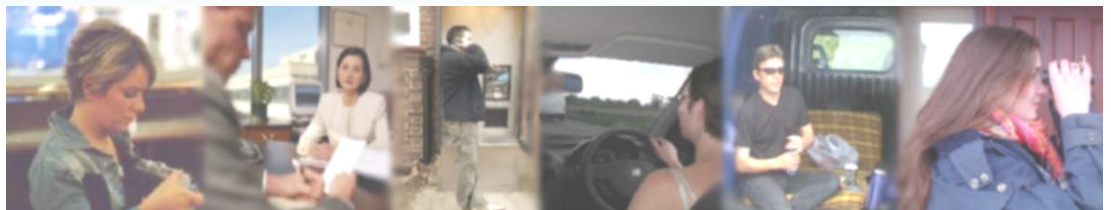
Answers Investigation has also achieved high profile features in all National Newspapers, including *The Sunday Times*, *The Financial Times*, *The Independent*, *The Guardian*, *The Mail on Sunday* and *The News of the World*.

Newspaper articles often feature current cases that highlight current news issues. Articles also promote the services offered by Answers Investigation and sometimes feature individual Investigators on the team.

The positive media coverage gained by Answers Investigation is highly effective in attracting the attention of new clients, and inspiring confidence in our client base.

On joining Answers Investigation, you will have all of our marketing resources and skills at your fingertips. In addition to our outstanding record in gaining media coverage, you will also develop a highly effective business development plan.

Through the induction training and ongoing mentoring, your business development plan will be tailored to your skills, experience and unique area. You will have continuous support and mentoring in the implementation of your business development plan, to ensure that you build an extensive and profitable client base.



Website & Email

Answers Investigation is the market leader in website content and promotion, and has an industry-leading web site that consistently attracts 4,000 hits per month.

On joining Answers Investigation, a unique domain name will be established for your new private investigation web site and email.

Your dedicated email address will be used extensively for marketing and business communication.

Your website will be built on the copy and pictures you provide, and will feature all aspects of the Private Investigation services you offer in your area.

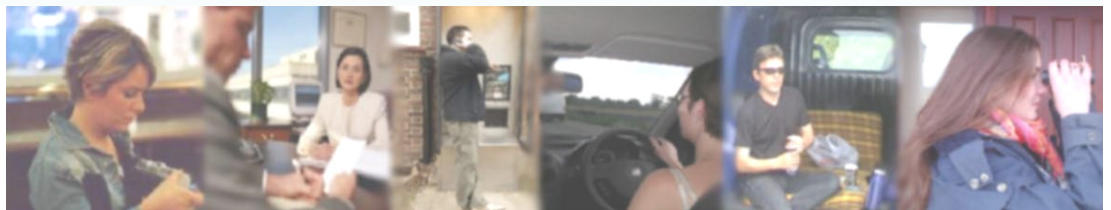
Answers Investigation will use its experience and expertise in website promotion to build traffic to your website, and will build extensive links to and from the Answers Investigation website, www.answers.uk.com.

Advertising & Stationery

As soon as you start your private investigation business, Answers Investigation will place a prominent advert in the Yellow Pages directory most appropriate for your unique area, and will meet the initial cost of this.

Answers Investigation will provide the business stationery that you will need to market and operate your business successfully.

Business cards, headed paper, letters of introduction, promotional leaflets, invoices and statements are all included within the package of stationery and templates provided.



Licence Fee

The franchise licence fee starts from £9,500 plus VAT for a Level 1 area. Areas range from Level 1 to Level 4 and are priced accordingly. Some pre-developed areas are available.

You will establish your own VAT registered company as a vehicle for your private investigation business, and you will reclaim the VAT on this initial outlay.

Answers Investigation will provide practical help and advice on the process of establishing a limited company and registering for VAT, so that you have the help and advice that you need through each step of the process.

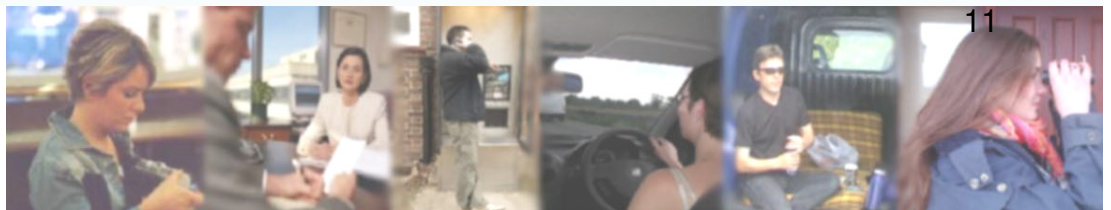
To secure your place as a franchisee with Answers Investigation, you will need to complete an Option Agreement and submit this with an initial deposit of £3,000 + VAT. This will secure your place and reserve the unique area where you will operate your new private investigation business.

Royalties

Once you have established your new private investigation business and you are achieving a regular turnover, royalties are payable on 11.5% of turnover (subject to a minimum of £495 plus VAT per month).

Your first three months of trading once you enter into the licence agreement will not be subject to a minimum.

This provides you with a substantial period of time to complete your training, establish your business, and build a profitable client base and turnover.



Unique areas

The franchise licence fee gives you exclusive rights to operate your business in a unique area.

All new business generated in this unique area will be channeled through your private investigation business, and will contribute to your turnover.

In premium areas, Answers Investigation has established a client base that will be transferred over to you, providing you with a head start in your business.

On joining Answers Investigation, you will be given a six week option to take on any of the available unique areas that adjoin your own without paying the usual option fee.

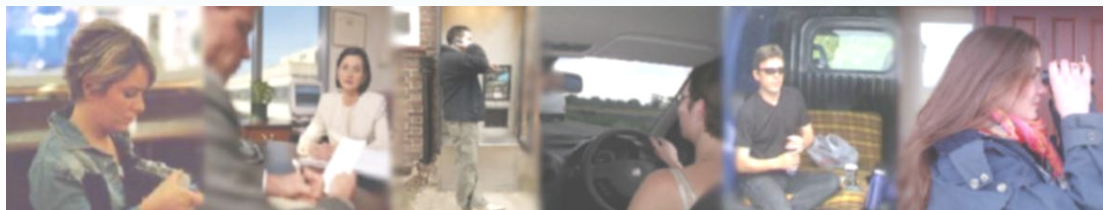
This provides you with the opportunity to build a significantly larger and more profitable client base within a convenient geographical area of your choice.

The cost of opting into additional unique areas is available to existing franchisees at a 25% discount on the usual franchise fee.

After the initial six week period has expired, the normal franchise fee applies for each unique area (although negotiated rates may be available to successful franchisees).

Renewal

The Franchise agreement is for 5 years. At the end of the 5 year period, you will have the option to renew. Renewal costs £3,000 + VAT for a further 5 year option on each unique area.



Resale of business

Should you wish to sell your business as a going concern at a future point in time, Answers Investigation provides a framework through which you can profitably sell your business.

Answers Investigation will help arrange the marketing and the sale of the business to an incoming franchisee, and charge a commission of 10% to cover administration costs.

Assuming you have been successful in developing a valuable client base and a substantial annual turnover, you will be able to sell your business as a going concern and realize the full value of the business you have developed.

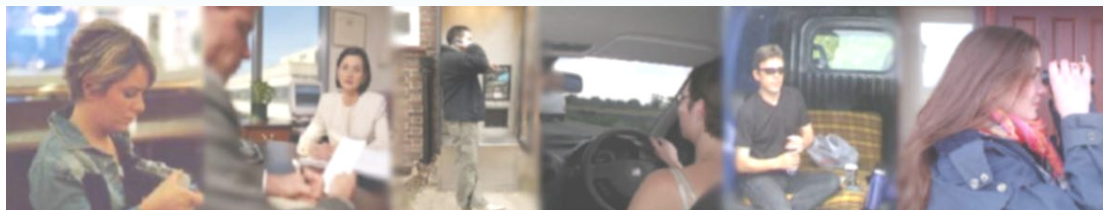
Finance

Before you can start your new private investigation practice with Answers Investigation, you will need to make sure that you have the financial resources in place to pay for the licence fee and support you through your first few months of trading whilst you develop your business.

Should you need finance to establish your new business, you will find that most banks have a franchising department or franchising manager, and will be happy to discuss your requirements with you.

Banks are well aware that statistically, new franchise businesses are far more likely to succeed than other types of start-up business.

Further information on choosing a franchise and finding finance for a franchise is available from The British Franchising Association.



Expected turnover

As a private investigator with Answers Investigation, you will have a scale of charges for the different services you provide to clients.

Charges for the important services we provide currently average in excess of £50 per hour.

Typical income from a case is between £500 and £1,000, including mileage and expenses. Experienced Investigators frequently achieve upwards of £5,000 client spend over the course of an investigation.

Your potential for generating turnover and profit is not restricted to your own working hours.

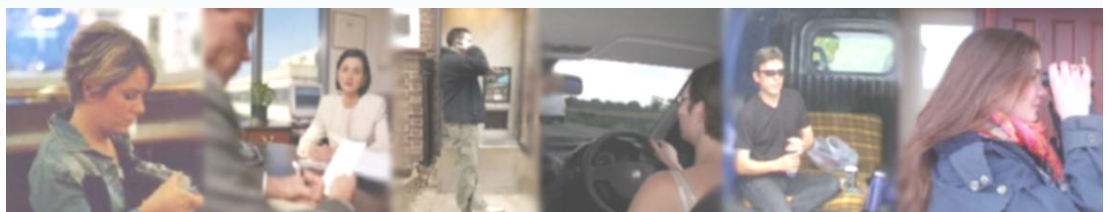
With Answers Investigation, you have access to an extensive set of skills and resources in the organisation, from computer forensics to fingerprinting laboratory.

You will have the opportunity to build your own network of colleagues to work with you and support you with large scale investigations.

You will be able to draw upon the skills of IT and accountancy experts to provide specialist services to your clients, and you will provide specialist equipment to your clients for daily or weekly rental charges.

Based on our experience of developing business in new geographical areas, you will be given a sales target so that you have a specific level of turnover to aim for.

This turnover target is likely to be between £60,000 and £110,000 plus VAT for your first year of operation, and will vary depending on your experience, abilities and the unique area(s) in which you work.



Experience

We expect our partners to have the energy, drive and determination to build their own highly successful business. We also demand complete professionalism, and a commitment to providing excellent levels of service to clients.

Some experience of managing your own business or franchise is advantageous, but is not a requirement. While banks are often happy to finance investments in franchises, you should have some working capital to invest in the franchise.

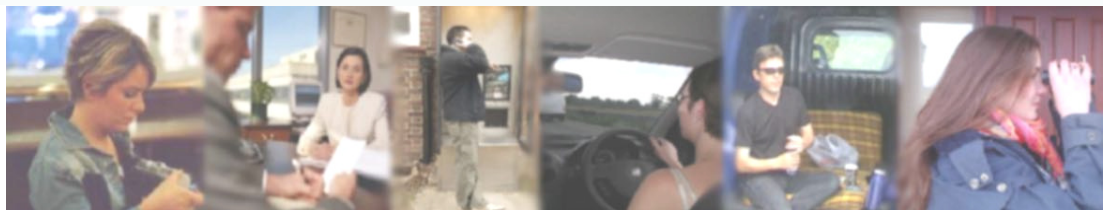
Business Premises

You will be able to operate your new business from your home address in the first instance.

Answers Investigation will organise your business telephone number, mobile telephone number, and business email address from which you can operate your business on a professional basis. Answers Investigation will also organise a PO Box address for all incoming correspondence while you are establishing your business.

You will need a dedicated office space in your house to conduct your business professionally. You will need a quiet space where you can talk to clients confidentially over the telephone and work without any interruptions.

Once you become more established in your business, you will be expected to establish a permanent office address, or alternatively take up an arrangement with a business centre in your area that can provide you with an office address, office facilities, and a meeting room that you can use when meeting with clients.



The Next Step

The first step is to contact us by telephone on 01483 423900 or by email at franchise@answers.uk.com to arrange a convenient time for a telephone meeting with our Franchise Manager.

Next, you should download and complete the application form. At this stage, you are not making any commitment.

Once we have evaluated your application, we will invite you to attend an interview and general discussion at our head office in Surrey. Overnight accommodation can be arranged if required.

This will provide you with the opportunity to gather more detailed information and ask any questions you may have. You will also be given the chance to talk with some of our professional investigators who have already established a rewarding career with Answers Investigation.

We expect our partners to have the energy, drive and determination to build their own highly successful business. We also demand complete professionalism, and a commitment to providing excellent levels of service to clients.

So before you take the next step, it is important that you take a moment to consider whether you have the right characteristics to set up a private investigation business with Answers Investigation.

Some experience of managing your own business or franchise is advantageous, but is not a requirement - we will provide you with a business mentor.

While banks are often happy to finance investments in franchises, you should have some working capital to invest in the franchise

If you believe you have the qualities we are seeking, and you are ready to take the next step, contact us by telephone on 01483 423900 to arrange your initial telephone meeting with our Franchise Manager.

