

# Walfinch

INDEPENDENT HOME LIVING

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## Own Your Time. Make a Difference.

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# STARTING YOUR HOME CARE BUSINESS.

## Get Your Time Back

Working long hours for someone else can become tiresome.

You shouldn't have to give up on the things that are important to you because you're spending the majority of the week at work.

You deserve to be working towards your own goals, not someone else's. The time you spend at work should be contributing towards building a better life for you and your family.

Starting a home care business will give you the opportunity to create a profitable business while allowing you to spend more time with your family and more time doing what you want.

You'll also be doing something positive for your community when people are at their most vulnerable.



Ian Thompson, Managing Director  
Walfinch Welwyn and Bishop's Stortford

[Ian's Story](#)

Click here to listen to  
Ian's story



# STARTING YOUR HOME CARE BUSINESS.



Dhan and Sham Ramjuttun, Managing Directors  
Walfinch Greater Manchester South

[Dhan & Sham's Story](#)

## Run a Profitable Business

Figures from NatWest Bank indicate that a franchise is a less risky option than setting up alone. Nearly 50% of independent startups fail in their first 5 years while only 0.9% of franchised startups end in commercial failure.

The number of people aged over 85 – the group most likely to need home care services – was 1.6 million in 2018 and is projected to rise to 3.5 million by 2048, and 5.1 million by 2066 (ONS, 2020).

Over 430,000 people live in care homes in the UK and there is a real opportunity to provide live-in care services so that this number stops rising. You'll get lots of live-in opportunities with Walfinch (ONS, 2022).

The home care sector is your chance to create something successful now, which will become a profitable asset to sell when you're ready to do so.

[Click here to listen to Dhan and Sham's story](#)

# JOIN A THRIVING SECTOR.

## Growing Market

Among home care providers surveyed in July 2021, 32% said demand had increased, and 57% said it had significantly increased (Homecare Association, 2021).

## UK Population Ageing

The number of people aged over 85 – the group most likely to need health and care services – was 1.6 million in 2018 and is projected to rise to 3.5 million by 2048, and 5.1 million by 2066. In 2020, there were nearly 610,000 people in the UK aged 90 and over which is a 35% increase in just 10 years (ONS, 2021).

## Large Unmet Demand

Requests for adult social care support exceeded 2 million for the first time ever in 2022-2023 (King's Fund, 2023).

## Support Your Community

Loneliness is expected to reach 2 million by 2025, so private companionship and care services are more important than ever (Age UK).

## Year Round Demand

A home care franchise benefits from all year round demand, which generates consistent cashflow for you as the business owner, and more predictable costs.



Shilpi Verma, Managing Director  
Walfinch Harrow and Brent

[Shilpi's Story](#)

Click here to listen to  
Shilpi's story





Tiffany Meachim, Managing Director  
Walfinch Mansfield

Click here to listen to  
Tiffany's story



[Tiffany's Story](#)

## Domiciliary Care

You'll offer a range of specialist hourly services with year-round demand including:

-  Care for Alzheimer's and other forms of dementia
-  Companionship
-  Stroke rehabilitation
-  Temporary respite care
-  Care after physical injuries
-  Light household duties

## Live in Care

24/7 live in care is highly profitable and is a fantastic alternative to going into a care home.

9/10 people would prefer care at home to going into a care home, so this income stream will be one of your biggest opportunities for sustainable but profitable growth.

Not everyone knows live in care is an option but you can access Walfinch case studies from other branches to highlight how beneficial this service will be for your clients.

# YOUR SPECIALIST TRAINING AND SUPPORT.



Amrit Dhaliwal, Founder and CEO

Walfinch is British-owned, founded by Amrit Dhaliwal who is a former home care franchisee. Amrit was born in an immigrant community in Hounslow in 1987, he opened an Italian deli at just 22, become a home care franchisee at 26 and was named franchisee of the year at 28.

Amrit's parents moved to the UK from India in the 1960s and taught him about entrepreneurship. Before home care, Amrit opened an award-winning Italian restaurant and later a tea room. He successfully sold both.

Walfinch have been named as one of the top 100 franchises in the UK by Elite Franchise and won the Innovative Franchise of the Year award at the 2023 Disruptive Franchise Awards.

The Walfinch team are regularly asked to speak at industry events and are often panelists with care experts like Neil Eastwood, author of *Saving Social Care*, and Jane Townsend, CEO of the Homecare Association.

[Amrit's Story](#)



Click here to listen to  
Amrit's story

# THE VALUES DRIVING US FORWARD.

## Integrity

We only make agreements we intend to keep. We hold ourselves accountable and have high ethical standards, whilst building trust through responsible actions and honest relationships.

## Excellence

We have a passion for what we do, we are proud of who we are, and we look beyond the present to deliver future value.

## Teamwork

We achieve more when we collaborate by sharing our skills, knowledge, and experience, working as one team effectively towards the same goal.

## Fun

We find ways to have fun because we enjoy what we do. We believe in a work-life balance which increases productivity!



Greg Renk, Managing Director, Walfinch Mid and South Buckinghamshire

[Greg's Story](#)

Click here to listen to  
Greg's story



# GETTING YOU TO SUCCESS.

## Training

Coming into the care sector is daunting if you haven't worked in it before. However, you don't need a background in care because at Walfinch you'll have an initial face to face training programme designed to prepare you for running your business. You'll also have regular ongoing workshops to keep you up to date on industry trends.

## Marketing

One of the biggest challenges when you start a business is getting new clients. At Walfinch, you have access to a marketing support team who are experts at helping you use Google, social media and other marketing channels to generate business.



Sarah Wickam, Managing Director, Walfinch Suffolk



When you are new to the industry, there is a lot of technical knowledge around care and assessments that you need to know. That's why I chose to get into this sector with a franchise, and the training and support you get from the Walfinch franchise support team is very good.

## Operations

If you don't have any experience running a business it can be worrying at first. At Walfinch, you have franchise support managers who will help you reach profitability quickly and sustainably. We'll also help you recruit someone who has experience in the day to day running of a home care business.

## Quality & Compliance

Home care is a regulated sector and a poor rating from your regulator can damage your reputation. At Walfinch, you get a dedicated quality and compliance manager providing ongoing support and training for both you and your Registered Manager. We'll do regular audits and workshops to help you achieve a positive rating and stay ahead of the competition. Our vision is to reach 70% rated outstanding - nationally only 4% of providers are (Home Care Insights, 2019).



# GETTING YOU TO SUCCESS.

## Onboarding

Recruitment is a challenge in the home care sector and can be costly. At Walfinch, you'll get help recruiting your first Registered Manager who'll already have experience taking care of the day to day running of your business. This frees you up to focus on growing your business.

## Finance

Starting a business can cost around £70,000. At Walfinch, you can access start up funding from banks or the Government to help you get started. Your support team will help you use this funding to make your business profitable as quickly as possible.



Greg Renk, Managing Director, Walfinch  
Mid & South Buckinghamshire

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I'm following the franchise plan and the result is that the business has grown hugely since year 1. Year 2, I doubled it. Year 3, nearly again.

## Management

You'll get practical support and mentoring from the Walfinch Franchise Support Managers. You'll get support with making your business profitable with a focus on profit margin. You'll get help scaling your business through our expert mentoring.

## Planning

Starting a business isn't just about the here and now. It's also about what you want for the future. At Walfinch, you'll have coaching sessions with your support team to make sure you're building a profitable asset you can sell when you're ready.

**BECOMING A SUCCESSFUL  
BUSINESS OWNER DOESN'T  
NEED TO BE DIFFICULT.**

**Step 1:** Click [here](#) to book  
a call

**Step 2:** Choose Your  
Territory

**Step 3:** Open Your  
Business & Own Your Time

# YOUR TIME IS TOO VALUABLE.

Don't lose out on valuable time with your family and the opportunity to secure your financial freedom.

Starting up with an established home care franchise means you'll be setting up your own business, but you'll be backed by the proven expertise of a franchisor with a positive reputation in the sector who has grown profitable home care businesses in the past.



[Book an initial call](#)

# HOW MUCH CAN YOU MAKE?

We would expect a franchisee who follows the Walfinch system to exceed £1 million in turnover within 5 years.

Many Walfinch franchisees reach this goal within 3.

Some franchisees do even better, with one turning over £2.8 million inside 4 years.

If you follow the Walfinch system, you should be looking at close to 20% profitability.

Year 1 £319,000

Year 2 £585,077

Year 3 £852,800

Year 4 £1,050,944

Year 5 £1,227,936

Please note the financial figures contained in this document are not guaranteed and are theoretical illustrations of performance that might be reached if the franchisee follows the Operations Manual and training provided by Walfinch. The prospective franchisee must seek independent advice before committing to this or any franchise business.

[Book an initial call](#)

# YOUR FRANCHISE PACKAGE



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**£33,000 + VAT**  
**5% MANAGEMENT**  
**SUPPORT FEE + VAT**

- Exclusive rights to your territory (min 250,000 people with a min of 40,000 people aged 65+)
- The major banks fully support the Walfinch franchise model and will typically lend suitable franchisees up to 50% of the total investment required
- Funding is available through the British Business Bank's start up loan programme. There is a management support fee of 5% + VAT of income monthly

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## INITIAL TRAINING

- 5 day face to face programme for 2 directors, followed by 5 days online. Accommodation and breakfast is provided for the face to face training in Wantage.
- Annual support calendar including 10-12 online workshops, 3 face to face regional meetings for you, and 3 for your Registered Manager

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## COMPLIANCE

- Support registering your business with your regulator
- Preparation for regulator inspections
- Help recruiting your first Registered Manager
- Monthly compliance workshops for your Registered Manager
- 8-week training programme, with weekly 1 hour sessions
- Quarterly peer-led compliance forums
- Quarterly in person workshops
- Support during regulator site visits

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## FINANCE

- First 12 months of accounting included through Walfinch Accounting
  - Profit and loss and cash flow forecasting
  - Quarterly MOT
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# YOUR FRANCHISE PACKAGE



## SALES AND MARKETING

- Your own microsite on walfinch.com
- Set up your Google Business Profile
- Help building list of key referrers
- Weekly marketing surgery
- Quarterly marketing workshop
- 12 month subscription to CRM, social media marketing platform, and marketing automation platform
- Access to pre-designed social media content
- Favorable rates with home care aggregator sites
- Access to suite of flyers, posters, banners, and other promotional products to help you with offline marketing

## BUSINESS DEVELOPMENT

- 12-month bundle of technical support including: document signing software, IT support, membership of the Homecare Association, HR advice, carer rostering software, and VoIP line set up and rental
- Help finding your first office
- Business plan and launch strategy
- Support setting pay and charge rates
- Assistance buying additional territories
- Guidance on recruiting the right people
- Assistance selling your business when you're ready
- Regularly reviewing KPIs to help you hit your targets

[Book an initial call](#)

# Frequently Asked Questions

Do I need to come from a care background to start a Walfinch franchise?

No, as we provide full training. We have many franchisees who have no previous professional experience in the care sector.

What could I earn from as a Walfinch franchise?

By following the Walfinch business system and actively building relationships in the local community we would expect you can typically build a £1m + turnover business within 5 years with an operating profit of around 20%

What kind of care does Walfinch provide?

We provide many kinds of care and support to vulnerable over-18s, including companionship, dementia, and Alzheimer's, learning disability, care after strokes and physical injuries, end of life care and many more.

What is the ongoing support like?

Our dedicated support office team who will support you and your care team with initial and ongoing training, coaching, recruitment, marketing, business operations and care sector compliance. We aim to do everything to make your business successful, because in franchising, the success of each office supports the success of the whole company – and vice versa.

Is there a community with other Walfinch franchisees?

Yes. Our local offices are run by managing directors, who are franchisees. We get together regularly at franchisee meetings and Annual Conference, so you will know your fellow franchisees. We also encourage them to communicate among themselves so they learn from, and support, each other, meaning that you will never be in business on your own.

Are you a growing business?

Yes. We have a presence throughout the UK and our offices are managed by franchisees as managing directors. Demand for home care is growing so we are looking to grow substantially in the next decade, with 200+ offices and a £200m revenue.

Do you have carer training programmes?

Yes, we value our carers and provide them with initial training that goes beyond that required by the care regulators, plus ongoing training in specialisms such as Dementia care and care for specific conditions. Most of our carers stay with us year-on-year, reducing the need for carer recruitment.

What sets Walfinch apart from other franchises?

We believe care should be something people want to buy rather than something they buy reluctantly, and this informs our approach. We want not just to maintain our clients' lives but to enable them to do more with them. We also value our carers as the professionally trained care specialists they are, so we pay them above market rates and cover travelling time between clients.

[Book an initial call](#)

# Walfinch

INDEPENDENT HOME LIVING

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Care Quality  
Commission



Homecare  
Association

