



NU-LIFE STONE CARE LIMITED

Natural Stone Floor Care & Restoration



Franchise Prospectus



“If You Would Like To Take Your Life From Where It Is Today and Dramatically Increase Your Chances Of Running Your Own, Very Successful & Lucrative Business...

“We Are Ready To Reveal The Secrets To A Select Group Of Only 79 People Just Like YOU...Who Crave Financial Independence

“If You Qualify, You Could Be On Your Way To The Business Success That You Always Dreamed Of...”

Dear Business Building Friend

We have created a unique business opportunity that we believe is a **no-fail, easy, lucrative and fun way for you to become a very successful and wealthy business owner, with little, if no competition.**

We invite you to be one of the first - strictly limited - select group of just 79 highly motivated people, who will be offered the chance to participate, grow and take advantage of a once in a lifetime opportunity, an opportunity that WILL SKYROCKET YOUR INCOME AND WEALTH, to a level that you could only previously wish for.

How do we know?

Quite simply, we've been where you are today, trying to find that one single chance that's going to fulfill your dreams.

Let us say right now, **this is not a “get rich quick deal”**. Maybe there are some ways you could may some quick money but most don't pay long term – Ask most bank robbers!!

Here's our story of how we found our “chance” and how it could become your golden opportunity to the lifestyle you've always wanted.

Over the past 25 years, we have established possibly, the biggest and most successful independent Carpet & Upholstery Cleaning Businesses in the North of England.



But the opportunity we have for you is not Carpet & Upholstery Cleaning...

There are literally 100s of carpet cleaning franchises! And as very successful Carpet Cleaning company owners, we would NOT buy a carpet cleaning franchise! We'll tell you why when we meet.

But for now, let **us tell you about the discovery we have made** and the fantastic opportunity that is waiting for you (if you get in quickly) in this niche business.

Three years ago, we had so many of our existing clients asking if we could clean and restore their marble floors, make them shine, stop them from getting scratched, how could they maintain the appearance, would it be possible to clean and restore their dirty tiles and grout lines, slate floors, limestone floors -- the list was just becoming endless.

Initially, in our efforts to help, we suggested we would find somebody to recommend to them. The ridiculous thing was... **we struggled to find anybody who could help!**

So we thought...we had better look into this more deeply! The more we searched, the more we discovered there were very few people offering this service and still, more and more clients were asking for help.

We searched the internet and the world for knowledge, including the USA, China, Italy and India, looking for the best products, training and equipment. For over 3 years we tested 547 products, 107 types of machines and numerous amounts accessory equipment. If you'd have driven past our work unit during this period, you would see our workshop lights on well past midnight most nights.

Finally, after so much testing, we decided on the ones that would best serve our and our clients needs (we now manufacture our own).

We then quite simply applied marketing strategies, what we call our "Leverage Chart". This is a **little known secret** of **5 simple ways** of applying the knowledge that we have, to proven methods of ongoing strategies which dramatically increase business and profits.

Sounds unbelievable? we used to think so too – but not anymore

But remember, it's taken us 25 years to figure all this out! And now, we're ready to hand all this knowledge and proven ways of rapidly building your business, generating wealth and financial security over to you, the very minute that you become part of the Nu-Life Franchise network

Let us show you, just how successful you can be implementing our methodical processes to **generate a wonderful and financially secure, profitable business.**



Right now – as you read this – There are hundreds, even thousands of people and businesses in YOUR area who are waiting to buy the services that we offer - ‘instantly’ if just four basic things happened:

1. You say “YES” and invest in a Nu-Life Stone Care Franchise
2. You let us train you (and/or your staff) to become skilled craftsmen
3. You new the secrets of marketing your business to your potential market place
4. You let us show you how

And that’s it! But of course, the process of achieving those three simple steps is not as simple as it sounds. You need to offer an outstanding service with a proven record. A service that is second to none in the industry. And we’ll show you just how simple it is...

Here Is Just Some of What You Will Learn

(Please note: some of the things you will learn are as a result of the teaching methods from our consultations and training courses, and still others you will learn as a result of ongoing supplementary materials we give you as part of your continual Nu-Life franchisee training.

What follows is only a PARTIAL LIST!

Training To Be A CRAFTSMAN

- Natural Stone History – (What is Natural Stone)
- Natural Stone Identification
- Cleaning & Restoration Techniques
- Impregnation (A world Apart)
- Diamond Grinding
- Marble Polishing Secrets
- Granite Polishing Secrets
- Limestone Polishing Secrets
- Natural Stone Maintenance
- Natural Stone Sealing (never before seen techniques in sealing and reviving natural stone)
- Colour Enhancement on Natural Stone (unique to Nu-Life)
- Ceramic Tile & Grout Restoration
- Grout Impregnation
- Porcelain Restoration

Easy Step by Step Systemised Sales & Marketing

- 111 Effective Sales ideas
- A Simple Technique Of Breaking The Ice When Approaching Retailers To Recommend YOU



- 8 Reasons Why A Referral Source Should Deal With You Only
- How To Get Testimonials And Use Them To Boost Your Sales
- How To Create A Systemised Sales And Marketing Programme
- How To Test And Measure Your Sales In Order To Increase Your Profits
- How to create an offer That Is Irresistible.
- How To TRIPLE Your Personal Income Without Increasing Your Workload
- Database Marketing
- Laptop Presentation
- Brochures and Leaflets That WORK!
- Sales Letters That Work!
- Easy Introductory Phone Scripts
- Ready To Use Sales Scripts – Exactly What To Say To Convert Your Sales
- Client Newsletters
- Introductory Letters To Your Clients
- Retailers Packs
- How To Get Other Trades To Refer Their Clients To You
- 4 Closely Guarded Secrets Of Leverage – With 80 Methods Of Implementing
- 5 – Ways To Increase Business Profits with 344 Methods To Systematically Introduce In Your Business
- Full Health & Safety – Risk Assessments – Safe Systems Of Work, Just Insert Your Name
- Quotation Programmes
- Follow up Letters
- Thank You Letters
- Weekly Phone Consultations

...and so much more...

In a nutshell, the training you will be getting – and the access to the personal help you will have from us – amounts to the most comprehensive, detailed, and “hands on” franchise you could ever wish for

ACCEPTANCE STRICTLY LIMITED

Naturally, we have to limit the number of franchisees into our fold because we want to provide you with the best opportunity and the biggest area to ensure your success.

So, if you are interested and you want to be one of our “hand picked” specially trained craftsmen, even if you want to have other people doing the work for you, preferring to direct the operation, working ON your business rather than IN it - you should respond quickly. After all the places are filled, we will have to turn away any further applications.



Places Limited To Just 79 Selected People

Why 79? Well, this is because of the accurate number of areas in the UK which we have identified, which will ensure your complete success. Also, we didn't want to overextend ourselves more than we could comfortably manage.

The reason we tell you this, is because the window of opportunity here, will not remain open for long.

We urge you to contact us **NOW** because you may never have another opportunity like this.

You can Fax or email your interest but the best way is to pick up the phone and arrange an informal meeting straight away.

We greatly look forward to meeting with you.

Our very best regards



Chris, Mike & Brian Philbin
Nu-Life Stone Care Ltd



NU-LIFE **FRANCHISE PROSPECTUS**

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15 Reasons Why You Should Choose A NU-LIFE Stone Care Franchise

A simple step by step explanation of the main benefits that you receive when you become a Franchise Partner

Reason (1): High Income Potential

As a NU-LIFE Partner you will have the **opportunity to improve your quality of life, earning a high income** building a very lucrative and fun business. With training, support and experience of an established business behind you, along with proven marketing business formulas, which will for the basis on which every NU-LIFE Partner operates. **Demand for our services is very high** and Partners will have an exclusive and LARGE area with minimal competition.

The vast earning potential for a NU-LIFE Partner can be seen in the Earning Potential section of this prospectus.

Reason (2): Exclusive Yellow Pages Area

Your very own LARGE and EXCLUSIVE Yellow Pages Area to work within. You're guaranteed to be the only NU-LIFE Partner in the area, none of this multiple franchise competition. This means that **only you** can operate and market within your chosen area.

The size of your area means that you have the opportunity to build a sizeable business over the coming years without being restricted by a small territory.



Reason (3); Repeat Business and Referrals

One of the great benefits of this Franchise is **ongoing repeat business and referrals** from the commercial businesses and "high end" residential homes. This includes the General Public and any commercial business, offices, property companies, hotels, restaurants, car dealers, the list is endless.

Reason (4): Credibility and Exclusive Use of Company Brand

As part of the Franchise Agreement you get to use the NU-LIFE systems, processes, systems, name, logo, website, history and stationery. This gives you credibility and confidence to go out into the market place and get off to a good start.

Reason (5): Management Systems, Training And Ongoing Support

Previous experience is not required as **comprehensive training and support** will be given to Partners which combine on the job and class room based technical training. Ongoing support and assistance is continually available as part of the Franchise offering. See the Training Section of this prospectus for more details.





You'll Achieve Outstanding and Greatly Satisfying Results



Leisure Club Ceramic Tiles Restoration



Hotel Reception Marble Floor



Hotel Lounge Limestone Floor during restoration



Hotel Lounge completed

Reason (6): Expert Management Team To ensure Your Success

Experts of NU-LIFE are in place to support Partners on a day to day basis. There is also a **highly skilled and experienced Management Team** in place to offer support and guidance, to the running of your NU-LIFE business franchise. Best Practice sharing takes place and helps to keep all the NU-LIFE Partners operating effectively and efficiently.

Reason (7): Assistance With Raising Finance

Finance Packages are available for prospective Partners if required. **A Business Plan template has been developed which is then amended to suit your particular circumstances.** This can then be shown to any high street bank or lender either by yourself or with our assistance. This approach helps secure the lowest finance rates available.

Reason (8): Proven Lead Generation

NU-LIFE has a proven business formula for generating leads and business for Partners. This is arguably the most important part for any Partner in order to maximize their earning potential.

The key area which is covered in your training and Operations Manual is the Maximising earnings which covers techniques, lead conversion and maximising the amount of money in the deal. This also includes backend income too.

The NU-LIFE website is focused on the customer's need and is a source of information as well as directing them towards enquiries and bookings.

We maintain a centralised phone number to **pass on enquiries and bookings** to you.

By promoting our products and services UK wide we create awareness of our operations and **generate business** for you.

Reason (9): Highly Creditable, Established Business

We've been operating now for over **25 years** providing quality floor cleaning services to the **public and businesses of all sizes and sectors.** **Huge demand for our services** means that we are now in a position to expand our services nationally through a franchise network.



Reason (10): Local and National Targeted Marketing

Unique marketing systems which are **exclusive to NU-LIFE Partners**, targeted locally and nationally. The systems enable you to develop initial and ongoing maintenance programmes for all types of business, residential and commercial.

Reason (11): Personal One to One Coaching

Regular one to one conferences calls, assisting in developing your business and therefore, ensuring your continued success. Each call is specific to you and your business.

Planned national meetings with other NU-LIFE Partners, with Expert Speakers to motivate and a Risk Free Guarantee for your clients

Reason (12): Exclusive, Patented products and techniques

Unique in to our industry, NU-LIFE Manufactures the most exclusive of stone care products as well as providing the service of restoring stone. This provides a unique advantage to our network of valued Partners, allowing us to offer an unequalled and risk free guarantee.

Reason (13): Continual research and development

NU-LIFE will continue to research and develop new products, services, strategies and market areas, enabling each Partner to expand and grow, keeping ahead of the competition

Reason (14): Regular coaching sessions – Valuable advice and insights – National Meetings – Expert speakers

Regular one to one conferences calls, assisting in developing your business and therefore, ensuring your continued success. Each call is specific to you and your business.

Planned national meetings with other NU-LIFE Partners, with Expert Speakers to mot inspire.

Discussions of trends and the needs for the franchise to dominate the market place, new products and innovations.

And of course some “getting to know you leisure time”.

Reason (15): Development of National Accounts

NU-LIFE has already developed national awareness by providing stone care services for a number of hotel chains, property companies, stone suppliers and importers and manufacturers. As the network grows, NU-LIFE is therefore greatly positioned to expand their national accounts programme.



Light Reflectivity Meter

Professional Tools

The very latest, innovative tools and equipment to ensure you and your clients are getting the best results possible



Light Reflectivity after Restoration



MARKET OPPORTUNITY

The Marble and Natural Stone Cleaning Marketplace

The marble and natural stone cleaning market is one of the **FASTEST GROWING** areas within the floor cleaning and restoration industry and requires skill and knowledge.

As a highly trained NU-LIFE Franchise Partner you will be an expert in your field with the skills to restore all types of natural stone.

You'll also become an **expert in marketing** your business with our little known secrets, exclusive to you which if performed correctly will **GUARANTEE YOUR SUCCESS**

Your Stone Care business will offer a range of marble and natural stone cleaning services which include:

- Marble, granite and natural stone polishing
- Natural stone restoration and protection treatments
- Ceramic tile and grout cleaning and restoration
- Protective seals for all floor coverings and the appliance of breathable stone sealants

You will be mobile, **working from home or business unit**. You'll provide your service in the client's home (some very prestigious homes) or business premises, in fact, anyone who needs a hard floor cleaning and restoration service.

Your Clients

Clients for NU-LIFE's services come from a wide range of sources:

- Public
- Restaurants
- Leisure centres
- Universities
- Local Authorities
- Car Showrooms
- And so many more...
- Hotels
- Bars
- Conference Centres
- Airports
- Residential homes
- Nursing homes

Clean & Capture System

Our new technology allows us to restore tiles and grout with enclosed, highly pressurised spinning tools, with complete control, for removal of the most ingrained dirt, giving the most thorough cleaning they've ever seen!

Clients can have their old sad looking tile and grout, deep cleaned to a wonderful and satisfying appearance. They will be amazed at how effective this new and unique system works. Returning their old tiles and grout, to a new like condition.



Worn, dull and scratched marble, loses its shine, becomes sad looking and embarrassing.

Our craftsmen, refinish and polish marble floors or worktops, to a wonderfully and satisfying appearance. Removing old stains and scratches, restoring natural stone giving a beautiful and absolutely stunning, like new finish.



Our research into the cleaning, restoration & polishing of natural stones, has taken us to the far reaches of the world, such as China, Italy, Indian and the USA. Here we discovered an entirely new way of cleaning and restoration.

After cleaning we can apply a fantastic new solution that will give an amazing and durable shine. We can also apply an impregnated sealer which will leave their Tiles & Grouting so much easier to clean and maintain.





NU-LIFE Franchise Overview

Your Business

Your franchise involves operating a mobile hard floor cleaning business based on our **proven business and operational model**. The advantage of The NU-LIFE franchise is that all the equipment and training you need is provided before you start, and operating from home or a small unit means **costs are kept low**.

Floors are cleaned on site at the client's location which could be a business or house.

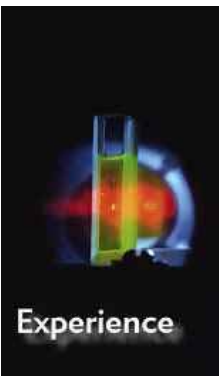
The Lifestyle

If you want to become a Craftsman/Entrepreneur and enjoy building a very profitable, **turnkey business that could work without you** being there, then **this is the business for you**. You can work from home or any small business unit



Reputation

NU-LIFE is considered by many, to be one of **the most reliable in the UK**. We're recommended by manufacturers, blue chip companies and of course, 1000's of domestic clients. On many occasions, we're even referred by other cleaning and restoration companies.



Experience

We've been in the business for 25 years and have cared for the finest of natural stone floor coverings, carpets and upholstery. We've also seen many unusual situations. And it's our experience that makes us one of the most experienced companies in our field.

Qualifications

When it comes to qualifications, sadly, most companies in our industry don't invest in training. **Our staff, regularly attend, national and international training schools**, gaining accreditations related to our work. This keeps us at the cutting edge of technology and changes that regularly occur in our industry.



Truck Mounted Machines

For The Largest Floor Restoration



Systems

Many of our competitors use outdated systems. At NU-LIFE we use **state-of-the-art equipment**. The machines we use are the most advanced systems available. Our equipment don't over-wet and give maximum soil removal.



The Most powerful portable Hot Pressure Washer Machines for those with a smaller budget

Guarantee

Last but not least, we give our clients a **100% Money Back Guarantee**. This gives our clients the confidence, that after we've completed the work for them, if there's anything that they're not completely happy with, we'll return and retreat the areas for free. And if they're still unhappy they don't pay. Not one penny, No conditions.





Why Franchising?

Franchising is a fantastic way to start and run your own business – it provides you with an opportunity to earn a high income but with the ongoing support and backup of the Franchisor behind you.

A Franchise Reduces The Risk of Failure

Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough – before the money runs out. 80% of new businesses starting today will fail within the first five years.

With a Franchise this risk is substantially reduced – because you are buying the experience and expertise of the Franchisor. This will also stop you making the same mistakes that they have made during their trading life.

And because you become part of a successful business, you will be able to take advantage of their buying power and link into the strong relationships that they have developed over the years.

Other Franchise Benefits

As we said right at the beginning of this section a Franchise provides the opportunity to earn a high income working for yourself but with the training, support and experience of an established business behind you.

You are selling an established product or service with a turnkey business plan and format for you to operate. This includes the brand, systems and processes, lead generation and marketing assistance plus help with raising finance if required.



Your NU-LIFE Training Process and Ongoing Support

NU-LIFE has spent 18 months developing their Partner Training Programme and Operations Manual.

It has been meticulously designed to take somebody with no previous stone floor cleaning and restoration background or marketing know-how and give them the required skills and knowledge to operate their own NU-LIFE Franchise.

Initial Training

The initial intensive training takes place over 10 to 14 full days at NU-LIFE. The training covers the following areas:

- (1) NU-LIFE Natural Stone Floor Cleaning Overview and The Market Place
- (2) Setting Up Your NU-LIFE Business
- (3) Running Your NU-LIFE Business
- (4) Sales and Marketing for your NU-LIFE Business
- (5) Administration for your NU-LIFE Business
- (6) Reporting for your NU-LIFE Business
- (7) On the job training for your NU-LIFE Business

This training gives you sufficient knowledge to confidently begin trading as NU-LIFE within your large and exclusive territory.

Ongoing Bespoke Training

Once you have had your initial training from NU-LIFE it doesn't stop there. Ongoing bespoke training is available to you at any time if you want more advanced training or just some refresher training to go over anything again.

We are committed to the success of all our Partners and feel that our training, support and backup are key features of our Franchise offering.

Ongoing Support

As mentioned above ongoing training is available at any time. NU-LIFE also provides comprehensive telephone and e-mail support too. This ensures you are never left on your own and support is available whenever you need it.



NU-LIFE Franchise Earning Potential

Based on actual figures, the potential earning power for a NU-LIFE Partner can be seen below.

Average No Jobs Per Week	Turnover Ex VAT	Profit Ex VAT
5	£169.9k*	£117.3k
4	£135.9k*	£ 91.3k
3	£102.0k*	£ 65.4k
2	£ 68.0k*	£ 39.4k

We could continue this exercise but as you can see the Potential is limitless

NU-LIFE Net Profits

- The above income figures assume an average price of £708 (ex VAT) per job and a 48 week year. We estimate Year One turnover and profits will be £102k and £65.4k. Year two £135.9k and £91.3k, Year three £169.9k and £117.3k. And so on....

* These figures are potential earning figures.
No guarantee of actual earnings can be given.



The Nu-Life Franchise Package

Your Investment in a NU-LIFE Franchise is £18,995 (+VAT)

NB. All VAT is reclaimable

The NU-LIFE Franchise includes the following:

- Full training which is both classroom based and on the job. This covers all aspects of running a NU-LIFE Franchise.
- Trading under the NU-LIFE Brand Name
- An exclusive Yellow Pages area for you to trade in. The only one in your area
- Permanent ongoing head office support in all aspects of running your NU-LIFE business
- All the stone care equipment and stock you need to begin trading.
- NU-LIFE pay for your first months van lease and for the van to be sign written
- £12k worth of initial stock and accessories
- Complete start-up package – including sales literature and branded clothes
- Operations and Resource Manual
- A dedicated & Integrated Web Presence
- Unlimited Email
- 1000 letterheads
- 500 Business Cards
- 1000 Introductory Leaflets

Ongoing Support Fees

- There is an ongoing royalty fee of 10% of turnover.



Your Next Steps

Who are we looking for to join us at NU-LIFE?

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service and performance that our clients have come to expect.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none. The characteristics we are looking for are as follows:

- Hard working
- Ambitious
- Professional
- Good at dealing with people
- Good organisational skills
- Good business acumen
- Attention to detail and committed to customer service
- Looking to build a valuable business

Taking Your Application Further

If having read through the Prospectus you believe you have the necessary skills and desire to become a NU-LIFE Partner then you are ready to take your application further.

The next steps are to answer any questions you may have regarding the Franchise and then arrange for you to come and view the NU-LIFE operation first hand.

Please fill in the brief form on the next page or do it online at the NU-LIFE Franchise website at www.FloorCareFranchise.co.uk The quickest way is to fill it in is online but if you decide to fill in the form on the next page please post it back to:

Mark Harris
NU-LIFE STONE CARE LTD
Unit A
Bankside Business Park
Coronation Street
South Reddish
Stockport
SK5 7PG

OR CALL Mark Harris NOW on 07985 615866 (mobile). You can also e-mail him at franchiseseeker@aol.com

Further Enquiry Form

Personal Details

Name :

Address :

Post Code :

Home Phone Number :

Mobile Number :

Fax Number :

E-Mail :

Date of birth :

Nationality :

Marital Status :

Are you in good health? :

Where did you here about the franchise? :

Ideal franchise location :

Best time to call :

Home Office Equipment

Computer :

Laptop :

Fax :

Printer :

Software Packages :

Brief Career Summary (last five years)

Current Occupation :

If in business how long have you been trading? :

Have you got a criminal record? : YES NO

(if yes please expand on)

Have you ever been bankrupt? : YES NO

(if yes please expand on)

Have you sufficient capital to invest in the franchise and working capital? : YES NO

Would you need additional finance to invest in the franchise? YES NO

How many hours a week are you willing to work in the business? :