

SALES PROSPECTUS

METRO ROD & METRO PLUMB CAMBRIDGE

METRO  **ROD**
DRAIN CARE & REPAIR

METRO  **PLUMB**
THE NATION'S LOCAL PLUMBER



METRO ROD & METRO PLUMB CAMBRIDGE

Reason for selling	Having built a profitable business, the existing franchisee wish to retire.
Selling price	£350,000 plus assets.
Staff	The franchise is made up of 10 staff. This includes 6 drainage engineers and 4 office staff.
Market demographics	The Metro Rod and Metro Plumb franchises cover a large territory with a real diverse range of opportunities. Cambridge is at the heart of the high-technology Silicon Fen with industries such as software and bioscience as well as many start-up companies being born out of the university. The Cambridge Biomedical Campus is one of the largest biomedical research clusters in the world and home to AstraZeneca, a hotel, and the relocated Royal Papworth Hospital. Cambridge's vibrant city of cafés, bars and restaurants attracts sightseers, culture lovers and festival goers alike. The city is adjacent to the M11 and A14 roads. Cambridge station is less than an hour from London King's Cross railway station. The territory includes a population close to 795k, with circa 30,000 businesses.
Size of customer base	Sales are approx. 80% national accounts, 20% local. The customer base is made up of well-known brand names and local commercial relationships with a strong presence in the hospitality, retail and commercial sectors.
USPs	A trusted, local business supported by a national infrastructure who are known as being number 1 for their professionalism and technical ability.
Business potential	This already healthy sized business with an impressive turnover of £750k per year, has all the key ingredients to become a flagship Metro Rod and Metro Plumb business. This is a fantastic opportunity for the new owner to grow the business and enter the next stage of its development. A strong and sustained marketing effort, with the new franchisee supported by Metro Rod centrally, would help to further realise the very significant potential in the commercial and domestic customer base.
Turnover	Full accounts can be provided upon request.
Premises	The current owner can provide a great facility to house the operation. This includes: a secure gated external yard, approx. 18m x 15m, a workshop and storage on the ground floor approx. 12m x 12m with disabled toilet, a mezzanine floor for storage 6m x 5m. Upstairs offices are also available: office 1 is 6m x 5m, office 2 is 3m x 3m and office 3 is 3m x 3m plus a kitchen and toilet.
Assets	This well-equipped business comes with a large range of assets. Including: 1 x 3000-gallon jetvac, 1 x transit tipper, 6 x vans all with 3,600 x 14 jettors, 3 vans have ITouch CCTV, 3 look and see cameras. 1 x lining trailer equipped to install hot cured liners, 1 x midi picote cutter and a guttervac, 1x lateral cutter for opening junctions after lining.

BUSINESS INFORMATION

This established Metro Rod drainage business was purchased by the current owner in 1995. During that time, the business has seen considerable growth. Located in a beautiful area of Cambridge, Metro Rod is a well-known and established brand within the area.

Generating a regular income, with several commercial business contracts, across maintenance, rental, medical and hospitality sectors. This highly profitable franchise provides an excellent opportunity for a new owner to take over and continue to build on the success this business has accumulated.

The drainage industry is thriving. The demand for Metro Rod's services is 24/7, 365 days a year, and we pride ourselves on being a dependable and reliable company so that our clients know they can call us any day or night to solve their drainage and pump problems.

The current franchisee has built a successful business over a 25-year period and now wishes to sell due to retirement. This flourishing business has a turnover of circa £750k each year. There is excellent potential for a new owner to step into an established business and provide a fresh perspective, to help the company realise its full growth potential.

Insight from other franchisees:

"My wife and I have been running Metro Rod (Norwich) since 2001, and over that time have built up a strong and loyal client base".

- **Shaun O'Brian, Metro Rod franchisee (Norwich)**

ABOUT METRO ROD AND METRO PLUMB

Founded in 1983, Metro Rod is a leading provider of drain maintenance and pump services to the commercial market. The services are provided on a 24/7/365 basis by over 45 franchisees with geographical coverage across the entire UK. In 2016 Metro Rod expanded its range of services with the launch of Metro Plumb which primarily serves the emergency insurance market provides cold water plumbing services.

Metro Rod and Metro Plumb was acquired by Franchise Brands PLC in March 2017, a group of 400 franchisees across five brands in B2B and B2C markets. They bring a wealth of experience and knowledge so that franchisees can benefit from their shared support services, management experience and group resources.

Metro Rod's specialist drain maintenance and pump services include drain repair and unblocking, pump maintenance, high-pressure water jetting, CCTV drain surveys, septic tank emptying, pipelining, robotic cutting and asset mapping.

Metro Rod serves national commercial businesses across multiple sectors including facilities management, retail, water utilities, social housing, hospitality, healthcare, warehousing and manufacturing. We also provide services to local businesses and other customers in the private and public sectors. Metro Rod's 450-plus engineers complete over 150,000 jobs per year.

Our high standards of customers service have enabled us to establish relationships with a range of businesses from large blue-chip organisations to retail and catering businesses with multiple units across the country.

BENEFITS OF BEING A METRO ROD AND METRO PLUMB FRANCHISE

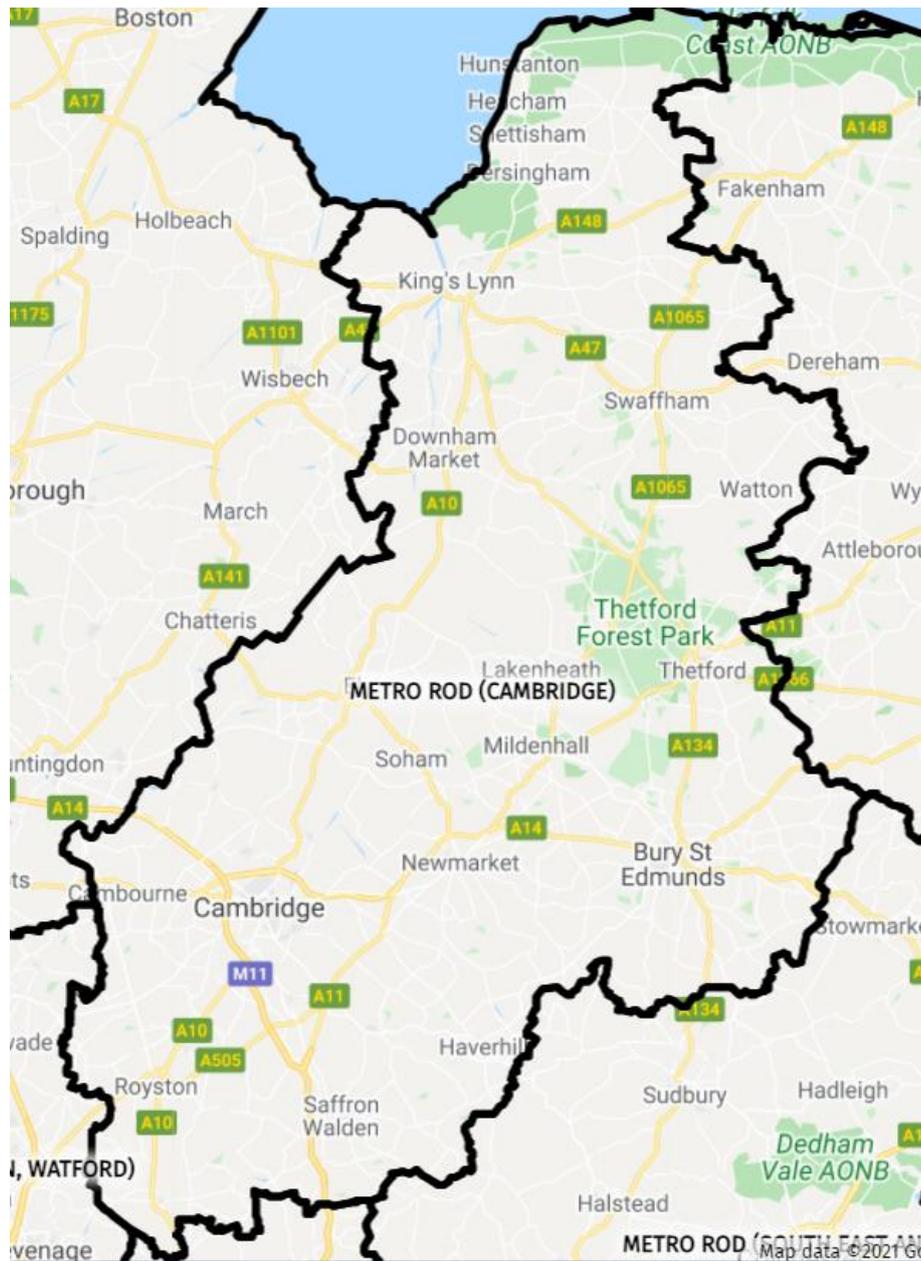
The Metro Rod and Metro Plumb franchise model is a proven success that has remained resilient against recession. Our emergency repair services, and regular drain maintenance contracts have kept Metro Rod franchisees busy, regardless of the state of the economy.

Metro Rod and Metro Plumb are the ideal franchise opportunities for committed individuals who have management or small business operation experience; you don't need to be a drainage expert, as we provide you with all the training you need to run a successful drainage and pump maintenance business.

- ✓ No prior experience of drainage or pumps necessary.
- ✓ Our hugely experienced technical team are always on hand to help.
- ✓ Sales support - Metro Rod's support centre assists franchisees in new business generation through their dedicated National Accounts team.
- ✓ Marketing support - Metro Rod's Marketing team supports franchisees with advice for their local marketing plans and promotes Metro Rod nationally to drive leads to all franchisees and the National Accounts team.
- ✓ Our support centre invoicing and credit control function deal with debtors on your behalf, so that you can focus on growing your business.
- ✓ In-house Contact Centre team handling around 136,000 calls and booking over 104,000 reactive jobs per year.

LOCATION

Metro Rod and Metro Plumb Cambridge covers from Saffron Walden to the Coast Line. A full list of postcodes can be provided.



INTERESTED IN OWNING THIS FRANCHISE?

Speak to Tracey Cockerton on 07917 557 434 or tracey.cockerton@metrorod.co.uk

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