

*We're creating*  
**Local  
Heroes**



**Join the  
never-ending  
Prokill Story**



*Will you be the next management-style professional to join our rapidly growing nationwide network to build a highly successful team of staff who'll grow your business into a tangible and valuable asset?*

*If you think that you're:*



- Self-motivated*
- Good at motivating other people*
- Experienced in running a team*
- Interested in a management-style business not 'man-and-van'*
- Dedicated to making a success of yourself*
- Hungry to build a valuable business that's a real asset*

*...then we should be talking to one another now...*



## Prokill – Professional Pest Prevention – the never ending story

*Consider a business where you're welcomed wherever you go;  
that provides solutions and solves problems virtually every day; that grows  
year on year and in addition shows every sign, with climate change  
lifestyle and legislation, of multiplying significantly in years to come;  
that operates in a marketplace that will never end  
and can provide you with the status  
and reputation of a  
Local Hero!*



***"Prokill is the best move I ever made..."***

***...I'm completely over the moon with it!"***

**Matt Garwood, Prokill Romford**



***Proven, Professional, Profitable, Proactive***

## **Your market place is every commercial, industrial, marine, agricultural & residential property...**

*...within the extensive and exclusive territory that'll be licensed to you.  
If we're truly to become Local Heroes on a national basis we need to ensure your success – so we don't deal in woolly population figures or unrealistic geographical territories that might leave you struggling but allocate you approximately 125,000 properties for an 'Area' territory, with double that for a 'Regional' territory option once you've proven our system – a quantity of real business opportunities that you'll never exhaust, which means that every franchisee, wherever they're based, has a realistic opportunity to succeed.*

*We'll never exceed 100 Franchisees in mainland Britain, so we aim to give every franchisee a substantial share of the country's total properties*



**Prokill commits to investing every resource we have into helping you move from being a competent manager to the owner of a highly successful business. You'll be fully trained, earning national recognitions as well as inheriting all of our accreditations to launch your business. Although your business will be a reflection of your own dedication, our projections are based on facts not fiction - Prokill businesses have been proven from startup to provide a healthy living with an ability to meet the highest ambitions.**



## An image worth following

*If you're not familiar with our distinctive and professional corporate identity that reflects the very highest of standards that we live by, then it probably means there's an opportunity for you in your area. Our stylish and smart livery is rapidly making Prokill a household name wherever it's seen – a reputation for being problem solvers*

**– Local Heroes**

Although your business success will be a direct reflection of the effort you put into it, we at Prokill invest every resource into helping you stand head and shoulders above any competition - not only in terms of professionalism but also with regards outstanding business performance



We believe we're still the most highly accredited Professional Pest Control company in Britain, with recognition & affiliations that include ISO9001, BPCA, SAFE Contractor, Constructionline, Chas, Exor, Link-up (Railways) - our standards often exceed those of recognised professional bodies giving you the confidence to excel in your own marketplace



## The Prokill Business Package

Probably the most comprehensive business package available today to ensure that you're fully equipped to become your Local Hero with the best possible support to create a whole new world for you and those you care for. The figures below are for conservative performance but if you follow our model to the letter you can earn significantly more.

* A1	YEAR 1	YEAR 2	YEAR 3
Sales	£117,695	£315,120	£537,604
Materials	£15,733	£37,006	£69,096
Gross profit	£101,962	£278,114	£468,508
Other overheads	£51,071	£125,270	£268,517
15% MSF	£15,294	£41,717	£70,276
<b>YOUR PROFIT</b>	<b>£35,597</b>	<b>£103,943</b>	<b>£129,715</b>

### Partners in profit

*Prokill is a contract based cumulative business that keeps on growing, so in addition to new business you'll be building a portfolio that becomes a regular income, month on month, year on year - and keeps up with inflation. Don't take our word for it look at our track record.*

### Ready made business

*In addition, you might either inherit business from us on day one, or we'll pass on those accounts that fall into your territory as they arise.*

### Training

*We provide a comprehensive award winning training programme (residential and field) in admin, sales and technical skills so that you can be confident that you're operating under the same professional standards that made us one of the only RSPH accredited examination centres in the UK.*

### Equipment

*Initially you'll operate with a comprehensively equipped Prokill branded vehicle together with a full complement of materials, clothing, computer and web based operating system that will help establish you as a true professional in your exclusive territory from a standing start.*

### Products

*You'll enjoy preferential rates for all consumables, so that you benefit from us calling the tune with our bulk buying strengths.*

### Operations

*Whether it's our telephone Helpline, online Invoice Billing overview or credit control assistance that you need, you can rest assured that we'll be there to help guide you and relieve you of any daily concerns (and the overhead), so that you can concentrate on building your business.*

### Online lifeline

*Every piece of information you might need, whenever you need it!*

*Our powerful 'Pronet' database with all of your operational support material; from the simplest form through to stock ordering is available to you online, whenever you want it, 24/7.*

### Total control for you

*Using the latest but simplest technology you'll record, monitor and invoice every sale – instantly - for real time knowledge of every transaction and minute-by-minute snapshot of your business.*

### New Agreement

*Your five year franchise agreement will be automatically renewed at no further cost for as long as you comply with all the terms of your current agreement.*

### What's the cost of joining Prokill - the franchise that we're supremely confident eclipses all competitors?

*We believe we've got the most professional package of training, business know-how and ongoing operational support that you'll find anywhere. After comparing us with other franchises you'll find that Prokill is a reassuringly significant investment.*

*You will join at one of two levels - 'Area' or the much larger 'Regional' Territory - our recommended entry Level is 'Area' at £55,000 which is represented by 125,000 properties. This breaks down into £25,000 for Franchise Fees with approximately £30,000 for a comprehensive equipment package, that includes field and classroom training, interim assessments, accommodation and set-up over a 5-6 week period.*

*You'll make a 15% 'pay as you go' Management Service Fee commitment on paid net invoice values, together with a dedicated contribution towards marketing - so there are no nasty surprises at year end.*

\*The figures shown in the table above are a true representation of actual business performance figures but are adjusted to reflect sole trader status and profits are shown prior to drawings of salaries as these are within your control. Whilst we are unable to make any guarantees with regards turnover and income and you must satisfy yourself regarding the offer and your own suitability for this franchise, Prokill franchisees continue to grow and build successful businesses for themselves. You will be invited to compare and spend time with them once you have joined us at Head Office for a presentation.

## Are you up to being the Local Hero?

Ultimately we believe that if you bring genuine commitment, determination and a desire to manage your own business well, we'll do the rest.

We do have some basic financial requirements, which are there for your and our mutual benefit but thereafter you'll be impressed by the energy and enthusiasm that is the hallmark of the Prokill family. Your Prokill business can be as profitable and as extensive as your own ambition – and we'll support you all the way.

Just take a few minutes to complete the following and we'll respond to you without delay

Your Name \_\_\_\_\_

Address \_\_\_\_\_

Home tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ email: \_\_\_\_\_

### Current circumstances:

Employment status (employed, self employed, unemployed) \_\_\_\_\_

Marital status (married, single, separated, divorced, widowed) \_\_\_\_\_

Property status (Home owner, tenant) \_\_\_\_\_

### Financial circumstances:

1) What available capital do you currently have to invest \_\_\_\_\_

2) Assets (Property value plus vehicles/shares/investments) \_\_\_\_\_

3) Liabilities (Mortgages/loans/credit cards) \_\_\_\_\_

4) Net Worth (1+2 – 3 = ?) \_\_\_\_\_

5) Salaries (total annual income for you and your partner/spouse) \_\_\_\_\_

6) How do you propose to finance your business? \_\_\_\_\_

### Personal Circumstances:

Have you ever been bankrupt or had County Court Judgements against you? \_\_\_\_\_

Have you ever been a director of a company that went into receivership? \_\_\_\_\_

If yes, please give name of company/dates/reasons for closure \_\_\_\_\_

Please detail any convictions within the last five years \_\_\_\_\_

Health: Please give details of any recurring or constant ailments \_\_\_\_\_

How would you describe your state of health (excellent/good/fair/poor) \_\_\_\_\_

Have you ever had a serious illness? If so, what \_\_\_\_\_

Skills: Please assess your own skills/experience in the following areas:

Management \_\_\_\_\_

Sales \_\_\_\_\_

Man management/interpersonal skills \_\_\_\_\_

Franchising \_\_\_\_\_

Pest Control \_\_\_\_\_

Please tell us why you are considering the purchase of a franchise \_\_\_\_\_

What other franchise opportunities are you considering? \_\_\_\_\_

### References:

Bank: \_\_\_\_\_

Business/Previous employer/Trade ref. \_\_\_\_\_

Solicitor: \_\_\_\_\_

Accountant (if previously self-employed) \_\_\_\_\_

I confirm that to the best of my knowledge the above information is a true representation of my current circumstances and I hereby authorise Prokill to seek any credit checks and references.

Signature \_\_\_\_\_

date \_\_\_\_\_

Please attach a current CV with a copy of this form and mail to: Geoff Whittle, Head of Development  
Head Office, Prokill, The Courtyard, Wharfedale Service Road, Bournemouth, Dorset, BH14 9BT

**If you have any immediate queries tel. 01202 752233 and speak to one of our Franchise Team**