DREAM DOORS®

NEW LIFE FOR OLD KITCHENS

neighbourly
a community of home service experts

FRANCHISE PROSPECTUS

ACHIEVE THE FREEDOM YOU'VE ALWAYS DREAMED OF

recession proof franchise • no kitchen experience necessary • full training & support provided



bfa FULL MEMBER

fma FRANCHISE MARKETING AWARDS

Proud members of Checkatrade.com Where reputation matters

www.dreamdoorsfranchise.co.uk

You Tube

www.dreamdoors.co.uk

FRANCHISE PROSPECTUS

TABLE OF CONTENT

How it all began; developing a successful business model	01
Why kitchen doors	02
Why you should choose Dream Doors	03
Dream Doors performances past and present	04
The best of the best; what you can achieve	05
What you can expect to earn	06
What you get from us; the Franchise Package	07
10 reasons to buy a Dream Doors franchise now	12
Our credentials; a brand with integrity	13
The next step; we'd love to meet you	14
Contact Details	15

EXTRAS

Additional franchise information available:

- Dream Doors franchise owner case studies
- A Press Book containing PR and media coverage
- YouTube channel with franchise and consumer information
- The Dream Doors brochure with our full product range

HOW IT ALL BEGAN...DEVELOPING A SUCCESSFUL BUSINESS MODEL

THE BUSINESS MODEL



" THE HISTORY OF DREAM DOORS "

Dream Doors was founded in 1999. Like many people the company's founder was fed up with his job and craved the freedom and rewards that come with self-employment.

After researching various industries, he discovered a niche product that has since taken the kitchen industry by storm - **replacement kitchen doors**.

For just £500, the first Dream Doors adverts were placed in a local Gosport paper and within a decade Dream Doors was achieving group turnover of more than £10 million. Last year, Dream Doors franchisees achieved annual sales of **£50.5 million**.

In February 2019, Dream Doors became part of the Neighbourly Group, an international operator of multiple franchise concepts all focused on repairing, maintaining and enhancing customer's homes.

OUR FIRST SHOWROOM

In 2002 Dream Doors opened its first showroom in Gosport and by the end of that year turnover had trebled. Average order values increased to £4,000 as Dream Doors built an enviable local reputation. Customers were more confident dealing with a company that operated from local retail premises - and news of the brand spread further into Hampshire.

HEAD OFFICE

Dream Doors then acquired new premises in 2004 as head offices for its growing franchise operation. In 2018, the company moved to a new state-of-the-art training centre in Fareham, Hampshire. £750,000 was invested into this site, which is the base for Dream Doors' directors, management team and support staff - as well as being a training centre for new and existing franchisees.

CALL US ON 02392 604 630 TO FIND OUT MORE

“ DON’T REPLACE IT – REFACE IT ”

The kitchen facelift concept is a simple one. Swapping existing doors and drawers with made-to-measure replacements quickly transforms kitchens, and offers three key benefits:

- Saves Money ..... £1,000s compared to a complete re-fit
- Saves Time ..... facelifts can be completed in just one day
- Saves Hassle ..... much less mess, dust and disruption







THE DEMAND FOR KITCHEN DOORS

Everybody has a kitchen, and most people choose to update their kitchen from time-to-time. But how often, and at what cost?

- The average consumer will change their kitchen every 7 years
- The average spend on a standard new kitchen is £14,350*

(*Source RICS survey)

There are three significant components in making an old kitchen look fresh and new – the doors, the drawers, and the worktops. Everything else, appliances included, are secondary considerations. And kitchen units are built to last – so why fix something that isn’t broken?

Not all kitchens are the same size. Newer ones are metric, older ones imperial. Some were bought from household names that no longer exist. Others might be bespoke and built by a local carpenter long since retired. So how could Dream Doors provide replacement kitchen doors to every customer? The answer – **made-to-measure doors.** Dream Doors offers its customers any size of door to fit all types of kitchen. And what’s more, these doors can be bought in any available colour or finish – so there are literally thousands of combinations to choose from. No matter what kitchen we come across, we can make it look like new!

“ NO KITCHEN EXPERIENCE NECESSARY ”

Starting out in a new sector can be quite daunting, especially in one that seems as complex as the kitchen industry. The great thing about the Dream Doors franchise though, is that **you don’t need any experience**. Why? Because we help you to find a kitchen fitting team. That way you’ll never need to pick up a tool any heavier than a tape measure.

This is a white-collar, management business. You will be overseeing a team and must draw on all your managerial skills. Selling is a huge part of this business, but it isn’t a hard sell – and you certainly won’t be cold calling or knocking on any doors. And if you aren’t comfortable in a sales environment, Dream Doors can help you recruit professional sales people to handle that aspect of the business.

Dream Doors will train you in kitchen products and our methodology – all you need is the drive and determination to succeed. If you can get on well with people, and are comfortable selling something that most people would buy, then you’ll be as good as the network’s best.

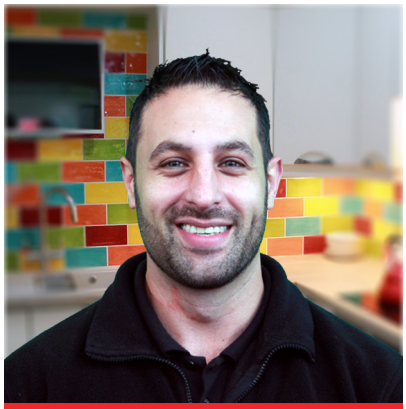
The easiest way to understand whether this business will work is to ask yourself: “would I buy that?” Then ask your friends and family: “would you buy that?” If the answer is “yes”, then you’ve got a customer base – and you’ve got a business model that is sustainable.

WHAT SOME OF OUR FRANCHISE OWNERS ARE SAYING



Andy Wilkinson
Dream Doors Beverley

“I am the happiest I have been in years. I missed being self-employed prior to joining Dream Doors and missed being in charge of my own future. I really enjoy once again being self-employed working alongside my wife Terri. Meeting customers is a joy – it’s the fun part. Head office are there when I need them, too.”



Lavine Jones
Dream Doors Swansea

“I knew very quickly that this was the company I wanted to invest in. The passion for the brand is infectious. I’ve worked closely with my Business Development Manager since the outset too, and his skills, knowledge and enthusiasm for the business have definitely helped us get to where we are today.”



Matt Jones
Dream Doors Truro

“Dream Doors is the best thing I have ever done.” he says. “Sure, it can be hard work sometimes, but it’s definitely worth it for what I get out of it. The training provided was top-notch too; I always knew what I had to do and how to act, but I learnt so much during that period that is bound to help me way into the future.”

ANNUAL SALES FOR DREAM DOORS SHOWROOMS

YEAR	SALES	GROWTH
2013	£18.0 million	+ 25%
2014	£21.5 million	+ 20%
2015	£26.4 million	+ 23%
2016	£32.5 million	+ 23%
2017	£38.5 million	+ 19%
2018	£43.5 million	+ 13%
2019	£50.5 million	+ 16%

The turnover for 2020 has been conservatively forecast at £57 million, based on showroom numbers, a maturing network and increased brand investment. In 2007 Dream Doors had 11 showrooms and by the beginning of 2020 this has grown to almost 100.

THREE RECORD MONTHS OF NETWORK TURNOVER IN 2019

MONTH	SALES 2018	SALES 2019	GROWTH
January	£3,496,009	£4,241,135	+ 21%
February	£3,627,813	£4,627,016	+ 28%
July	£3,809,607	£4,697,628	+ 23%

In 2011 the network broke through a million pounds for the first time, and did so four times that year. Dream Doors collectively turned over **more than £2 million every month in 2016** (except December). It also broke the £3 million mark 3 times, while in 2017 the first £4 million month was achieved. These days £4 million+ is the norm, and the first £5 million month won't be too far away.

NEW SHOWROOM TURNOVER (CASE STUDIES)

SHOWROOM	MONTH 1	MONTH 2	MONTH 3
East Herts	£53,000	£73,000	£60,000
Oxford	£64,000	£55,000	£94,000
The Wirral	£45,000	£73,000	£78,000

Turnover more than trebles after opening a showroom. It is the fastest return on a franchise owner's investment, and is an essential ingredient in the growth of Dream Doors.

THE BEST OF THE BEST - WHAT YOU CAN ACHIEVE

Motivation, hard work and attitude play a vital role in Dream Doors' top franchisees **achieving annual sales of more than one million pounds**. Average turnover for a Dream Doors showroom is now more than half-a-million-pounds per annum.

It doesn't matter which part of the country you come from either. In all the years of franchise development, showrooms in the North, South, the Midlands, East Anglia and the Westcountry have won awards for the highest annual turnover. Dream Doors' top ten franchisees in 2019 were based in Poole, Stoke, Worcester, Oxford, Bristol, Swansea, Beverley, Southampton, Belfast and Nottingham.

TOP INDIVIDUAL FRANCHISE PERFORMANCES IN 2019

SHOWROOM	TURNOVER
Poole	£1,284,630
Stoke	£1,179,737
Worcester	£1,154,708
Oxford	£1,072,302
Bristol	£1,008,035

As you can see, the top five franchisees last year each all sold more than **£1 million!**

Angela and Clive, pictured here, own the Poole franchise. Last year they achieved the highest turnover with annual sales of £1.28 million.Since launching their business back in 2011, the couple have sold more than **£9 million** and now have a second showroom open within their territory.



WHAT YOU CAN EXPECT TO EARN

The examples below demonstrate the turnover and profit a franchisee might expect to achieve in their first, second, third and fourth year's trading in a new area. Third and fourth year figures show increased profit margins as a result of maturity and experience, but some franchisees have achieved these in **just their second year in a showroom**. And, of course, franchise resales tend to deliver faster returns as you are taking over an existing business.

YEAR OF TRADING	TURNOVER (NET OF VAT)	NET PROFIT
Year 1	£256,000	£35,000
Year 2	£436,000	£65,000
Year 3	£520,000	£98,000
Year 4	£590,000	£123,000

These figures are actual trading figures from existing franchisees, many as husband & wife teams, others working alone and employing staff. Some franchisees have achieved more; others are content with less. They should not be read as a guarantee that you will achieve the same. Factors such as your own efforts, time to find a showroom, required drawings and local market conditions should be considered. Net profit is prior to your remuneration, capital repayments on establishment cost, loan repayment, depreciation or tax.

HOW DOES DREAM DOORS GENERATE INCOME

Dream Doors generates its revenues through Management Services Fees (MS Fee), paid as a percentage of your turnover. MS Fees help pay for all the training, support and brand development that every franchisee benefits from. Importantly, you only pay Dream Doors **when you make a sale**; there are no fixed monthly or annual charges and the support is there whether you sell £10,000 or £100,000 in a single month.

Several years ago, Dream Doors introduced staggered MS Fees. These **increase franchise owner's profits in relation to turnover**. In other words, the more you sell the less you pay Dream Doors, and the more money you make in a year.

9.2%
from £0 to £275,000

6.2%
from £275,000 to £400,000

4.2%
on sales over £400,000

WHAT YOU GET FROM US...THE FRANCHISE PACKAGE

Dream Doors offers you a full business format franchise package. Everything you need to launch a successful Dream Doors franchise is provided for in this initial franchisee fee.

The franchise fee is £35,000 + vat, and the package consists of:



TRAINING

Your comprehensive 13-week induction training programme includes:

10 days in-house training – with accommodation included – held at Dream Doors' head offices in Hampshire. This two-week course covers marketing, sales, administration, practical experience in kitchen facelift surveying and some basic technical knowledge.

After your first two weeks, you'll then spend a further week with suppliers learning about the products Dream Doors franchisees supply.

You won't ever be left on your own in the early days, and your dedicated Business Development Manager (BDM) will be with you every week over the initial start-up period. The time they spend with you will cover local marketing, recruitment of your staff and installation team, showroom site surveys, sales visits and real-time practical coaching.



SUPPORT

Your BDM is on hand to support, mentor, and train you in your own area on an ongoing basis - and offers assistance over the phone or via email outside of office hours too. **These key personnel have decades of experience in the kitchen sector,** and have spent many years working in the franchise industry, and in the small business environment.

In Fareham, Dream Doors has several support and administration staff – as well as the company directors – to provide telephone and email support whenever you need it. Dream Doors also employs a full-time marketing team to help with national and local advertising.



BUSINESS COACHING

In addition to your **induction programme**, and ongoing support from your BDM, you will also benefit from **additional coaching** in key areas such as sales, administration, products and financial management. What's more, even your staff benefit from bespoke training courses, all designed to help you run a profitable, long-term business.

WHAT YOU GET FROM US...THE FRANCHISE PACKAGE



SHOWROOM LOCATION

Dream Doors will identify the best location for your showroom by using detailed statistics of your local post code sectors. These demographics highlight potential customer 'hotspots' in your area by giving you data on age groups, social status, the number of home owners – and their disposable income.

Dream Doors has gained a great deal of experience through launching over 90 showrooms nationwide. Combining our know-how with your local knowledge ensures we find you **the ideal location to maximise your returns.**







Dream Doors head office team can also assist you in negotiating the best deals on showroom leases – and will offer guidance on the legal process.

Your showroom will be designed and planned using CAD software, and your business development manager will play an integral role in project managing the installation with you.

All products and displays are sourced from our recommended suppliers – some of which are free, and all benefit from heavily discounted display prices.

Dream Doors showrooms are often situated in secondary retail locations. This might be in small parade of shops near to homes populated with core Dream Doors customers.

Rent and rates vary across the UK - the inclusive average is £15k-£20k p.a, but some are even lower. Small storage facilities are essential, and can be sourced in a separate location.

Many showrooms are secondary, but some are more prominent. And, while this can mean higher rent and rates, customer data has demonstrated that those costs are balanced by increased footfall and turnover.

WHAT YOU GET FROM US...THE FRANCHISE PACKAGE



LAUNCH PROGRAMME

After researching local publications with your BDM, Dream Doors will help you plan your marketing campaign. Advertising rates are negotiated with the media, and you can then choose from a library of proven and professionally designed advert templates.

Your Business Development Manager and Dream Doors' Directors will be there to celebrate the launch of your showroom. **We will work closely with you to generate local publicity on the day.** We have managed to secure local dignitaries, the regional press and even local radio at previous Dream Doors' showroom openings.

Mark Stephen opened his showroom in Leighton Buzzard, seen on the picture to the right, in the spring last year.

He went on to sell **£100,000** of kitchens and kitchen facelifts in the following six weeks, and one of those customers was the local mayor who'd cut the ribbon at the launch event.





THE DREAM DOORS WEBSITE

A localised home page will be created for you on the Dream Doors website and **is optimised to feature on search engines** so that potential customers can find you when they are looking for a local business.

The Dream Doors website plays a significant role in helping generate additional leads for all Dream Doors' franchised outlets – **by 2020 it now accounts for over 50 percent of turnover.**

Dream Doors has four dedicated marketing executives who are pioneering new routes to market using email campaigns, keyword advertising and social media.

Proud members of
Checkatrade.com
Where reputation matters

9.7/10

from 22k+ reviews

MEMBERSHIP OF CHECK-A-TRADE

Each franchise owner benefits from membership of this independent monitoring and vetting service. In using Checkatrade, **Dream Doors stands out as a brand dedicated to the highest standards in customer service**. Currently Dream Doors has 22,000+ reviews and an average rating of 9.7 out of 10.

Find out more by visiting www.checkatrade.com

WHAT YOU GET FROM US...THE FRANCHISE PACKAGE

PROMOTIONAL MATERIALS

You will get **150 glossy brochures** as well as **access to professionally shot videos** to promote you and your business.



ADVERTISING MATERIALS

You will be able to source all your marketing collateral from Dream Doors' library of **professionally designed advertising materials.** These include newspaper and magazine adverts, point-of-sale materials, leaflets, flyers and posters for your showroom.

PRODUCT SAMPLES

This includes the complete range of Dream Doors' sample doors to be used on customer visits – and for your showroom display. You will also be given a Dream Doors branded sample bag, plus a display board with dozens of the most popular handles.

CORPORATE CLOTHING

This consists of 5 shirts and 5 T-shirts – all branded with Dream Doors' corporate logo. You can also choose from a selection of branded jumpers, sweatshirts and jackets.



STATIONERY

Your stationery pack includes an initial supply of 500 personalised business cards, address labels, letter headed paper, sales order pads and 'Completion and Guarantee' certificates.



VEHICLE LIVERY

Corporate livery is provided for your vehicle. This eye-catching design includes your local contact details, the company website address and even a QR code if you want one.

Most Dream Doors franchise owners lease a van for up to £400 p.m. (for the installation team). Many also invest circa £200 p.m. in a survey vehicle to be used for customer appointments.

WHAT YOU GET FROM US...THE FRANCHISE PACKAGE



KITCHEN DESIGN SOFTWARE

Every Dream Doors franchise owner has access to the latest version of our recommended Computer Aided Design (CAD) software. It's simple to use, and no previous experience in kitchen design or IT is necessary. **Full training will be conducted by your BDM.**

OPERATIONS MANUAL



This contains everything you will ever need to know about Dream Doors and our proven business model. The Operations Manual is your greatest reference material. It is over 65,000 words of intellectual property that contains all the valuable Dream Doors know-how gathered since 1999. It remains the intellectual property of Dream Doors, and is provided to all franchise owners on loan.

LICENSING RIGHTS

DREAM DOORS®
NEW LIFE FOR OLD KITCHENS

As a franchise owner, you have the right to operate under the Dream Doors corporate identity. **You will benefit from many years' brand exposure, full bfa membership, and receive the full range of franchisor support services in your own franchised territory.**

Total Franchisee Package Content - **£35,000 + VAT**

ADDITIONAL CAPITAL REQUIREMENT

Phase 1 (from start date) – **initial working capital of £25,000**

- Initial deposit and finance payments on lease of vehicle
- Office equipment and computer
- Business telephone line, mobile phone and broadband
- A minimum of six months local advertising and promotions
- Deposit or bond for showroom

Phase 2 (from month three) – **second phase of working capital of £25,000**

- Showroom fittout, legal process, signwriting, initial lease and showroom opening

TOTAL FRANCHISE INVESTMENT - £85,000

(Dream Doors works with franchise directors at the major high street banks, and can help source finance if required. **Contact the team today to find out how you could get help with franchisee funding.**)

10 REASONS WHY NOW IS THE TIME TO BUY A DREAM DOORS FRANCHISE

01

PEOPLE AREN'T MOVING, THEY'RE IMPROVING

80% of our customers are in their 60s or older and won't be moving

02

SMALLER TRADITIONAL KITCHEN SHOWROOMS VS BIG BRANDS

Dream Doors is growing and sales have doubled in the last four years

03

A KITCHEN FACELIFT IS A FRACTION OF THE COST

Compared to a complete kitchen re-fit saving our customers £1,000s

04

DREAM DOORS OPENED 10 NEW BRANCHES IN THE LAST YEAR

We now have almsot 100 retail outlets throughout the UK

05

THE BIGGEST NAME IN KITCHEN FACELIFTS

We are the largest kitchen door replacement business in the UK today

06

DREAM DOORS IS A FULL MEMBER OF THE BFA

This means we are heavily vetted and dedicated to ethical franchising

07

THE BFA'S BRAND BUILDER OF THE YEAR

Awarded for the investment we put into growing through ethical franchising

08

WINNERS IN 15 AWARDS AND FINALISTS 48 TIMES

Join one of the most decorated franchise brands in the UK today

09

FEATURED REGULARLY ON TELEVISION

Our national advertising ensures your business stands out from the rest

10

ACHIEVING RECORD FRANCHISEE SALES

And Dream Doors franchisees are more profitable than ever too

MAKE THIS THE YEAR YOU DECIDE TO START YOUR OWN KITCHEN FACELIFT BUSINESS

CALL 02392 604 630 TO ARRANGE A VISIT TO OUR TRAINING FACILITIES IN FAREHAM

or email alex@dreamdoors.co.uk

48 AWARD NOMINATIONS; 15 TROPHIES WON TO DATE

Dream Doors is one of the most decorated franchises in the UK today. In the last decade alone, the company has been shortlisted for 44 awards. And that includes reaching the finals in a record 33 Franchise Marketing Awards. What's more, Dream Doors has reached the finals of the British Franchise Association's Franchisor of the Year Awards 6 times.







- 2018 Best Franchisee Marketing Support at the Franchise Marketing Awards
- 2017 Best Online Marketing Campaign at the Franchise Marketing Awards
- 2017 Best Kitchen Supplier at the Home & Living Awards
- 2017 Best Money Saving Product at the Home & Living Awards
- 2015 The British Franchise Association's Franchisee Recruitment Award
- 2015 Best Franchisee Marketing Support at the Franchise Marketing Awards
- 2014 Best Online Marketing Campaign at the Franchise Marketing Awards
- 2012 Best Overall Marketing Campaign at the Franchise Marketing Awards
- 2011 Best Franchisee Marketing Support at the Franchise Marketing Awards
- 2010 Best Overall Marketing Campaign at the Franchise Marketing Awards
- 2010 Best Print Advertisement at the Franchise Marketing Awards
- 2009 Best Brand Management at the Franchise Marketing Awards
- 2009 Best Recruitment Advertisement at the Franchise Marketing Awards
- 2008 The British Franchise Association's Brand Builder of the Year
- 2008 A National Training Award backed by the Department of Trade and Industry





THE NEXT STEP - WE'D LOVE TO MEET YOU

We're only looking for select individuals who are considered suitable to own and manage the Dream Doors Franchise. Running a business isn't easy – and it requires dedication, resilience, drive and determination to be successful.

Please consider the points below which we feel are critical in you achieving the success you deserve as a Dream Doors Franchisee.

- The desire to own a 'White Collar Management' type franchise
- Good organisation and communication skills
- The ability to relate well to people – and to sell something you believe in
- A commitment to ensuring workmanship is of the highest standards
- Dedication to following a proven business model
- The ability to finance the total investment (you may require bank funding)



If, based on the above points, you feel suited to owning a Dream Doors Franchise, then we would love to meet with you. This will provide us with an opportunity to learn more about you, while at the same time showing you around our head office facility.

We can then have an exploratory discussion without any sense of obligation on either party.

At this first meeting, you will be able to meet the Dream Doors management team – and find out more about our products, our services, and what you can expect from us in return for your commitment.

At the same time, we will be looking at you to assure us you have what it takes to make a success of your franchise – what you will bring to Dream Doors.

Before we welcome you to our training centre in Hampshire we need to find out a little more about you and your individual circumstances.

ABOUT YOU

Contact us to request an enquiry form. One of our team will send this to you via email. Please fill this out accurately, and enclose a current CV when emailing it back to us.

We appreciate that some of the information we require is sensitive, and can assure you that it will only be used in the process of franchise application and will not be passed onto any third parties.

CONTACT DETAILS



Director of Franchisee Recruitment	Alex Waite
Managing Director Dream Doors	Edward Brewer
Managing Director Neighbourly UK	Philip Carr

TRAINING CENTRE LOCATION

Dream Doors Ltd
Carnac Lodge
Carnac Court Cams
Hall Estate Fareham
PO16 8UJ
Tel: 02392 604 630

Email
alex@dreamdoors.co.uk

Franchise Website
www.dreamdoorsfranchise.co.uk

Customer Website
www.dreamdoors.co.uk

OUR REFERENCES

FRANCHISE SOLICITORS

Owen White
Slough
Berkshire

CORPORATE BANKING

Barclays Corporate Bank
Ocean Village, Southampton
Hampshire

ACCOUNTANTS

Menzies
Whiteley
Hampshire

BRITISH FRANCHISE ASSOCIATION

Centurion Court
85F Milton Park
Abingdon

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YouTube