



**Woods Russell**

Franchise

Prospectus



## Welcome to Woods Russell Accounting

Discover our unique approach to accounting, embracing simplicity, honesty, and friendliness. Woods Russell Accounting transcends traditional services by incorporating a Professional Accountant within your team to foster business growth and success.

Our passion lies in witnessing the results we ignite in our clients' success daily. Join us at Woods Russell Accounting, where accounting and prosperity unite.



# Who are **Woods Russell**?

At Woods Russell , we're more than an average accounting firm. We're partners passionately invested in our clients business growth.

As a distinguished and well established practice, we're proud of our loyal clientele who trust us to steer them towards business success. Our Managing Partner, Matthew Russell, brings a potent blend of economic knowledge and chartered accountancy expertise to the table. Our clients value our unique ability to break down complex tax and accountancy matters in understandable language. When you franchise with us, not only do you gain access to Matthew's extensive skills but also the support of our proficient team. Join the Woods Russell family and experience our simple, honest, friendly, and uncomplicated approach to accounting.



## Who are **Woods Russell** looking for?

We're seeking driven individuals who share our enthusiasm for accounting, business growth, and believe in the potential of helping entrepreneurs achieve prosperous futures for themselves and their families.

If you come from an accounting, financial services or similar background, have a recognised accounting qualification and you're eager to operate a business that aims to make a genuine difference to the lives and businesses of its clients, we want to hear from you!



# Why Franchise with Woods Russell?



**Team Integration and Guidance:** Benefit from close collaboration with the Woods Russell team, receiving clear and practical guidance to aid your franchise's growth.



**Versatile Financial Packages:** Pick and choose from Woods Russell's array of financial packages to offer services that cater to diverse clients and their unique needs.



**Accelerated Ownership:** Becoming a franchisee with Woods Russell fast-tracks your route to entrepreneurship, offering rapid profitability and extensive benefits over that of waiting to become a partner at another firm.



**Early Adopter Advantage:** Franchisees joining during the launch phase will have the opportunity to establish themselves as leaders in this innovative market segment and benefit from attractive early adopter rates.



**Scalable and Sustainable Business Model:** Leverage our ever evolving systems and grow a genuinely scalable business without the need for large personal investment.



**Compliance and Growth Services:** Beyond meeting legal requirements with tax returns and payroll services, Woods Russell provides expert financial advice to foster business growth and improvement.



**Join and Thrive:** As a franchisee of Woods Russell Accounting, be part of a reliable and trustworthy organisation that delivers customised accounting services to a wide range of clientele, creating vast possibilities for your franchise business.

# Why would a business choose to use **Woods Russell**?



**Integrated Approach**  
Client has one point of contact to build a deep professional relationship.

**Service Versatility**  
A 'one-stop-shop' for diverse accounting needs.

**Personalised Solutions**  
Tailored strategies to meet unique goals.

# The Franchise Package

As a Woods Russell Accounting franchisee, you'll experience the satisfaction of enhancing businesses' financial success while enjoying the autonomy and flexibility of running your own venture. By joining us as a Woods Russell franchisee, you'll become part of a thriving network of motivated entrepreneurs dedicated to providing top tire accounting solutions for small and medium businesses.

Our all-inclusive package equips you with everything required to thrive, from comprehensive training and continuous support to our innovative systems and pricing structures in addition to an abundance of marketing materials on demand. As a Woods Russell Accounting franchisee, you'll join a collaborative network of professionals who share your passion for facilitating businesses' financial growth and development.



Comprehensive Training



Unique Systems and Processes



Marketing & Branding



Exclusive Territories

# The Market

The accounting industry in the UK is a resilient and progressive sector, offering an excellent investment opportunity for potential franchisees. Data from 2020 indicates that the sector raked in £28.7bn in revenue, which signifies an encouraging Compound Annual Growth Rate (CAGR) of 8.3% from 2016 to 2020. The advisory segment stands out, having triumphed as the most profitable area in 2020, contributing nearly 40% of the market's overall value with impressive total revenues of roughly £11.4bn.

Regardless of fluctuating global economic conditions, the accounting industry in the UK showcases remarkable resilience. This determined stability, linked with proven growth trends and a supportive legislative environment, positions the sector as an attractive investment prospect. Franchisees can confidently leverage the strength and security of the UK's accounting market - a winning opportunity awaiting you in this prosperous industry.





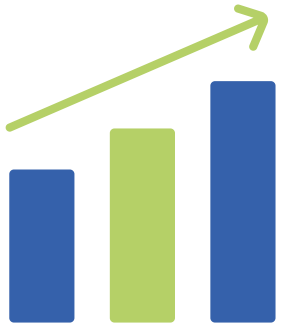
# The Financials



Upfront  
Franchise Fee  
**£10,000.00**



Additional Costs &  
Working Capital  
**£40,000.00**

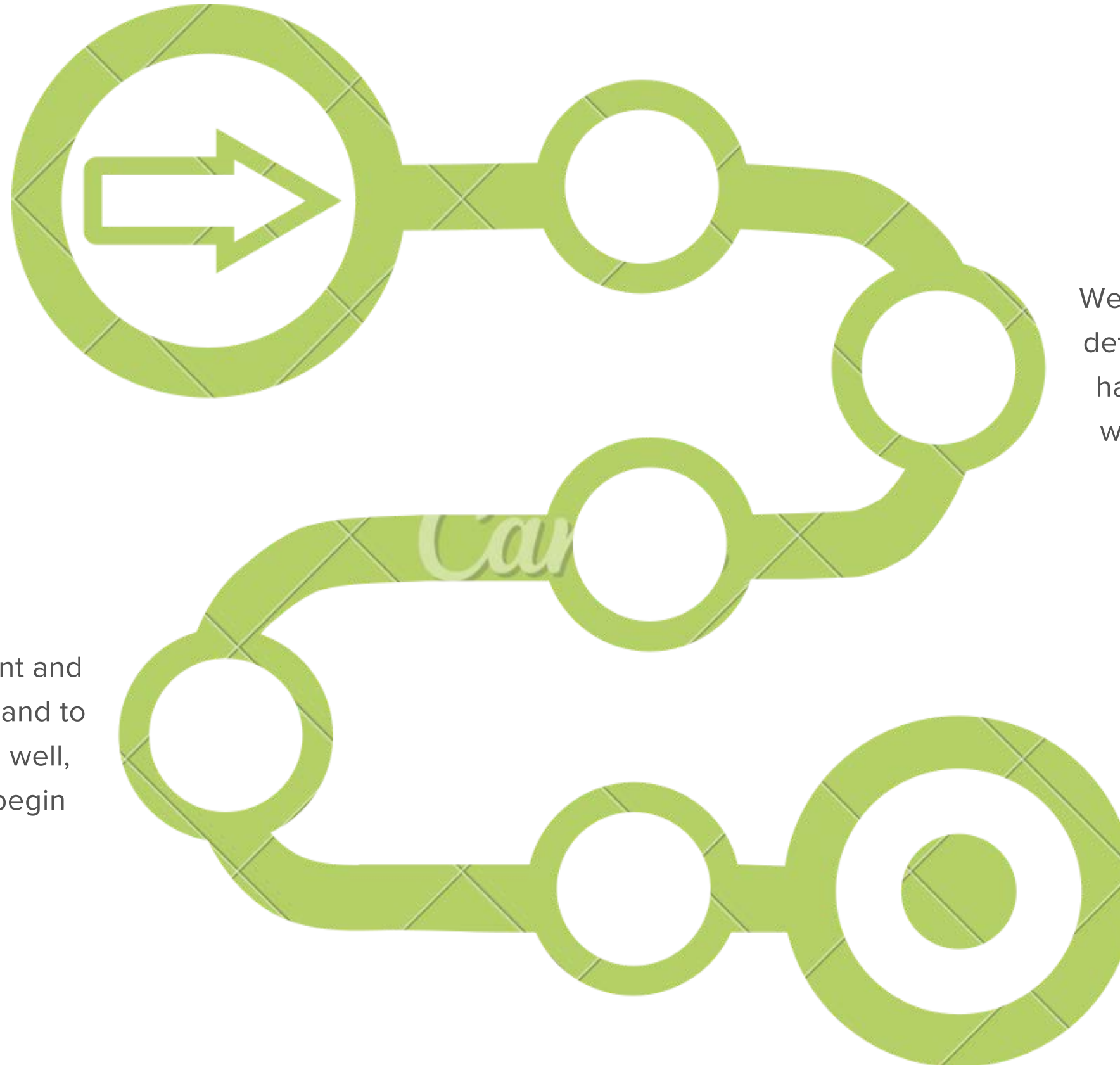


Potential Revenue  
Year 1 - **£67,000.00**  
Year 2 - **£101,000.00**  
Year 3 - **£127,000.00**

# The Next Steps

## Discovery Call

Call at your earliest convenience and we can answer any initial questions and give you more of an overview of the business opportunity.



## Initial Meeting

We will get into the financials and cover all the key details of whilst answering any questions you may have. As the driving force behind your business, we will also ask you to consider your vision and business plan.

## License Agreement

We encourage you to review the agreement and take legal advice. Naturally we will be on hand to answer any questions you have. All being well, we shall issue payment instructions and begin working towards launch.

## Business Launch

Before launch you will be given a comprehensive franchisee induction to empower you with all the tools you need in the running of your own business.

# Get In Touch!

We have a professional team of franchise advisors and consultants ready to support you on your journey. Reach out today for more information and to book a call.

[franchise@woodsruddell.co.uk](mailto:franchise@woodsruddell.co.uk)



This document contains some of the information you need in order to make an informed decision about whether to enter into an agreement. Entering into a franchise agreement is a serious undertaking. This is a business and, like any business, it could fail during the term. This could have consequences for the franchisee. A licence agreement is legally binding on you if you sign it. Take your time, read all the documents carefully and assess your own financial resources and capabilities to deal with the requirements of the business. You should make your own enquiries about **Woods Russell** and about franchising and licensing. You should get independent legal, accounting and business advice before signing the agreement. It is prudent to prepare a business plan and projections for profit and cash flow. The information supplied is illustrative only and is not a guarantee of revenue or profitability. While this information has been prepared in good faith, no representation or warranty, express or implied, is or will be made and no responsibility or liability is or will be accepted by **Woods Russell** in relation to the accuracy or completeness of this information. The recipient of this information shall be solely responsible for undertaking its own due diligence and taking independent advice before entering any legally binding commitment. All figures quoted are exclusive of VAT unless explicitly stated.