




Become a business advisor with an ERA franchise

Unlock your potential with a proven route to scale your own cost optimisation consultancy.

Value Through Insight™





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The Market

Where will your business come from?

Business comes from all types of industries including manufacturing, professional services, retail, healthcare, education, automotive, not for profit and many others. The majority of your clients will be in the SME sector.

Why will they work with you?

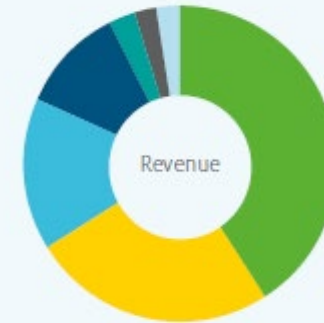
The typical B2B transaction takes place between a salesperson and the buyer. On average, salespeople are better motivated, better rewarded and more incentivised to sell more, and create margin, than a buyer is to make savings.

Salespeople often sell based on what they feel they can 'get away with': maximising margins maximises their income. And the responsibility for buying is often tacked onto someone's existing responsibilities – and they are not typically trained in effective procurement.

This means that your expertise (and your links with the ERA global network) can be used and measured to save time, save money and add value.

ERA clients by size

- \$0-19 million
- \$20-49 million
- \$50-99 million
- \$100-249 million
- \$250-499 million
- \$500-999 million
- \$1 billion +



Why can't organisations do it themselves?

Most organisations turning over less than \$50m don't have a procurement department. For those that do, the team is typically focused on their highest costs – often purchasing goods for resale or raw materials. Expertise in buying one product or service doesn't necessarily translate into expertise in buying others.

How will you add value?

As an example, it is neither practical or sensible to have niche experts (such as managed print or fleet) on the payroll when contracts are negotiated every few years.

However, having one on your side of the negotiating table when you do, means that they can use their market knowledge, price visibility and understanding of contracts to significantly reduce their outgoings when compared to historic prices. Their expertise enables you to measure savings, improve bottom lines for your client, and generate income for yourself.

An introduction to ERA

Established in 1992, ERA has grown to become the world's largest franchise in business strategy, expense category management and cost optimisation.

A byword for trust, efficiency and above all else results, ERA consultants have worked with countless clients in virtually every sector imaginable – from industry-leading businesses and brand leaders to hospitals, schools, charities and everything in between.

Demand for Business Optimisation

In today's economic climate, the No 1 challenge that most organisations face is to reduce costs as they grow. Businesses are aggressively streamlining core expenditure, yet many of them are still overpaying by as much as 40% on their operating costs.

Many businesses simply do not have the resource nor the depth of knowledge and expertise to keep control of these costs.

That's where ERA consultants come in, delivering tangible savings and long-term added value to their clients. Our consultants saw their business increase by 25% during 2021, and demand continues to grow in the post-pandemic economic recovery.



Quality and longevity

The ERA brand provides the credibility and systems for your consultancy business to work with a diverse range of businesses.



ERA consultants have optimised some of the world's most recognised brands. Your target clients will be businesses with annual turnovers of \$10M - \$100M+, while leveraging any existing C-suite commercial relationships will see you off to a flying start with your new ERA consultancy.

Our experienced support team will guide you with proven lead generation strategies, ongoing continual learning programs via the ERA Academy and an award-winning marketing department to help you win new business.



A note from our founder

“Our model and structure fits the current, fast-changing business scene and is extremely well suited to today's economy. Our vision is to continue unlocking potential and that applies equally for franchisees, their clients and their teams.”

Fred Marfleet

ERA Founder &
Executive Chairman

About you

Are you a confident and credible professional?

Hunger, proactivity, ambition and spirit – combining these attributes with your career experience and our powerful model is the key to building a successful consultancy. Franchisees come from a wide range of professional backgrounds, but what they all have in common is a desire to build an asset, earn what they deserve and put their past experience to use.



With a desire to challenge yourself to achieve more...

Success means different things to different people. You might be looking to gain more personal satisfaction from your work. Or enjoy greater rewards from your efforts. Or achieve a long-held ambition to be in control of your career and your lifestyle.

...who wants to be part of a network of like-minded business people...

Collaborating on projects with your fellow ERA franchisees, both nationally and internationally, allows you to utilise your experience and theirs. Combining diverse specialisms and expertise maximises the earning potential from each client – and gives you the confidence of being part of a team, as well as a business owner.



...while setting your own rewards and prospects

ERA allows you to build a financially rewarding future: once your bank balance is right, then your work-life balance becomes yours to decide. You'll make great friends along the way and have the opportunity to build an asset to help you achieve your long-term plans too.



Power your consultancy with ERA

Our proven business model presents a well-trodden path to building your own successful consultancy practice. Starting-up with ERA is a low-cost low risk way to grow your own business within a network of like-minded, driven and successful people.

You'll collaborate on projects with your fellow ERA franchisees, both nationally and globally – utilising the diverse specialisms and expertise of each consultant to work with larger clients and drive meaningful savings.

The dynamic and energetic leadership team are overseen by the original founder – Fred Marfleet – who started Expense Reduction Analysts back in 1992.

Driven and rewarded by franchisee success, you simply must meet them to get a feel for the inspiring warm atmosphere within the network.



Build a recurring monthly income stream with typically c.60-70% net profit



We keep you at the cutting edge with the latest cost optimisation opportunities



Recession and pandemic resilient – businesses always want to uncover hidden profits



Refined tech-stack utilising AI to do more of the admin, so you can focus on your clients



Assemble project teams from the network to serve global clients across 40 countries



Award-winning, world-class training and support where our success depends on yours

Training & Support

World-class training and support on tap

Every ERA franchisee has unlimited access to our award-winning training and support programme, which includes:

- ✓ Onboarding and integration into the regional team.
- ✓ A two-week Foundational Training course, learning about ERA's methodologies, client acquisition and project delivery.
- ✓ Regular coaching to help you transition into a fully rounded consultant.
- ✓ Ongoing support to acquire new clients and retain existing ones.
- ✓ Ongoing mentoring from experienced franchisees to support project delivery.
- ✓ Opportunities for additional future refresher training, at no cost, to ensure you stay on top of your game.
- ✓ Access to our online learning platform, with extensive training videos to watch at your own pace.



Expense Reduction Analysts train, coach, support and help you to build your own profitable consultancy business under our leading and respected global brand. We want you to use the business acumen and expertise that you have developed over the years and combine your skills with our proven business system.

New franchise partners are professionally trained in how to identify, generate and sustain savings and add value to their clients. They are also trained in sales, business development and relationship-building in order to help them reach new business faster.

Upon the completion of the initial training, new franchise partners are ready to begin their journey with ERA and will work closely with the ERA Academy, their local regional representative, their ERA Coordinator and their Business Guides to get the quickest possible start in their businesses.

Dedication to your personal development

We are every bit as passionate about your personal development and continual learning as you are. That's why we strive to help you reach your professional goals however we can – most notably by keeping our training techniques at the cutting edge and ensuring round-the-clock support from our global network.

Joining ERA pushes you forward in every way possible from both a professional and personal point of view.



An active social scene to keep you motivated and mentored

That all-important bond and feeling of camaraderie between you and your fellow franchisees is further nurtured throughout the year by our active social calendar.

Despite the prevalence of virtual meetings during the pandemic, we still passionately believe in the value and importance of face-to-face interaction. That's why we host regular regional franchisee meetings, national and international conferences, bespoke networking events and additional training and mentoring opportunities to meet consultants' needs.



Technology & Systems

Empowering you to keep up with the latest technologies and trends

Included in your franchise package is full access to our bespoke industry-leading IT software:

- ✓ Comprehensive IT and ERA systems support
- ✓ Prospecting database
- ✓ Microsoft Dynamics
- ✓ Templafy, SpendVue, SourceVue
- ✓ Bespoke RFP tender tool
- ✓ ERA Global App
- ✓ Full access to Microsoft 365 software, including:
- ✓ Microsoft Teams
- ✓ SharePoint, PowerBI
- ✓ Excel, Powerpoint, Word, etc.

Stepping into the age of AI

Our fully integrated Microsoft systems and refined tech stack utilises the very latest in AI to do more and more administrative tasks – allowing you to dedicate your valuable time to clients and growing your customer base.

Remote working teams

Remote working has long been adopted by ERA, even before the pandemic. Our systems are specifically built to enhance collaboration, with Microsoft Teams used to communicate with not just our support team but also with your fellow ERA franchisees based around the world. **It's simple and stress-free.**

This is especially important given more than 90% of our global projects are delivered by the work of multiple ERA consultants working together on a joint venture basis.

Hosting all assets on SharePoint also means you can access local, national and global marketing content at the click of a button from anywhere in the world.



Comprehensive Marketing Support

Our award-winning marketing team act as your own 'in-house agency', reacting to your needs as well as providing ongoing training and guidance on winning new business.

They'll help you implement a comprehensive marketing strategy and provide creative ideas, designs and assets to help your business development. Working with so many different franchisees means they can draw on results from hundreds of businesses just like yours, and customise your marketing mix to your individual approach and goals.



Expertise available to you includes:

- ✓ Digital Marketing
- ✓ Direct Marketing
- ✓ Content Marketing
- ✓ Collateral Marketing
- ✓ Vertical Marketing

Your marketing team will work alongside your Sales & Marketing Prospector to deliver the leads you need to achieve your ambitions.

Financials

The investment required to start your consultancy

A 10-year ERA franchise license is \$79,900 (excluding GST), and management service fees of 15% on sales, and a 3% contribution to the marketing fund.

Thereafter, the investment required to get your business up and running revolves around training, an initial marketing boost and your cost of living until your clients start seeing tangible results.

Therefore the investment required to start your consultancy differs from person to person, depending on what your current living costs are. These will be clearly laid out for you when creating your business plan.

Supporting finances

Depending on your individual circumstances, there are a wide range of funding options available to you when investing in an ERA franchise.

Ongoing costs

There are almost no fixed costs to running your consultancy: there are no printed materials and no essential need for a dedicated office. All you really need is a laptop and a method of travel when required.

Income

You should be aiming to build a multi-consultant operation turning over approximately \$500,000 annually, with a team of 3-4 people. With net margins at c.50-60%, you can enjoy an annual income of \$250,000 with your established consultancy. Our top-performing franchisees earn considerably more than this.

Target asset value

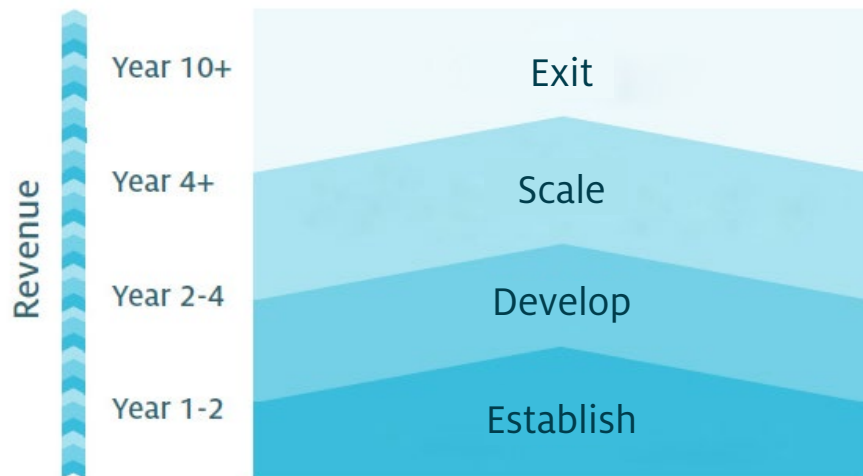
The larger you can scale your consultancy, the greater the value of the business – so we always strongly encourage and assist you in scaling up. This makes your consultancy a highly valuable asset to sell when you decide to exit the business – potentially worth millions.



Realising your asset

Alongside the potential to generate an excellent income, building a business with ERA means building an asset. When the time is right, realising that asset can give you and your family a secure financial future that you couldn't achieve as a solo consultant or by remaining in employment.

As a franchisee, you own your client relationships, not us. As you build more of those relationships and income streams over time, the value of your asset is growing as well as your income.



When it comes to selling, our business model gives you choices: you don't have to seek an external buyer (although you can if you want to). It's more common for franchisees to transfer operations to junior partners within their team; or to sell your book of business within the ERA network.

What's possible with ERA?



“After a 35-year career in consumer marketing and advertising, I identified in Expense Reduction analysts an opportunity to leverage my cost management and relationship building skills into a win-win situation for myself and my clients.”



Peter Sedgwick
Franchisee since 2003

“I believe that Expense Reduction Analysts gives me the flexibility to have both a professional and personal life and because I work from home, I can look after my grandchildren when I need to and if necessary, work after hours at my own convenience.”



Ruth Cohen
Franchisee since 2004

“Being the founder of a start-up business I understood what it takes for a business to survive and ERA provided the right network and model for success. Most days of the year the work- life balance is achievable and I can do the school drop offs and pickups, attending triathlon trainings with my son or going to the gym with my daughter. I believe it is a good opportunity for women to succeed.”



Annamaria Varga
Franchisee since 2017

“My highlight has been working with a group of professional people from all kinds of backgrounds who bring a special set of skills which enables me to provide the best level of service to my clients. A special bond with my colleagues keeps me engaged with Expense Reduction Analysts.”



Hassan Nasser
Franchisee since 2007

“Over the last few years my business has experienced significant growth, so much so that I had to employ additional staff. I am now focused on building my business to generate 7-figure revenues.”

Charles
Franchisee since 2005



“I was in my late-20s when I started. My wife joined me in the business a few years later and we are now a team of 6. We enjoy a dream work/life balance, make a great income and have that precious time for our family.”

Pritesh & Harsha
Franchisee since 2006



“I joined ERA over 10 years ago with the ambition to build a large consulting business. Today I employ more than 25 people. We’ve got ambitious targets to take our business from today’s 7-figure revenues to even higher levels.”

Peter
Franchisee since 2008



Your journey

A proven route to business success

The multi-award winning ERA business model has been proven by hundreds of people as a route to building a recurring monthly income from optimising businesses.



Pre-launch

We give you the strategies and systems to succeed

Launch

Work from home and benefit from our proven lead gen programme

Growth

Collaborate with other franchisees to deliver projects together

Scale

Develop a multi-consultant practice to serve more clients

Exit

When you're ready, realise the value of your asset

Next Step: Meet the team at an ERA discovery session



Learn how people just like you have succeeded in becoming their own boss using the proven ERA franchise. More knowledge enables you to make the right decisions for you and your family.

You will get to hear from a number of our experienced friendly team:

- ✓ The steps to setting up your own consultancy business
- ✓ Creating a healthy recurring income stream
- ✓ Your role as a business owner – what this really means for your daily life
- ✓ What a franchisor provides and what it's like being a part of a network
- ✓ The typical business journey – hundreds have trodden the path before
- ✓ What is truly possible with ERA...

One of our franchisees will also share their real-life experiences building their own consultancy business with ERA and answer questions from the audience.

This is purely an informational session providing you the opportunity to learn more from people in our network.



Meet the head of franchise recruitment for ERA Australia

“I will be your key contact within the business as you embark on your franchise journey with us. My job is to ensure you are completely happy and have everything you need at every stage as you progress from intrigued individual to the owner and operator of a fully fledged, successful cost consultancy business. I look forward to meeting you!”

David Rounsevell
Managing Director APAC

Value Through Insight™

Your business experience could be the key in helping companies to optimise their everyday costs. If you're interested in truly profiting from your career experience, an ERA consultancy franchise could be the right fit for you.



We look forward to helping you thrive.

Contact David today

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