

25<sup>th</sup> September 2006

## **A HELPING HAND FOR YOUR OWN BUSINESS**

More and more people, in particular the younger and perhaps more ambitious individuals, are discovering that for a modest investment there is a way to run your own business as a franchisee of an established property letting and management company – running it as your own business and enjoying the rewards of being the boss! This was the message given to visitors to the Ashton Burkinshaw stand who were exhibiting at the KM Kent Franchising Exhibition which took place at the Mote Park Leisure Centre in Maidstone during September.

It is through franchising that Ashton Burkinshaw, a leading ARLA residential property letting and management company based in the southeast, has chosen to expand its business nationally. The company has a strong mix of 13 wholly owned and franchised branches located around Kent and East Sussex and is a successful, vibrant and forward thinking company with a Board of well-respected directors bringing a wealth of experience into the company.

“The success of the business has proved conclusively that the Ashton Burkinshaw concept is robust and its operating system works well. Using this success as the basis for our future, we decided last year that the time was right to enter the next phase of our development. We have chosen franchising as the business method to achieve the expansion of our regional network into a national one,” says Graham Harrison, Commercial Director of Ashton Burkinshaw (Franchising) Ltd.

Franchising allows you to enjoy the benefit of being your own boss in a market that you may or may not be familiar with, without all the associated risk and hard work of a new start-up. Effectively as a franchisee you are buying into a concept and benefiting from an established brand with market and network opportunities, and from a franchise package supported by comprehensive training and ongoing backup.

Ashton Burkinshaw’s concept is to enable each franchisee to run their own independent business. “We do not believe in running the business for them” continues Graham Harrison “We do, however, believe in providing extensive training and continued support for those franchisees who believe in themselves enough to want to take the plunge”.

With recent Buy-to-Let Indexes indicating that the housing sales market has now peaked and that the rental market is growing strongly with rental income hitting new levels of growth, Ashton Burkinshaw believes it is the right time to expand its business through franchising. The company is very confident that their franchise offer will appeal to both experienced estate and letting agents and newcomers to the industry.

**Photo: Graham Harrison, Commercial Director of Ashton Burkinshaw (Franchising) Ltd**

