

Join the force

Considering a franchise opportunity? Speak to a nerd

In spite of the recent economic turmoil, the computer industry continues to grow exponentially, proving itself to be an enviable sector to be in. As companies seek to streamline their operations and outsource some functions, the IT department is an obvious place to start for small and even medium-sized businesses, which rely on computers and technology to work properly. In an age where the internet and email are the communication lifelines of most companies, businesses simply cannot afford to be without them.

Most small business and home offices do not have the skill, time or desire to perform their own computer services, repairs or upgrades and they generally do not have the expertise to implement new technologies such as voice over IP, wireless networking or remote computer access, to name just a few.

Capitalising on the growing demand for outsourced IT

Nerd Force is a fast growing mobile computer and technology support franchise that services small and medium-sized companies, as well as individuals, both on-site and remotely, with branded IT managed services. The business has capitalised on the demand for outsourced services, spreading across the US and Europe, with ambitions to expand the brand worldwide.

The 2009 NatWest/bfa survey - the leading study of franchising in the UK - cited 'business services' as the franchise sector expected to show the highest growth in the coming years as SMEs look to outsource non-core areas of their business.

The concept is simple, the demand proven and Nerd Force has carved itself a niche in the market for on-site computer services and technology

consulting. Its main competition comes in the form of large national chains and local independent computer service companies. Experience has shown that customers value the credibility and reliability attached to large national brands - but they also like the knowledge, accountability and personal nature of locally owned firms. Nerd Force offers the best of both worlds.

Les Dyson, UK franchise developer for Nerd Force, has been involved in franchising for 20 years. He explains that the initial decision to set up a franchise business carries significant implications and is not one to be taken lightly or without careful consideration and research.

Franchising is a way of starting and running your own business using a model someone else has already tested and proven. So what should you look for in a potential franchise?

A trustworthy legacy

Larger, well-established franchise operations will often have national advertising and marketing campaigns and a reputable, solid trading name.

Nerd Force was originally founded in 2003 in New York; due to its growing success, the business started expanding by granting others a licence to operate under the brand name in 2007. To date it has serviced over 10,000 satisfied customers and boasts franchises worldwide. It is also an approved member of the International Franchise Association.

The Company is a subsidiary of Nexus Management, an established IT managed services provider that has been trading in the UK for 18 years and is listed on the London Stock Exchange. Roger Richardson, CEO of Nexus Management, and Boris Adlam, president of the Nerd Force Franchise Company, are both

hardworking professionals with decades of IT leadership experience. So if it's an established franchisor operating within a growth industry with an enviable reputation you are looking to join, this could be just the one for you.

Something special

Having the backing of Nexus Management is not only an endorsement by a large, established and successful IT specialist - it has further advantages. Nerd Force franchises are able to offer Nexus Managed IT Services, a source of significant passive income. These services include ongoing data support, monitoring and notification alerts that immediately alert the Nerd Force franchise responsible for that client when there is an error or systems issue which needs urgent attention - ensuring the fastest response time possible and a reliable and consistently high level of service.

Money, money, money

While setting up a franchise is not a 'get-rich-quick' solution offering a quick and easy shortcut to business success - money is clearly a question at the forefront of interested parties' minds. Those with drive and a passion to succeed can look forward to remunerations of circa £50,300* in the first year, which should rise significantly in the years thereafter. Franchise fees start at £12,000, reduced by £4,000 for either existing IT support businesses who join Nerd Force in order to benefit from national exposure and contracts, and returning servicemen and women.

Nerd Force has the backing of a number of UK banks, which will provide financial support to franchisees, including RBS and NatWest.

Training

A good franchisor will offer comprehensive training programmes. Nerd Force provides new franchisees with all the training they need to start their business and all the tools that will allow them to train their employees in the future. Induction training is provided at the company's data centre in Brunswick





NERD FORCE

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To request more information and apply for a Nerd Force IT franchise visit www.nerdforcecareers.co.uk or contact the dedicated recruitment telephone hotline on 0845 308 2645.

FREE INFO NO: 4719



(Maine, USA), with further ongoing training provided for franchisees domestically.

Not a nerd?

Even if IT is not your background or part of your skill-set and you have no prior experience in the computer and technology services field, Nerd Force is still an opportunity well worth contemplating. Some franchisees prefer to provide their own services, others hire 'Certified Nerds' to provide the services for them.

Ongoing support

Ongoing support is an invaluable tool in any franchise model to ensure that consistent standards in quality of service and professionalism are maintained.

Nerd Force provides franchisees with complete support. The company has a state-of-the-art support centre available 24/7 to help every step of the way, ensuring the high standards of quality associated with the brand are maintained. Further technical support is available for franchisee technicians should they encounter a difficult IT problem.

The UK call centre in Dornoch, Scotland has been established for eight years.

Marketing

One of the benefits of joining a large, well-established franchise operation is being associated with a solid trading name, which is reinforced through national

advertising and marketing campaigns. Nerd Force offers fully developed marketing material and programmes. Moreover, it looks to work with its franchisees locally to create awareness and build a profile to complement its national presence and brand activity.

Transparency, simplicity

All Nerd Force work is charged at a fixed rate - there are no hidden charges or extras, making the franchisees' role easy from a managerial perspective and the service they provide transparent and appealing to their customers.

Finally, remember to do your own research

Talking to other current franchisees and asking them for their feedback, how well their business is doing and whether they have met their business projections is a good way to ascertain the merits of a potential franchise model. Find out from someone who has actual experience working with the franchisor you are contemplating whether their expectations were lived up to. Read the prospectus and business plan thoroughly, use the internet and source the answers to all the questions you can think of.

Buying a franchise must be approached objectively. The more information you know, the better your decision is likely to be and the less risk you will be exposed to.

In short - the franchising opportunity

Investing in a franchise opportunity can be a very rewarding experience, both on a personal and professional level. If you have chosen to set up a franchise as a means of starting and running your own business there are a number of issues that need to be given careful consideration - these include the franchisor's track record, levels of success other franchisees have achieved using the business model and the amount of training along with ongoing support you are likely to receive from the franchisor.

The mobile computer and technology support industry is certainly one worth contemplating - it is buoyant and offers many growth opportunities. **WF**

* A projected figure verified by third party banks.