



Join a niche section in the property market

When Ian Morris took voluntary redundancy he found the business opportunity he was looking for with Countrywide Signs. Derin Ibrahim interviews

For sale' and 'sold' signs are ultra visible throughout the UK, however many people overlook the business opportunity they represent. By providing these signs to estate agents, Countrywide Signs has taken a niche section of the property market.

When Ian Morris took voluntary redundancy from his job of 17 years working at a Vauxhall Motors factory, Countrywide Signs gave him the opportunity he had been looking for. He says: "I felt I needed a change so I looked into franchising and when I contacted Countrywide Signs they said my area was available. Countrywide Signs appealed to me for many reasons. When I spoke to them they went through the set-up and the internet service that they provide and it all seemed very professional. Also they have very good communication between estate agents and franchisees."

An expert at carrying out the management of property signs, Countrywide Signs makes great use of modern technology in the form of the



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Countrywide Signs franchisee Ian Morris

internet, text messaging and Global Positioning Satellite (GPS) to provide the best possible service to its clients.

Prior to launching his franchise Ian received nine days' training. His business, which covers Merseyside and North Wales was launched in August 2006. "Although running my business has been hard work," says Ian, "I really enjoy being my own boss."

From the period of January 2007 to January 2008 Ian is on target to get a £90,000 turnover and he still has plans to build-up his business: "I'm mainly trying to expand the number of agents in vans. I've just taken on another driver and I want to take on another full-time driver so that I can focus on doing the sales and marketing side of the business."



COUNTRYWIDE SIGNS SUMMARY:

TYPE OF FRANCHISE: Van-based/management

INDUSTRY SECTOR:

'For Sale' sign supply, erection & maintenance

IDEAL FRANCHISEE PROFILE: You must be enthusiastic, self motivated, keen to succeed and relish the challenge of running your own business as part of a team.

YEAR ESTABLISHED: 1998

FRANCHISING SINCE: 1998

NUMBER OF FRANCHISEES: 56

INVESTMENT REQUIREMENT: £19,995

PRIORITY RECRUITMENT LOCATIONS: Nationwide

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