

Herd[®] Franchise

Supercharge your automotive business.



Probably the best van hire franchise in the world!



herdfranchise.co.uk

Welcome to Herd Franchise.

Herd Franchise is a brilliant van hire solution that adds highly profitable revenue streams to existing businesses in the automotive trade.

Contents

2. **How do you earn?**
3. **How does Herd Franchise work?**
 - Herd Franchise Features
 - Herd Franchise Products
 - Herd Franchise Support
5. **How to get started & Herd CARE**
6. **FAQs**
7. **Get in touch**



How do you earn?

Herd Franchise gives you THREE proven revenue streams and a MASSIVE cost advantage. All to supercharge your profits.

Herd[®] Hire

Herd "Vanimal" retail van hire is a proven winner in local markets like yours. And that's just one part of the Herd Franchise mix...



Herd[®] Business

Power your profits further with unbeatable, long-term vehicle & fleet rental packages that businesses in your area will love.



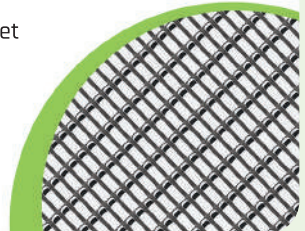
Herd[®] Connect

Earn monthly commission on all your customers' vehicles that you sign up to our market-leading Fleet Management service.



Herd[®] Advantage

Herd Group buying power gives you a **MASSIVE** market discount on your vehicles - supercharging your profits to earn even more.



How does Herd Franchise work?

First and foremost, we do NOT want a slice of YOUR profits.

YOUR profits are yours to keep. The Herd way is so much simpler and fairer:

We keep it really simple:

You buy or rent
brand new commercial
vehicles from us at
**market-beating
discounts.**



You rent to retail
and business customers
at competitive rates
**and keep the
difference.**

Herd Franchise includes:

Herd Franchise Products



Protect Your Herd Insurance

Market leading, low
cost insurance ONLY
available to Herd
Franchises.



Control Your Herd Platform

Market leading, IT
platform and iPad
for running your
business.



Track Your Herd Platform

Market leading,
vehicle tracking
platform with live
data on your entire
fleet all in one place.



Finance Your Herd Funding

Making outright
purchase of your
fleet more
manageable.



100% Electric Vehicles

The best fully
electric vehicle
options available
for your customers
on request.

Herd Franchise Features



Wide choice of makes and models

Market leading discounts with manufacturers to give you a wide choice.



Fleet Management Service

Herd Connect drives down the cost & hassle of running your franchise fleet.



Website, online booking & 0800

Best-in-class, mobile & Google optimised website and 0800 number set-up.



Site Branding & Signage

Professional design, high quality signage and site branding installation included.

Herd Franchise Support



Ongoing Training & Support

Ensuring you are supported at all times by our experts across all areas of Herd Franchise.



Marketing, Social Media & SEO

Choose from 3 monthly marketing packages all including a dedicated marketing helpline.



Herd Intranet

Online access to all relevant Herd Group digital content and resources.

How to get started:

This is what we require of all Herd Franchises:



Independent, automotive business respected in your area



Minimum 7 years trading



Credit rating of minimum £50,000 for 3 consecutive years



£500K Pre-approved credit line in place (we can assist with this)



Contractual relationship must be with the main/established business



Town or Rural location



A true passion for customer CARE



A love for working with the public



Entrepreneurial attitude



Willingness to go the extra mile

Values matter. We succeed because we:



Customer focus. Always.

Our laser focus of truly caring about our customers success, is the secret of our own ongoing success.



All together. One team.

Working together and helping each other to succeed. A true team, Herd is more than the sum of our individual parts.



Responsible attitude.

We all take responsibility. For our own role. For our customers. For the business. For each other.



Entrepreneurial spirit.

We think beyond our own immediate jobs to have ideas and take action to help our customers and ourselves get more done.

Frequently asked questions:

Why does Herd not offer car hire?

Van hire only is a more profitable business model. We used to offer car hire too but it didn't have the same customer demand as van hire which meant we were "carrying" vehicles that weren't paying their way. We replaced the cars with more vans and saw a big difference in revenue and profit.

Is there a limit to how many or how few vans I can have?

The minimum is 5 Herd Hire vans to start with a commitment to grow your fleet within the first 12 months by adding an additional 5 vans.

Do I have to pay for Vanimal branding of my vans?

No, we deliver fully wrapped Vanimals - there is no extra cost for livery.

What do you look for first and foremost in a franchise partner?

Provided your existing business has a good credit rating the most important thing to us is your attitude towards customer service. A genuine dedication to providing exceptional customer service is the secret of our success. It's what makes Herd the first choice for our customers. It's our competitive advantage. If you don't share our passion for customer service then we're not right for each other. But if you do - let's talk!

What are the benefits of Herd Franchise?

Herd is a national brand, established for 10 years and growing fast with ever greater recognition in the market. What's more, Herd Advantage gives you the benefit of the huge discounts we achieve from vehicle manufacturers because of our volume purchasing. This significantly reduces your costs, resulting in profit margins that you would never achieve otherwise. And don't forget, with Herd, your profits are yours to keep!

What's with the "Vanimals"?

We use a herd of animals to help describe the sizes of our vehicles, from a Squirrel for small vans to a Mammoth 3.5 Box with tail lift. Customers love our Vanimals! They give people a smile, really stand out and make Herd much more memorable than competitors. All of which gives you an added competitive advantage.

Do I have to pay Herd a percentage of my profits?

No, we do not take a percentage of your profits. We sell or rent brand new, Herd Vanimal vans to you at market-beating low commercial rates. You rent to retail customers at competitive local rates and you keep the difference. That's it!

Interested? Get in touch...



Please contact

Carol Baldwin

Franchise Compliance Manager

carol.baldwin@herdgroup.co.uk

07894 512 424

Herd Group
500 Dashwood
Lang Road
Bourne Business Park
Addlestone
KT15 2HJ

01372 747 333
herdfranchise.co.uk

