

Join Us.

WPA National Franchise Team Prospectus



wpa.org.uk

**A note from
the top.**

The fact that you are reading this means that you have at least some interest in running a Franchise. Not just any Franchise, but a WPA Franchise, working with one of the UK's leading health insurance providers.

In this booklet, I attempt to answer some of the questions that go through anybody's mind when thinking about buying a Franchise, possibly changing their career completely.

Only a small number of people have got what it takes to run their own business in this sector. This information pack is here to help you decide whether you may be one of those people.

This is the beginning of what could be a successful and life-changing journey – talk is cheap – take your time, ask questions and take the next step only when you are sure.

Berkeley Harris

Head of National Franchise Team

"WPA has a fantastic support structure." Scott Leeming – Franchisee

**What's the
business
proposition?**

Western Provident Association (WPA) is a health insurer with roots going back over 100 years. We sell health insurance to individuals and small and large companies in the UK. The booklet 'Examine Us' gives greater detail or you can visit our website wpa.org.uk

Private Medical Insurance (PMI) is rarely bought by people or companies who are taking a proactive step; instead it is normally actively sold to a potential customer who knows that they should have cover, but has never made the time.

Furthermore, once an individual or company has bought a PMI policy, they need ongoing help with running the policy and in some cases of course, making a claim.

Our business proposition is that you become the 'local face' of WPA in your community. You will assist your local community, mostly small businesses and individuals, to source and fund the very best healthcare available in the UK. In return, you will be rewarded with commission on all new sales that reflects the efforts made by you. But of even greater importance, you are rewarded with commission on all policies that renew – and due to our world class service standards you will enjoy one of the highest renewal rates in the industry. Your two income streams combine to build a long-term business of substance.

**What would I be
expected to do?**

You would sell to new customers and service existing customers in your own community.

As a fully regulated Appointed Representative of WPA (with the Financial Services Authority) you would work from home or your own office and build a portfolio of customers. You can work as much or as little as you want, with a direct relationship between effort and reward.

To begin with, you would probably concentrate on building your portfolio of customers by visiting individuals and small businesses in your local area. In time, you might employ some staff to help you as you concentrate on servicing your portfolio and building new relationships with potential new customers.

*“WPA has a very genuine approach and a wish to do the right thing...
They treat people as they'd like to be treated.” Tina Kemp – Franchisee*

**How much
does it cost?**

WPA is proud to be a not-for-profit business – unlike many other franchise businesses we do not seek to make a profit from the sales of our franchise.

Therefore the price of our franchise reflects the cost of the training and support we will give you (and the Business Start-Up pack).

£7,500 (inc. VAT)

Above all else at WPA, we believe in treating our customers fairly, honestly and openly. We have incredibly high standards in terms of customer service and demand the same standards from our franchisees. Therefore, we ask that a Fidelity Bond is paid into an independent nominee, interest bearing account which will be returned to the franchisee at the end of their time working with WPA.

£2,500 Fidelity Bond

This bond may be forfeited (either in part or whole) should a customer ever be seriously misled or disadvantaged by your activities. This should be seen as a 'Treating the Customer Fairly' or TCF Fidelity Bond.

**What do I get
in return?**

You get the very best training and the Business Start-Up pack, the right to sell our products and service your customers within your local community and to build a substantial and profitable business.

You will receive commission on your new sales – which normally ranges between 30% and 50% of the first year's premium (net of Insurance Premium Tax).

More importantly, we also pay you an annual renewal commission for customers who remain with us of between 5% and 10% of that year's net premium.

Above all else, we give you access to an environment where you can build your own business, be your own boss and have fun.

"You get first class support from WPA... I wouldn't fault it at all... The WPA team-building conventions are fantastic, you don't have to lift a finger."

Anna Russell – Franchisee

**How much
is a successful
Franchisee likely
to earn?**

Many of our Franchisees are very successful and have been with WPA for over 10 years benefiting from initial and ongoing renewal commission.

They are very happy to discuss with you what they have achieved and the opportunities that await.

Generally in year one an average income can be between £25k-£35k (some franchisees have achieved considerably more than this), increasing each year with the benefit of renewal income.

**What training
and support
will I receive?**

We will give you comprehensive training in our products and services. We will then train you to promote our products to different types of customers in our specialised regulatory environment.

Once you have been through our initial training, the help and support doesn't stop. There is a continuous programme of ongoing training to help you develop different skills as you come to need them.

Furthermore, there are regular bi-monthly meetings with other Franchisees within your region where you can get together and exchange ideas with others in the same business.

"WPA is unique... I've never worked with a company that look after you so well... Joining WPA was the best decision I have made in my life, hand on heart."

Bob Grace – Franchisee

**Do I need
an office or
other capital
investment?**

No! You need somewhere to base yourself – a room in your home perhaps – with a broadband connection and means of transport. The only other capital required is your personality and energy.

I'm interested.

**What do I
do next?**

If you have not done so already, have a look at the enclosed DVD and visit **wpafranchise.co.uk**

Visit our website at **wpa.org.uk** where you will find a wealth of information about WPA including details of all our products, services and recent press cuttings.

If you are still interested, then get in touch with me – we'll take it from there. Talk costs nothing, spend as much time as you like asking us questions and finding out more about our unique business proposition.

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"If you want a career that gives you something to believe in then WPA is for you."

Berkeley Harris – Head of National Franchise Team

WPA is a not for profit health insurer with a history of over 100 years of helping our policyholders fund the very best healthcare and is committed to providing excellent customer service.

WPA is authorised and regulated by the Financial Services Authority (FSA). The FSA website may be checked at www.fsa.gov.uk/register/home.do for WPA number 202608.

WPA is one of very few insurance companies world-wide to have been certified to the ISO 9001:2008 Quality Standard. So the standards of service that you can expect are truly world class.

WPA is one of the first organisations in the UK to achieve full accreditation for business continuity.

WPA is one of the first insurance companies to achieve the internationally recognised certification for Information Security Management Systems (ISO 27001) – the benchmark for protecting customers' valuable and sensitive information.

WPA is one of the first UK companies to achieve the environmental quality standard. The paper we use is made up of fibre sourced from well-managed forests independently certified according to the rules of the Forest Stewardship Council (FSC).

WPA is a member of the Financial Ombudsman Service, so you can be assured that any complaints are addressed seriously and objectively. Details of WPA's commitment to resolving customer complaints are included in your policy literature.



wpa.org.uk



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