



# CHERYL WHITE FRANCHISE CONSULTANT

## Code of Practice – The Ethical Way to Franchise

At Cheryl White Franchise Consultancy, we believe franchising should be built on trust, honesty, and doing the right thing – always. That's why we follow a clear Code of Practice based on the **British Franchise Association (BFA) Code of Ethics**, while adding our own high standards to help build ethical and successful franchise businesses.

### 1. What We Stand For

We're all about creating solid, sustainable franchises – and doing it ethically. That means:

- Being open, honest, and upfront with our clients and their future franchisees
- Promoting fair relationships between franchisors and franchisees
- Helping to build proven, scalable business models
- Making sure franchisees get the training and support they need
- Respecting contracts and helping resolve issues the right way
- Only working with businesses and individuals who share our values

### 2. How We Work – Our Everyday Standards

#### A. Getting Started Right

We only take on clients we truly believe are ready to franchise. That includes:

- Carrying out a proper feasibility check before we say yes
- Requiring at least 12–24 months of business trading history
- Giving you a clear plan, timeline, and breakdown of costs from day one



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### **B. Keeping it Clear & Honest**

No smoke and mirrors here. We:

- Clearly explain what you'll get, what it costs, and what's included
- Never make inflated earnings claims or promise overnight success
- Always encourage clients (and their future franchisees) to get independent legal and financial advice

### **C. Building Ethical Franchise Models**

We'll only help you franchise if it makes genuine business sense. We:

- Say no if franchising isn't the right path
- Help create fair, realistic, and balanced franchise offers
- Make sure your manuals, systems, and support are up to scratch
- Work with **BFA-accredited accountants** to help you build accurate financial projections and set a sensible, sustainable fee structure.

### **D. Recruiting Franchisees Responsibly**

Finding the right people matters. We guide you to:

- Look for well-informed and suitable franchisees
- Use honest marketing that reflects the real opportunity
- Offer discovery days and open dialogue before decisions are made.

### **E. Ongoing Support – Not Just a One-Time Thing**

Franchising isn't a 'set it and forget it' model. We help clients:

- Build long-term support plans for franchisees
- Encourage regular performance reviews and feedback sessions
- Handle disputes respectfully and professionally

### **F. Staying Compliant**

We take compliance seriously, so you don't have to worry. We:

- Ensure your legal agreements are drafted by **BFA-accredited franchise lawyers**, so they're clear, fair, and watertight
- Stay aligned with BFA guidance and current UK franchising legislation



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## 3. Our Ethical Charter

We're committed to ethical franchising in everything we do. That means:

- Acting with honesty and integrity
- Being transparent about our services and pricing
- Always putting sustainability and fairness at the heart of franchise development
- Helping build long-term partnerships based on mutual respect

## 4. What It Costs

The full franchise development journey with us is a flat investment of **£40,000**. That covers:

- Strategic planning
- Operations manual creation
- Legal coordination with BFA-accredited lawyers
- Franchisee training setup
- Marketing support
- Help with franchisee recruitment
- Financial projections and fee structures developed in collaboration with BFA-accredited accountants

There are no hidden extras – everything's included, and we'll guide you through each step with care and clarity.

