

Franchising Your Business



Lime Licensing Group's elite franchise blueprint is behind many market leading franchise brands. We have become one of the most consistently successful advisory teams in global franchising and our work has taken many of our clients businesses to multi million pound valuations.

With physical offices in the UK and North America Lime's executive team has sold thousands of franchises over the years. We are specialists in new franchise launches and the strategies needed to recruit franchise networks. Engage with us and we'll be your partners in profit.

Fluent in Franchising | Brilliant at Brand Licensing

Lime is a multi-award winning franchise consultancy that helps franchising entrepreneurs to create franchise systems and recruit franchise networks in the worlds largest franchise markets in the UK and North America. Lime is made up of experienced entrepreneurs with successful franchising backgrounds. Amongst our team are former multi-brand franchisors, master license holders, franchisees and niche advisors.

Lime publishes the bi-annual franchise magazine Franchise Life, which is distributed free of charge to potential franchise buyers and at major franchise events. Franchise Life is available in print format and an online directory, which is one of the largest in the UK.

Lime owns a marketing agency that specialises in franchise marketing and also an executive recruitment company that recruits experienced franchise professionals.

Our various brands all have one thing in common which is to help franchisors to excel!

We are accredited by the Quality Franchise Association, the Canadian Franchise Association, and are members of the Federation of Small Businesses.

By focussing on recruiting franchise partners our setup work is tailored to what will work when recruiting, rather than what looks good at the outset! By keeping the eventual franchise buyer at the front of our minds we design franchise systems that outperform industry norms.

Take a moment to check the testimonials page on our website for the evidence!



Core Services

New Franchisors

Lime Licensing Group provides a complete solution for new franchisors to design and launch a new franchise system. Drawing on decades of experience our team will carefully implement our unique **elite franchise blueprint**. During an 8 week process we address all the elements that will make the difference between the success or failure of your franchise opportunity.

Marketing Franchise Brands

Lime owns the well known Franchise Life brand which has a large online directory, and also publishes a popular free bi-annual franchise magazine. On a monthly basis Lime runs over 400 franchise adverts throughout the mainstream franchise media and our excellent working relationships bring savings and enhancements that every Lime client benefits from. We have thousands who follow our various social media portals, and have Google and Facebook Ad experts in house.

Recruiting franchise partners

Lime expends significant resources generating franchise enquiries, managing the fact finding process of franchise investors and successfully recruiting franchise partners for our clients. We have a database ready and waiting of over 29,000 franchise buyers, which means your first franchise partner may already be known to us!

Fixing franchise problems

Many underperforming franchisors come to us for assistance to improve their franchise operations. Our involvement brings credibility to your franchise strategy and using Lime's extensive multi sector experience we can speed up growth, optimise network royalties and clear up franchise resales to make your franchise department become leaner, more efficient and more profitable.

Expanding overseas

Lime has physical offices throughout the UK and also North America. We also have strategic relationships with proven franchise professionals and agencies in Australia, Eastern Europe and the UAE.

Our guarantee to you

We regularly compare what we provide against our competitors. We are confident that no-one can match the value we bring. So, we are happy to guarantee to you that no matter what you may have already been quoted we will provide you with a better deal and a better price, now and on an ongoing basis. It is as simple as that!



The Lime difference

Lime is run by franchise professionals for franchise professionals. We also help you to sell franchises at our own expense. From our own published magazine and directory through to Lime's extensive database of franchise seekers, these leads carry no marketing expense for you. Each year we commit a sizeable budget to promote our clients including:

1. Regional franchise and business events up and down the country
2. Attendance at the International Franchise Show at Excel each year where we distribute copies of our Franchise Life magazine. We will also work on your own stand if you are exhibiting.
3. Recommended Brand status on www.franchiselife.co.uk and an enhanced listing.
4. Blog content and publicity on Lime's website ranking higher than any other consultants on page one for "best franchises".
5. Social media publicity through our various social media channels with over 5,000 followers
6. Direct access to the business transfer sector and the thousands of buyers therein
7. Unique access to 29,000+ registered buyers on our database
8. Nationwide press release through to all business and industry sector journalists
9. Our own marketing agency available to you at cost price for a full suite of digital and print services.
10. We are the only franchise consultancy in the world who have a seamless low cost route for UK brands to enter Canada and the USA and vice versa.



Typical Lime Exhibition stand



Franchise Life magazine

Here's a Page of SOME of our Testimonials from Lime's Team

"Lime Licensing Group supported us through the entire process to understand whether franchising our business was the right step for us. Andy is knowledgeable, patient, approachable and provided a helpful structure for our consideration. He made everything very accessible and is very confidence inspiring and always brings an "on brand" touch of Lime! – Sarah Jones, Founder Full Circle Funerals

"Richard is a man of his word delivering results. It took only a few months to find us a very good franchisee that launched our brand in the UK. Highly recommend! – Andrija Colak, CEO, Surf'n;Fries

"Kevin is one of the very best people-people I've met in all my years as a business owner. He is one of the few who are able to build rapport with so many different types of people and still able to get 'the business' done! As a life-long learner and practitioner it's no wonder he continues to succeed in his adventures. If only he was available to work with me!" – Peter Thompson Business Coach and Author

"I include myself in the fingers burned category (previously using cheap franchise consultants) If you are thinking of franchising your business I cannot recommend the Lime Licensing Group highly enough. Mike Smith is an amazing expert who will do things correctly and get you the results you want! Oliver Jones, Wolf Recruitment Group

"Andy has a vast amount of experience and knowledge in relation to all areas of franchising from setting up new franchise businesses to trouble shooting existing ones. we have worked together on a number of franchise businesses. Andy is very pragmatic and really understands all aspects of the franchise business. I would not hesitate (and do not hesitate) to recommend clients to speak to Andy. The best in the business!" – Sharon Needle, Managing Partner, The Needle Partnership LLP

"Richard has been instrumental in our growth for recruitment of new franchisees. He is a professional and business minded individual and will always put his clients first. I hope to enjoy continuing working with Richard and hopefully he will assist in new franchisees coming on board." – Riaz Ahmed Patel, 4x4 Vehicle Hire Ltd

"Andy is professional, ethical and practical in his approach to franchising and has fun doing it. He has a wealth of hands on experience in all areas of franchising, with notable success in quality franchisee recruitment." – Simon Mills, Franchise Consultant, The Franchise Development Centre

"Following Lime's franchise blueprint was one of the key reasons we became the UK's fastest growing franchise." – Darren Griffin, Managing Director, Concept Building Solutions Ltd. Preston, Lancashire

"We would like to thank Lime Licensing and in particular Kevin Thomas for the wonderful experience and taking our concept of franchising our business in to reality and much more. Kevin has offered expertise and clarity which has made our journey in this process undeniably enjoyable and educational". Steve Beckett Founder Logic Document.

"I have known Andy for over 15 years, initially from our time as directors of similar but competing companies in the franchise industry. Andy is a highly competent businessman with a prodigious knowledge and understanding of the franchise industry. He is thoroughly professional in all his dealings and his depth of experience brings creative thinking to franchising issues. I have no hesitation in recommending Andy." – Jeremy Webster, Freelance Franchise specialist

"Richard is one of life's good guys. His great knowledge and enthusiasm is blended with a thoroughly professional attitude. We have had the pleasure of working on a few projects together over the years and it is always a joy with good results" – Steve Sampson, Chief Enthusiast Gininet Ltd

"Andy's expertise in franchising has been called upon countless times ... I hope I shall continue working with him for many years to come. If you're looking to become a Franchisor or a Franchisee, I would have no hesitation in recommending Andy to you." – Emma Alderson, National Franchise Manager, Vanarama

"Andy's help has been considerable in preparing for our UK Franchise Manager's appointment, but also ensuring our recruitment practices and marketing materials are as good as they can be for the purpose they serve. Andy therefore remains an important part of the team going forward." – Tom Acland, MD Cafe2U

"I contacted Andy at a time of difficulty for the organisation financially he provided expert and helpful advice on all areas regarding franchising and helped me enormously in a subject to which I was new and a position to which I was new in post and was a key source of advice that helped with our success and turning the business around. I'd highly recommend Andy for work with any form of franchised business at any stage of their development as his knowledge, contacts and experience could be invaluable to them." – Mark Rasche, Group MD, Brazilian Soccer Schools, Socatots, International Confederation Futbol de Saleo

"In my opinion, Andy's unwavering commitment to the franchise sector exemplifies his intelligent and professional character. He has always been a trustworthy individual and would be an excellent asset to any business development strategy." – Gordon Bettany, UK Trade & Industry Advisor

Moving Forward

You may have numerous questions which you can direct to us - we won't charge anything until we are formally hired so please use this free time to help you explore your franchise options. Neither you, nor us wish to embark upon a franchise launch until everyone is clear what the potential is.

We can promise you that all of us at Lime will go the extra mile to do everything possible to make your journey in franchising a profitable and enjoyable experience.



www.limelicensinggroup.co.uk

Call us our Head Office in the UK on 01274 662001
Or for Canada & USA 001 204 292-4961

