



Home Care Franchise – Frequently Asked Questions (FAQs)

1. What is a home care franchise, and how does it work?

A home care franchise allows you to run your own care business under an established brand, using a proven business model. You receive training, support, and operational guidance to provide care services to clients in their homes while following UK regulations and standards.

2. Do I need prior experience in the care industry?

No, prior care experience is not necessary. Many franchisees come from different backgrounds. However, a passion for helping others, strong leadership, and business management skills are essential. Our training programme covers everything you need to know about running a compliant and successful home care business.

3. What support will I receive as a franchisee?

We provide **comprehensive training**, ongoing business support, regulatory guidance (including compliance with the Care Quality Commission - CQC), marketing assistance, and operational support. You'll also benefit from our established reputation and brand recognition.

4. How much is the investment and what do I get in the franchise package?

A Doves Care Agency franchise costs £32,997 (+VAT) plus additional working capital. Funding is available (subject to status) for the total investment. You get the full franchise package, launch and ongoing support, training and coaching and support from our experienced head office team.

5. Can I get financial assistance to fund my franchise?

Yes, many UK banks and lenders offer **franchise funding** due to the proven business model of franchising. Some lenders may finance up to **70% of the investment** if you meet their criteria. We can introduce you to trusted financial partners.

Also, working with a national network of delivery partners, the UK Government backed Start Up Loan Scheme provides government-backed, unsecured personal loans from £500 to £25,000 to start or grow a new business.

<https://www.british-business-bank.co.uk/ourpartners/start-up-loans/>



6. What are the legal and regulatory requirements?

As a home care provider in the UK, you must **register with the Care Quality Commission (CQC)** (or the equivalent regulatory body in Scotland, Wales, or Northern Ireland). You will also need to meet UK employment laws, safeguarding policies, and health & safety regulations. We provide guidance to help you meet all legal obligations.

7. How long does it take to launch my home care franchise?

On average, it takes **3 to 6 months** to get fully operational, subject to CQC registration. This includes training, hiring staff, and securing your first clients. We support you throughout this process to ensure a smooth launch.

8. How do I recruit and retain caregivers?

We assist in the **recruitment, training, and retention** of high-quality caregivers. We provide resources on advertising roles, conducting interviews, and ensuring staff are **DBS-checked, trained, and compliant** with UK care standards.

9. What type of clients will I be supporting?

Your franchise will provide **personal care, companionship, and specialist support** to elderly clients, people with disabilities, and those recovering from hospital stays. Services may be funded privately or through local authority/NHS contracts.

10. How do I generate clients and referrals?

We support you with **marketing strategies, local networking, and referral partnerships** with GPs, hospitals, and local authorities. Our established brand also helps attract private clients.

11. What are the ongoing fees?

Franchisees will pay a monthly **Management Service Fee (MSF)** (set at 6% of revenue, reducing to 5% on revenue above £500k per annum) to cover continued support, brand use, and marketing.

In addition, a National Marketing Fee is set at 1% of turnover, to contribute to central marketing campaigns.

12. What is the earning potential?



Earnings depend on your **location, demand, and business management**, but many franchisees achieve a **six-figure turnover** within the first few years. We provide financial illustrations based on our experience plus support you with your own business and financial planning.

13. Can I sell my franchise in the future?

Yes, you can **sell your franchise** when you choose to exit the business. We can assist in the resale process, helping you find a buyer and ensuring a smooth transition.

14. What makes DCA home care franchise different from others?

Our core business is family run. We are not one of the large corporate franchises and so will offer a close, friendly and personal support package. We offer **proven success, strong brand recognition, comprehensive training, ongoing support, and a high standard of care compliance**. Our commitment to excellence ensures you have everything you need to build a thriving business.

15. What are the key qualities of a successful franchisee?

A successful home care franchisee is **business-minded, passionate about care, strong in leadership, organised, and committed to high standards of service**. While experience in care is not required, good management and communication skills are crucial.

16. Do I need a physical office, or can I operate from home?

In the UK, **CQC regulations typically require a dedicated office space** for care management, record-keeping, and staff training. We guide you on choosing a suitable location.

17. What is the typical caregiver-to-client ratio?

This depends on the needs of your clients. However, most home care agencies aim for **1:1 care**, with caregivers assigned to specific clients based on their care plans. We help you manage staffing levels effectively.

18. What kind of training do I receive as a franchisee?

We provide **initial and ongoing training** in business operations, compliance, staff recruitment, marketing, and care quality standards. You will also receive guidance on passing your **CQC inspection**.

19. How do I compete with other home care providers?



We help you **stand out through high-quality care, strong branding, and a client-centred approach**. Additionally, our franchise model includes **marketing support, local networking strategies, and referral partnerships** to grow your client base.

20. Can I own multiple franchise territories?

Yes, we offer opportunities for multi-territory expansion. Many franchisees **start with one territory** and expand once they establish a successful operation.

21. Will I need to be on-call for emergencies?

As a franchise owner, you will need to have an **on-call system** in place for emergencies. You can set up an **on-call rota** with your staff to ensure 24/7 coverage without always being personally available.

22. What happens if my business struggles to attract clients?

We provide **marketing and business development support** to help you attract clients. Additionally, we encourage partnerships with **local authorities, NHS contracts, and private clients** to ensure a steady revenue stream.

23. How does the franchise handle compliance with UK employment laws?

We guide you on **hiring, training, and managing staff** in compliance with UK employment laws, including **DBS checks, contracts, and worker rights**.

Also, we will introduce you to Peninsula who provide additional support for all HR related activity.

Do I need to find an accountant?

Yes, your new business will need good support from an accountant. We will introduce you to Danbro, with who we have secured preferential rates. They have an excellent package of financial support, including payroll and bookkeeping services.

24. What are my exit options?

When you decide to exit, you can:

- **Sell your franchise** (with our assistance in finding a buyer).
- **Pass it on to a family member or partner.**



- **Transition into an investor role**, allowing managers to run daily operations.

25. How soon can I expect profitability?

Most franchisees break even within **12-24 months**, but this depends on **client acquisition, local demand, and how actively you market the service.**

Still have questions? Contact us today to discuss your franchise opportunity!