



'An Exceptional Return on Investment'

'The most exciting franchis

me for this proven, ethical and very profitable business

anchise to hit the high street in years'
The perfect time for this proven, eth

The perfect time for this proven, ethical and very profitable business



Pawnbroking for the 21st century

Modern bright shops providing an essential service at fair rates, with great customer service.

Very



Pawnbroking

Essentials for success:

- Proven
- Recession proof
- No experience necessary
- Very profitable
- Minimal staff
- Minimal stock

Minimal

Proven



Cheque Cashing

Recession proof

Very profitable



Buy Back

No experience necessary

No experience ne



Gold and Jewellery

Minimal staff

Minimal stock



Travel Money

Proven

No experience necessary

CASH BROKERS

Your Friend... with Some Cash

Modern bright shops





CASHBROKERS

Your Friend... with Some **Cash**

I hope you find the details contained in this brochure of interest.

We are very proud of the business that we have created. From its inception in 2005, this has been a family business.

We created a business that fulfilled our needs as a family; a business that provides a great income in a pleasant environment and isn't threatened by fluctuations in the economy.

It wasn't easy to create a new business model in this sector but after a lot of hard work and ups and downs, we created something that we are justifiably proud of and we believe is a special opportunity for anyone involved.

In 2009 we started to franchise the business and our first franchisee is now the star of Channel 4's Posh Pawn series.

Although this is a family business, it is run very professionally and our franchisees will endorse that.

Whether you are interested in a single shop to run yourself or want to invest in multiple outlets, we feel we have something special. An exceptional return on investment in an enjoyable business that is booming.

We don't believe in starting a business up to your eyes in debt or your home at risk so you will need to have the entire investment of £120,000-£150,000 available to join us.

Once you have had time to read through the brochure, please feel free to give us a ring or send an email to discuss the opportunity further.

I personally select any new franchisees, so I look forward to meeting you.

Paul Smit
Chairman



Andy Earp

Cashbrokers Slough Franchisee

I'm delighted to have been asked to write a forward for the Cashbrokers brochure.

I was previously a senior manager in this industry and knew that Cashbrokers were the company to be with. I opened in the middle of the pandemic and have thrived ever since.

We got off to such an amazing start that we were voted the best Pawnbroking store in the UK at the 2021 Nation Pawnbrokers Association awards. Amazing for a company that had only been trading for just over a year.

Andy Earp

Cashbrokers Slough . NPA store of the year



Nick Adamson

Cashbrokers Welwyn Garden City Franchisee

I opened my Cashbrokers in Welwyn Garden City in 2012. Having met existing successful franchisees i had very high expectations of what the franchise could deliver. Cashbrokers have exceeded those expectations.

You can absolutely trust them, it is very refreshing to work with a family business where everybody is passionate about excellence.

Nick Adamson

Cashbrokers Welwyn



Franchisees

"The best decision I ever made"

Owner operated or an investment

Our business model is equally suited to people who want to operate a store themselves or an investor who wants multiple outlets.

Commitment is everything

We need people who are willing to go that bit further to make the best of this opportunity. Starting your own business isn't a way of getting an easier life, it's a way of getting a better life, one that you control and benefit directly from your own efforts.

"committed and honest"

Experience is not necessary

Not many people are going to have experience of pawnbroking and you don't even need retail experience. We have the experience and you benefit from that. This is why people who start up in business as a franchisee do so well, as we have already made the mistakes, paid the price and learnt the lessons. We have spent years and hundreds of thousands of pounds getting this exactly right and you can benefit very quickly. Our current franchisees come from all backgrounds,

You need to be accurate, honest, hardworking and reliable.

Our reputation is everything and we expect franchisees to have the same high standards.



Ethics

"I get great satisfaction out of helping people that no one else will"

Pawnbroking. Is it ethical?

Pawnbroking is the oldest form of lending and similar to the way banks lend. If a customer has an asset, they can borrow some money against it. We believe that, to cover short term cash problems, it is the best way to borrow because the customer is not getting further into debt. Customers are releasing money on something they already own. If they get an overdraft, credit card or unsecured loan and then can't afford to repay it, they go further into debt and incur ongoing interest, penalty and collection charges. If they have pledged an item with us and cannot afford to redeem it, we sell it for them and give them the balance back, this way no further debt is incurred.

Our Chairman was President of the National Pawnbrokers Association and sets a very high standard for our franchisees.

*"our greatest asset
is our reputation"*

As credit becomes more and more difficult to obtain, the people that need help most are the first to be **excluded from main stream borrowing**. A short term cash crisis can quickly turn into a financial disaster if people can't access cash to tide them over. We never encourage people to use us for long term financing. We get many letters and personal thanks for helping people that have been rejected by everybody else.

Our business ethos

Cashbrokers **"Your friend with some cash"** is not just a marketing message, it is at the core of our business. We treat all our customers as friends that we respect.

We do everything we can to create a pleasant and unthreatening environment. Our greatest asset is our reputation, pleasant to do business with and always completely honest.

We expect that ethos to exist in our franchisees; honesty always between the customer, the franchisee and the franchisor.



Location

"Cashbrokers were very precise about the size and demographics of town they would allow my franchise to be in"

Branch location

Both towns and cities are suitable for a Cashbrokers franchise.

We spend a great deal of time choosing the best demographic location convenient to the franchisee. With successful stores across the UK in towns and cities, the model works well in a variety of locations.

We don't go for high cost locations.

In a smaller town we may be on the High Street but in a large city we will look for a secondary location, where rents are lower and access by car easier. The shop needs to have a good footfall of people passing by.

The town in which you plan to open a Cashbrokers franchise needs to have a population of at least 25,000. Shop sizes do not need to be large, a minimum of 250 square feet for the shop itself and a similar amount for storage, ideally 600 to 700sq ft in total.

" we have proven that we succeed in towns with a population of 25,000 to 125,000"

We undertake a very detailed analysis of the socio economic mix of potential locations and spend time visiting towns with you to select the best.

Landlords are keen to deal with a proven business and most are only too eager to negotiate in the current climate. There are not many businesses expanding on the high street at the moment.

We have proven the business can thrive with a population of as little as 25,000.



Support

"The level of support provided by the helpdesk is exemplary"

**"YOU are key
to our success!"**

We will:

- ✓ Help you find the right premises and negotiate the leases.
- ✓ Provide a detailed project plan for the shop fitting and getting the business open.
- ✓ Introduce you to the correct suppliers to fit out and equip the shop.
- ✓ Help you obtain the necessary licences to trade.
- ✓ Provide you with sophisticated computer systems and procedure manuals to ensure everything runs as it should.
- ✓ Develop a detailed **business plan** with you.
- ✓ Classroom training.
- ✓ Train you in our shops.
- ✓ Work with you in your own shop when you first open.
- ✓ Continue to develop new income streams to make your business even more profitable.
- ✓ Provide exceptional telephone and online support.
- ✓ **Always be there when you need help.**

"We only succeed if you succeed"



Income sources

"It is comforting to have a business that is not reliant on one income source or major customer"

Pawnbroking You lend people a fixed amount of money for a period of up to 6 months and they leave an item of value (often gold or jewellery) as security.

Buy Back Buyback is technically not a loan but customers view it as one. We purchase an item from a customer and hold onto it for them to buy it back from us within 28 days.

Buy back is available on any item that has value and can be resold if necessary, typically electrical goods such as smart phones, computers and games consoles. Most of the goods are redeemed and those that are not are sold online or through the shop.

Gold and jewellery buying

Gold prices remain high and we will teach you how to test, buy gold and obtain the best resale price for it. We will train you how to value and purchase jewellery, which can either be sold in your own store or sold on to the trade.

“multiple income streams offer real security”

Jewellery sales Our jewellery is amazing value and ensures constant footfall in our shops as well as on your own dedicated online shop.

Travel money Provides an all year round income. We are very competitive on rates.

Buying in We purchase a range of items, primarily consumer electronics and jewellery which we are able to resell quickly using online sales or retail through the shop.



Training

"I was concerned that the business would be too difficult to learn but the training was comprehensive and gave me the confidence to open"

One to one training

We believe that one to one training is the best way to ensure that you are totally prepared and confident when you start your own business. You will spend time learning how to test and value precious metals and stones and interpret hallmarks.

You will be taught to use our comprehensive but easy to use software systems which control and monitor every aspect of your business.

You will then be invited to spend time with one of our experienced staff, at first observing how they operate the systems and practicing on a dummy system, you will then assist and serve customers under the guidance of our staff.

**"one to one
training is best"**

Software and Manuals

We have some of the most sophisticated software in the industry, developed by our own in house team it controls every aspect of your transactions and ensures you comply with all the legislation that govern our business.

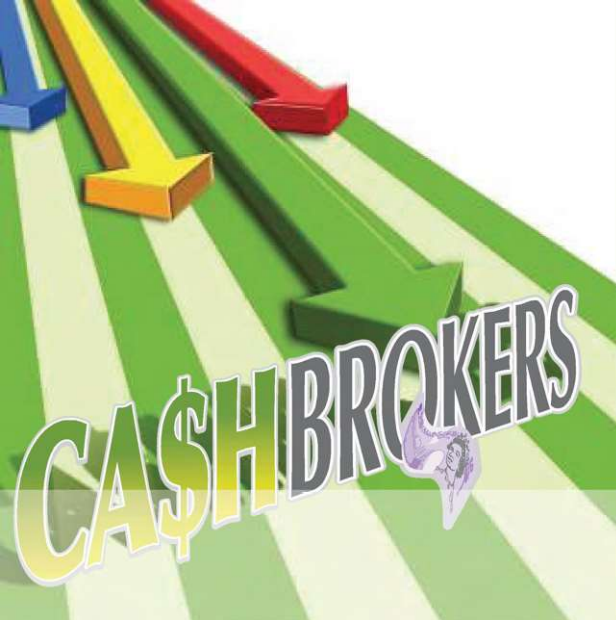
Every aspect of the business is meticulously documented in our operating manuals, giving step by step guidance on all the procedures necessary to run a successful business. These are regularly kept up to date with any changes to the business and the law.

On site training

When you first open, we will be there to help. An experienced member of our team will be with you in your shop to ensure that all runs smoothly and to help and advise as necessary.

Online support

You are never on your own. Our sophisticated technology means we can log into your systems remotely and help you through any problems.



Competition

"Opening right next to competition was demanding but we have been flying since day one"

We have little to fear from competition because our business model is different, our overheads are low and our service levels are high.

We have proven that can take on the large chains or small independants and succeed.

- Because our stores are owner operated we can offer a much more personal service which customers prefer.
- But as part of a larger franchise we can be far more competitive and professional than a small independent.

We only sell jewelery and high end electronics from the shop, which means we have much smaller shops, with less staff and less overheads than the buy and sell chains.

Our target customers come from a varied range of backgrounds, hence we target towns with a mixture of income levels.

Competitors have come and gone but we have grown year on year .

**"Just as much profit,
for a lot less outlay"**

We offer an exceptional return on investment.

"we have little to fear from the competition"



Investment & profit

"The return on investment is quite simply outstanding"

Investment required

This will vary depending on the premises you select. You may decide to pay a little more rent for a shop that is in good condition or select one that needs more work but costs less in rent.

As a guide, we would expect you to invest around £60,000 for the start up costs. This would cover the initial franchise fee and the costs of fitting out and equipping the shop. You will also need £60,000 in working capital, this will be to finance the money you lend out and the jewellery stock. In total you will need to invest around £120,000 in a smaller store and up to £150,000 in a large city.

Franchise fees

We charge the lowest fees in the industry, whilst providing exceptional support.
Our on-going royalty fees are low and all inclusive.

Profit

Once you have been accepted after the initial interview, we will encourage you to talk to our existing franchisees about how much profit they make.

You will be surprised just how lucrative this business is.

"the return on investment is exceptional"

PLEASE NOTE: There is enough stress opening a business without worrying about debt or having the threat of losing your home, so we only accept franchisees with the necessary cash available.



Turnover & profitability

"You expect projections to be optimistic. In my case I have made far more than I expected"

A successful business is about how much profit you make in relation to the risk that you take. If you buy and sell lots of items, you have big turnover but you also have big overheads. ***It's how much money you make that matters.*** Turning over millions doesn't mean you make millions!

Many franchisors insist that you open a large store on the high street in a major city, in which case you would have to sign up for (and personally guarantee) a high rental shop. You would have to take on many staff and fill the large store with goods that may or may not sell in the recession or in that town.

Or you could open a Cashbrokers franchise, risk much less money, have far less stress and make as much, if not even more.

**"turnover is vanity,
profit is sanity,
cash is reality!"**

If you want a bigger turnover then you could open more branches once you have the first successfully established. (Which is what our existing franchisees are doing).

You will be investing money, not only to get a ***substantial income*** but to build a business that is an ***asset*** that you can sell on if the time comes when you want to take things easier.



Our customers

"I was really surprised what a pleasant working environment this is. The rapport with the customers is fantastic"

Pawnbroking is often used by high net worth individuals who have limited access to ready cash. Pawning the family silver to meet the school fees is not unusual. We have vicars, doctors and policemen as customers, as well as everyday folk needing to raise some short term cash to cover an unexpected bill. The other advantage of pawnbroking and buy back is that there are no credit checks, so people don't risk rejection or reducing their credit score.

Buy Back tends to be used more by younger people wanting some cash until the end of the week. We get a lot of games consoles come in to fund a Saturday night out and they are then bought back next payday.

Jewellery sales tend to be impulse purchases because we are such good value for money.

Gold and jewellery buying is very lucrative. Gold is still at a very high price and people are amazed at how much their old jewellery is worth. People from all walks of life are currently cashing in their gold and because we have direct access to the gold bullion dealers, we can offer a fantastic price and still make a healthy profit.

"people from all walks of life are our customers"

Travel money we offer consistently the best rates on the high street. Highly visible window displays ensure constant business.



The future

"I now have a successful business that I am totally confident will thrive whatever the economy does."

Recession and upturn

Our mix of business means we prosper in good or bad times. Businesses need cash to fund growth in an upturn and the banks aren't lending, so pawnbroking is becoming more and more popular with small businesses.

The TV coverage of Pawnbroking has made people realise that it is a very accessible form of lending and our own star of Channel 4's Posh Pawn, Larry Kohen our Cornish franchisee, has bought the Cashbrokers brand into millions of homes

"as you build the business, you build an asset"

Jewellery sales are buoyant because we are such good value.

When things are not so good, the buy back and pawnbroking increases as people look for ways of getting through the next few months. The buying in of gold and jewellery increases as people decide to cash in things that they no longer need.

"we prosper whatever the economic climate"

Whatever the economy does, our services are always in demand.

A Cashbrokers franchise offers the confidence to look to a successful future, whatever the economy does.

Multiple Franchises

Once you have your first branch up and running, there is the possibility to reinvest and open further branches.

A saleable asset

You will be investing for an income from your business but as you build the business you are also building an asset that you can sell on if you wish. Your franchise is an asset that you can sell in the future (subject to the terms of the franchise agreement).



Frequently asked questions

There is too much risk of bad debt!

Every business is exposed to bad debt, Cashbrokers much less so than many. All of our lending is secured against goods that can be sold to recover the debt.

What about security?

We employ state of the art security with CCTV and Class 3 alarms and staff are always behind security glass. our insurers tell us that pawnbrokers are far less likely to make a claim than a jewelery shop.

There is too much competition in the market!

If any bank is presented with a business plan that says there is no competition, they reject it because it is naive. There will always be competition in any business either now or in the future. Cashbrokers have a unique business model that allows us to thrive in a competitive market. The very fact that there is competition endorses the fact that this is a lucrative business. We have demonstrated that we can compete and succeed. Our low overhead model with minimal stock and rapid turnaround of capital puts us in an exceptionally strong position.

Some of our competition grew rapidly, funded by debt and were reliant on an ever expanding market. Those business models were found lacking, in contrast Cashbrokers prudent low overhead model continues to demonstrate that we have the right plan.

What happens when the economy changes?

This business was founded and thrived during the boom years, when recession came we continued to prosper. Our mixture of revenue streams mean we cope with good and bad times. Many of our customers use us for convenience and confidentiality, not out of desperation.

I don't have the necessary experience!

You don't need experience in this business, none of our franchisees have had previous experience. We train you in all aspects of the business and because every aspect is controlled by sophisticated but easy to use software, it is not difficult to run.



Frequently asked questions

It is not ethical!

On the contrary, it is a more ethical form of lending than most others. If a customer borrows £100 from us and can't repay it, they are not further in debt. If they borrow £100 on a credit card or go over their limit at a bank, they will be further in debt and have charges on charges for not paying it off. We provide an essential service for people who are excluded from mainstream finance and without us they would be forced into the hands of the unlicensed loan sharks.

You will deal with the worst sort of people!

Our customers come from all walks of life. We have solicitors, vicars and police officers as our customers. We treat everybody with respect and get it back.

You will be targeted by people selling stolen goods!

Every customer has to register, we take ID, CCTV images and signatures. We always cooperate with the police. It would be a very stupid thief to try to sell us stolen goods, when we can produce absolute proof of their identity.

The APR charged is excessive!

To measure a very small loan that is taken out for a few days or weeks by an annual measure is nonsensical. We do not encourage long term lending, we provide small amounts of cash for

short periods of time. To use a comparison designed for the lifetime of a mortgage is irrelevant.

There is too much risk!

Whilst every business has an element of risk, we have done everything to make the risk reward balance attractive. We have very low overheads so you can achieve profitability quickly. We carry very little stock so you are only committing cash to transactions that are earning you money immediately. The majority of business is repeat custom, so you are not reliant on always finding new clients.

How long has the franchise been established ?

We opened our first store in Grantham, Lincolnshire in 2006. Our first franchise opened in 2009 based in Truro, they now have branches in Falmouth and Penzance as well.

Why did you stop franchising?

We put franchise recruitment on hold because the Financial Conduct Authority, which was the new regulator, were making proposals that we considered detrimental to the business. As a responsible Franchisor we did not want to bring new franchisees into an uncertain market.

The good news is that the FCA now recognise that Pawnbrokers provide an essential service to the public and all of our franchisees have full authorisation from the FCA.

We were ready to welcome new franchisees into the Cashbrokers family just as lockdown occurred



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