



## Become an **ERA Business Optimiser** and scale your own cost optimisation consultancy

If you are a confident and credible professional,  
a relationship builder who is familiar with the  
corporate world **and now wants more...**

ERA offer a proven route to building your own  
business consultancy.



**Drive efficiencies to grow  
your clients' bottom line...**

**...and share in this profit  
year after year**

Success is dependent on forging strong relationships with your clients' C-suite. The stronger these relationships, the more areas of each business you will be invited to optimise – and the more profit you will be able to uncover and share.

*"I'm confident that leaving my corporate role in New York to start my ERA franchise will give me the rewards, lifestyle and balance that I'm looking for. I love finding profits for my clients and my income is directly linked to my own efforts – that's a great place to be."*

Laura, Franchisee since 2021



*"I was in my late-20's when I started. My wife joined me in the business a few years later and we are now a team of 7. We enjoy a dream work/life balance, make a great income and have that precious time for our family."*

Pritesh, Franchisee since 2006



*“I joined ERA over 10 years ago with the ambition to build a large consulting business. Today I employ more than 25 people. We’ve got ambitious targets to take our business from today’s 7-figure revenues to even higher levels.”*

Peter, franchisee since 2008

---

## Choose to **power your consultancy** with the proven ERA franchise

Our proven business model presents a well-trodden path to building your own successful consultancy practice. Starting-up with ERA is a low-cost low risk way to grow your own business within a network of like-minded, driven and successful people.

You’ll collaborate on projects with your fellow ERA franchisees, both nationally and globally – utilising the diverse specialisms and expertise of each consultant to work with larger clients and drive meaningful savings.



Build a recurring monthly income stream with typically c.60-70% net profit



We keep you at the cutting edge with the latest cost optimisation opportunities



Recession and pandemic resilient – businesses always want to uncover hidden profits



Refined tech-stack utilising AI to do more of the admin, so you can focus on your clients



Assemble project teams from the network to serve global clients across 40 countries



Award-winning, world-class training and support where our success depends on yours

The dynamic and energetic leadership team are overseen by the original founder – Fred Marfleet – who started Expense Reduction Analysts back in 1992.

Driven and rewarded by franchisee success, you simply must meet them to get a feel for the inspiring warm atmosphere within the network.

Have an initial chat and then join one of the ‘Meet the Team’ sessions to learn more.

---

# ERA stands for **quality and longevity**

driving measurable results through each client's organisation

Your target clients will be businesses with annual turnovers of £10M - £100M+. Leveraging any existing C-suite commercial relationships will see you off to a flying start with your new ERA consultancy, and the experienced support team will guide you with proven lead generation strategies.

The ERA brand provides the credibility and systems for your consultancy business to work with any scale of business.



Following the intensive initial training, our one-2-one ongoing mentoring will set you up over the first year to maximise the return from your time, energy and skills. And the support continues throughout your business journey, changing as your consultancy develops.

---

## Grow your own **multi-consultant** cost optimisation business, an asset to sell in the future



### Training



We give you the strategies and systems to succeed

### Launch



Work from home and benefit from our proven lead gen programme

### Growth



Collaborate with other franchisees to deliver projects together

### Scale



Develop a multi-consultant practice to serve more clients

### Exit



When you're ready, realise the value of your asset

The next steps offer you **complete transparency**  
with no time pressure and your own plan of the journey ahead

1. Initial conversation with one of the UK support team
2. Book on to a 'Meet the Team' event to really get a feel for the culture at ERA
3. Complete your own business plan to fully understand the potential returns, the costs, the growth stages and how these will impact you, your lifestyle and family. Template and guidance provided – you will control the numbers you enter.

When you are entirely happy with the journey laid out ahead we will progress to the setup stage, and then the excitement begins...



---

- CTA -

Note ref investment info – the location this content will be placed will have key stats incl. cash/funding/working capital/etc