

PRESS RELEASE

For immediate release

28 February 2023

Ashtons Franchise Consulting Recruit Industry Heavyweight



Ashtons Franchise Consulting is delighted to announce the arrival to the team of Karl Sandall, FCIB QFP AIA (Hon).

Until recently Karl was the Group Chief Executive of the TaxAssist Direct Group – a highly successful and well-respected UK and international franchisor trading as TaxAssist Accountants in the UK, Ireland, Australia and Canada and as Tax Assist Advisers in the USA. With consistent 5-star WorkBuzz UK franchisee satisfaction ratings, TaxAssist are the only franchisor in the UK, possibly globally, to be majority



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owned by its franchisees following a groundbreaking franchisee assisted management buyout deal led by Karl in 2014 and again in 2021.

Karl has developed unique insights into what makes a successful franchise, emanating from a highly successful career in growing TaxAssist and shaping it to become one of the UK's pre-eminent franchise brands, setting the groundwork for global recognition.

Alongside the rest of the experienced team of consultants at Ashtons Franchise Consulting, Karl's services are available to clients requiring assistance in addressing the challenges faced by growing and established franchisors. This includes advice on improving network performance, training to improve network engagement, guidance on managing the network and improving network relations. Karl has substantial experience of international expansion and will provide franchisors looking to expand with strategies to succeed on the international stage.

Karl comments: "I am delighted to be joining the well-respected team at Ashtons Franchise Consulting and look forward to sharing with franchisors my considerable experience and no nonsense/straight talking approach to help them manage their networks to success."

Ashtons Franchise Consulting's managing consultant Nick Williams adds: "Karl is a much-respected figure in franchising. We have enjoyed a warm relationship with him for many years and are proud to offer his deep understanding and passion for franchising to franchisors."

To know more please visit www.ashtonsfranchise.com or call 01603 703254.

Karl Sandall on LinkedIn: <https://www.linkedin.com/in/karl-j-q-sandall-fcib-qfp-aia-hon-92334518b/>



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Notes to editor

Ashtons Franchise Consulting (AFC) is the UK's most experienced group of franchise consultants. They have offices in Norwich, London and Edinburgh, although consultants work remotely and travel the country visiting clients.

AFC help hundreds of franchisors in a variety of different sectors to grow into successful networks, understanding that every franchise has different ambitions. Consultants provide a full one-stop shop of specialised services available to help grow and franchise businesses.

Photo: Karl Sandall, copyright Ashtons Franchise Consulting.

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<https://www.ashtonsfranchise.com/>