

A Better Future is in the Pipeline.

METRO ROD
DRAIN CARE & REPAIR

Did You Know?

There's 2.2 million commercial addresses in the UK. That's 2.2 million drainage systems which need Metro Rod's help.



About Metro Rod

Metro Rod is the UK's commercial drainage experts. We are an essential service, come rain or shine and provide our franchisees with the support needed to grow a thriving business. With over 35 years' experience, we are trusted by franchisees and customers across the UK to deliver a first-rate service.

Why Consider a Franchise with Metro Rod?

A franchise provides you with a robust, tried and tested infrastructure allowing you to work for yourself but not by yourself.

Our large support centre based in Macclesfield boasts over 120 team members all tasked with supporting our customers and franchisees. With over 2 million invested into our IT services, we have first class data collection and reporting on all areas of the business making understanding your local territory, sales, profitability and opportunities easier than ever.

The national accounts team work tirelessly to bring large, national companies on board. Producing many long term contracts and tendering for opportunities across the UK.

A dedicated marketing team ensure Metro Rod is at the fore front of new and existing customers' minds. Providing coverage on a national scale whilst also advising and supporting franchisees with local marketing activity.

The 24/7/365 contact centre team are here to take calls, respond to online enquires, emails and manage the inflow of bookings and enquiries for the whole of the UK. Throughout 2020 the team answered 136,431 calls with an average speed of answer of 27 seconds.

In 2020, the contact center booked

104,751

reactive jobs for our network.

A strong network of franchises – always willing to help each other.

- **Full technical training provided**
- **Established businesses with an immediate turnover**
- **No limits on growth and earning potential**

Only in such a well-established franchise would you have this much support and backing of a much larger task force behind your local depot.

The Market

With approx. 2.2 million commercial addresses in the UK all at some point requiring drain care or repair services, this provides us with a substantial area to work. The domestic market also brings a wealth of opportunities with more than 65 million people in the UK.

Metro Rod, as a group, is growing every year and with sales of more than £40 million per year we're only at the beginning of our journey. The opportunities are endless.

450+ engineers

300 vans

c.50 tankers & growing!

Metro Rod Coverage

Metro Rod are within 1 hour drive of 85% of all commercial businesses in the UK.

• = Metro Rod office



Over 45% of franchises turning over more than a **£1 million**

Our Services

Our drainages businesses offer a wide range of services, from emergency reactive work, to planned maintenance and substantial repairs.

We pride ourselves on offering a 24/7/365 service by local engineers who are always one of the fastest to reach you and number one for their technical ability and professionalism. Above all else, we're a team you can trust.



Our Metro Plumb franchise can support with any plumbing issue to expand your water in, waste out service offering.

METRO PLUMB
THE NATION'S LOCAL PLUMBER



AOV* for all pumps and associated works is

£1,841

Nearly 7x higher than drainage.

More Than Just Drains

We're always looking to increase our service offering and in 2019, Franchise Brands acquired Willow Pumps. This move has provided Metro Rod franchises with the full training and support required to invest in pumps. A market which not only has a natural fit to drainage but an existing customer base with the majority of current customers requiring pump services.

As a result, we can now provide our customers with a one-stop-shop for all water in and waste out services.

"Pumps represent a fantastic opportunity for Metro Rod franchisees to expand their range of services. The more services we provide, the more we are able to deliver a single-source solution to our customers. This enhances the overall customer experience and maximises the opportunity for us to develop profitable and long-term relationships."

Peter Molloy, Metro Rod Managing Director

*Average Order Value

Who Are we Looking For?

All our Metro Rod franchises have become sizable businesses over the years. In fact there are now no fresh territories left, only resales. This is fantastic news for someone looking to step into a management franchise, which is already operating with a healthy turnover and fully trained staff.

We don't necessarily need you to have drainage experience, (we can train you in this). We are looking for someone with people skills, management experience, sales knowledge and the ability to see the exciting bigger picture of what these businesses are capable of achieving. We truly believe that in the right hands, all our Metro Rod franchises can double in size.

With our group turnover reaching an impressive £44 million last year, we know this is only a small percentage of the available UK drainage market. We have the ambition to take more of that market share and need franchisees with equal drive and determination to achieve this.

"Being a franchise now has the same benefits it did when I first started over 18 years ago. It has given me a nice lifestyle, several holidays a year and the support we receive is second to none. I can ask for guidance and there will always be someone willing to help."

Tricia Craig, Franchisee Owner, Metro Rod North East



Next Steps

If you like what you have read so far, we would be more than happy to discuss with you the the opportunities available.

Contact Tracey Cockerton,
Franchise Recruitment Manager, on:

01625 813 362

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We have a wealth of resources we can share with you to help you fully evaluate the business and see if it's right for you.

METRO ROD

www.metrorod.co.uk/buy-a-franchise