



Expense Reduction  
Analysts

# PROFIT FROM YOUR CAREER EXPERIENCE...

A lucrative franchise opportunity with the support of an international network of successful business entrepreneurs.

Global Experts in Cost and Supply Management



# ...AND EARN WHAT YOU ARE TRULY WORTH

- If you've always dreamed about being your own boss and using your skills and experience to build a profitable business of your own, an Expense Reduction Analysts (ERA) cost management franchise could be the right fit for you...

As an ERA Cost Management Franchisee, you are in business for yourself but not by yourself. ERA offers the best of both worlds: the freedom, flexibility, job satisfaction and control of being self-employed combined with the global brand, international network, proven business model, systems training and back-up support you need to grow a profitable and successful business.

Whether you're looking for the opportunity to earn an exceptional income, the chance to collaborate with a global network of like-minded colleagues or to take back control of your professional and private life, ERA gives you the chance to create your perfect business with a quick return on your investment.



# IMPROVING CORPORATE PROFIT FOR OVER 20 YEARS

## Our business model.

Expense Reduction Analysts is a global expert in Cost and Supply Management.

For over 20 years, we have enabled clients to improve profitability and gain greater financial scope by reducing business expenditure. We have successfully implemented thousands of projects globally.

Our Franchisees have the expertise and knowledge required to analyse every market no matter how complex; offering clients cost-saving solutions without incurring upfront costs.

ERA's "no service, no fee" business model allows companies the opportunity to achieve significant savings without the fear of over-paying for the service – our Franchisees share in the savings they locate for their clients on a 50/50 basis. Franchisees are rewarded according to their success which ensures a high level of commitment to each individual project.

Most of our clients' projects are done locally but there is some international joint venturing where global expertise is required. This enables our Franchisees the opportunity to provide companies with an unrivalled level of expertise globally.

# A PROVEN BUSINESS THAT'S READY TO GO

- ➔ Enjoy the rewards and freedom of running your own business with all the benefits of being part of a large and successful professional network and respected global brand.

We offer you a proven business model, a globally recognised brand in an established market, and a highly developed formula for success. We also provide you with the operational processes, business systems and software, databases and tools optimised for you. This means that the path to profitability can be faster and more predictable.

## The Benefits for ERA Franchisees:

- A world-class brand
- The opportunity to earn an exceptional income
- Expert training and marketing support
- An international network of business colleagues working together
- Low overhead costs/the freedom to shape your own business
- An excellent franchisor/franchisee relationship
- A proven business model developed over 20 years

"ERA has benefited me through becoming vocationally independent, allowing me to run my own business, meet a lot of terrific people, employ some fantastic staff, serve my own clients directly, and to have a direct impact from the work I do each day." **BREET HAY, NORMAN PARK, QLD.**



# WHAT IT TAKES TO BE SUCCESSFUL

📌 You don't have to be a cost-management expert in order to join ERA as you will learn our methodology through our extensive training programme and coaching. What is required is your commitment, common sense and the ability to replicate our highly successful business model. People who do well in our business share these common qualities:

- Career experience
- An entrepreneurial spirit and a passion to build a successful business of their own
- A willingness to learn and follow a proven business system
- Ambition and self-motivation
- Personal integrity
- Good interpersonal skills and an enjoyment of meeting other people

# WHY CLIENTS LIKE TO WORK WITH ERA

📌 Our clients include public and private sector businesses, hospitals, municipal authorities, schools, charities and non-profit organisations.

We work with all types of organisations providing them with a highly valued business service they need to control their day-to-day operating costs. They choose to work with us because:

- We provide an essential, financially risk-free service where clients have everything to gain and nothing to lose
- If we are unable to reduce targeted business operating expenses the client has nothing to pay
- We reduce costs without affecting quality or service
- The client doesn't need to allocate resources to help, we do all the work
- We help our clients to unlock their savings potential.

# A RECESSION-PROOF SERVICE THAT'S ALWAYS IN DEMAND

Our franchised ERA Cost Management Specialists focus on helping organisations reduce and manage their everyday business operating costs from over 40 non-strategic cost categories – ranging from energy to fleet management, from printing to stationery supplies, from insurance to telecoms and many more.

We work on a “no cure – no pay” basis in exchange for a share in the savings we find – typically 50%.

With everything to gain and nothing to lose by trying, it's not difficult to see why our services are in such high demand.



"ERA's negotiation skills, continual monitoring of expenses and professional detailed reporting also contributed to the success of the projects and the value of the working relationship over the years."

BUDERIM GINGER, YANDINA, QLD.



"We have been impressed with the professionalism brought to the project, and relied upon ERA to provide insights into the industry that were essential to us selecting the right providers."

ST JOHN OF GOD HEALTHCARE, PERTH WA.

# UNRIVALLED EXPERTISE, EXCEPTIONAL SERVICE

↘ All organisations are under pressure to find savings and there's a rich vein of extra profit to be found in indirect costs. Only ERA has the resources, specialist skills and expertise to review, benchmark and manage these costs.

The strength of our service lies in the expertise and knowledge of our network.

As an ERA Franchisee, you will have the opportunity to build on your existing skills and earn an exceptional income by concentrating on the following indirect cost categories:

## ↘ Manufacturing Production

- Supply Chain Management (freight, logistics, fulfillment)
- Factory consumables
- Maintenance
- Waste management
- Uniforms

## ↘ Administration

- Telecommunications
- Fleet management
- Cleaning
- Office supplies
- IT
- Banking
- Insurance
- Mail management
- Travel expenses
- Record management
- Professional services

## ↘ Human Resources

- Payroll
- Recruitment
- Temporary work

## ↘ Commodities

- Utilities (electricity, gas, water)
- Steel
- Plastics



"After a 35 year career in consumer marketing and advertising, I identified in ERA an opportunity to leverage my cost management and relationship building skills into a win/win situation for myself and my clients." [PETER SEDGWICK, SHOREHAM VIC.](#)

# OVER 650 FRANCHISEES WORLDWIDE

- Our Franchisees are highly motivated men and women who come from all types of employment backgrounds. They operate all over the world including continental Europe, USA, UK and Ireland, Australia, Brazil, Mexico, New Zealand.

Franchisees bring different areas of expertise and skill-sets to our business. They include sales and marketing executives, small business owners, company directors, legal, accounting and financial services providers, healthcare professionals and management executives from construction, logistics, telecommunications, engineering, leisure, catering and hospitality sector backgrounds.

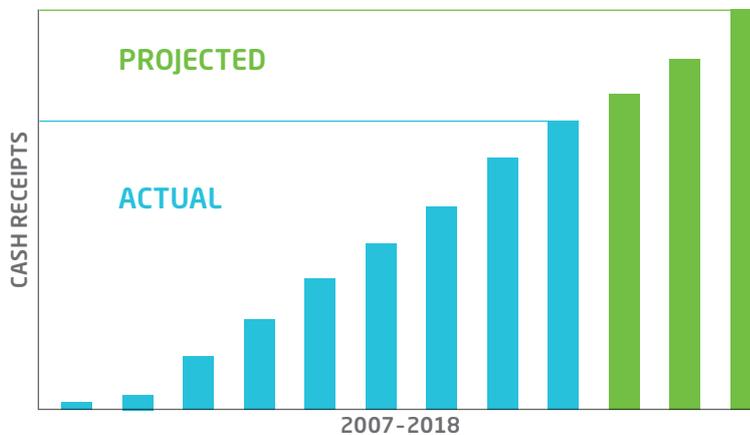


"I believe that ERA gives me the flexibility to have both a professional and a personal life and because I work from home, I can look after my grandchildren when I need to and if necessary, work after hours at my own convenience." RUTH COHEN, YOKINE, WA.



# A TOP-PERFORMING FRANCHISE IN A MULTIBILLION MARKET

- Expense Reduction Analysts is a global business that has grown year after year. We take great pride in the quality of service that our Franchisees provide and that is why we are continuously looking to expand the business.



"My highlight has been working with a group of professional people from all kinds of backgrounds who bring a special set of skills which enables me to provide the best level of service to my clients. A special bond with my colleagues keeps me engaged with ERA." **HASSAN NASSER, SYDNEY, NSW.**



# A LOW-RISK, LOW-OVERHEAD BUSINESS

- Expense Reduction Analysts is a very low overhead business, which can be operated from a home office with or without staff.

This allows you to tailor your business to suit your individual needs. Some of our Franchisees choose to employ staff while others prefer to work individually or within the network. It really is your choice how you decide to run your business and we're here to support you.



"After many years working at senior management levels in the corporate world I reflected that I had led a number of business units to record levels of profitability & growth. However, I also realised that I had not received any great share of those financial results. I felt that ERA offered an opportunity to change that around." [GRAHAM WOOD, NORMAN PARK, QLD.](#)

"We are in a business that seeks to provide a healthy income, but the healthiest income will come from where we provide a true 'win win' result for our clients." [GARY WILSON, BONNELLS BAY, NSW.](#)



# FIRST CLASS TRAINING AND SUPPORT

Expense Reduction Analysts has developed an extensive series of training programmes and customer-building strategies. We provide all the expert specialist training, professional back-up support, expertise and guidance you need to build your successful ERA business.

What we teach you:

- How to win new clients and develop profitable long-term relationships
- How to build multiple revenue streams
- How to work with your fellow Franchisees through joint ventures
- How to review client expenses and identify savings using our business tools
- How to negotiate with suppliers and prepare tenders
- How to produce and implement recommendations
- How to work effectively alongside clients to maintain long-term savings
- How to effectively market and build a successful and sustainable business
- You gain practical experience working with an experienced mentor on one or two expense categories for a client



"After 12 years of working with ERA, I still enjoy the business & what I do. Every client & job is a new challenge, its the type of work that is not getting stale after all these years of working here."

DAVID ROUNSEVELL, ADELAIDE, SA.



# IN BUSINESS FOR YOURSELF, NOT BY YOURSELF

- Expense Reduction Analysts train, support and help you build and market your own profitable consultancy business under our leading and respected global brand.

We invest heavily in our Franchisees, because we're successful when they're successful. Our Performance Development Team is on hand to help and develop our Franchisees throughout their Expense Reduction Analysts careers.

ERA provides an initial 10-day intensive Foundational Training course for new Franchisees to learn our methods, systems and business tools. We also provide you with your own experienced ERA coach who will assist you with client acquisition, project management and project analysis during the course of your first year. We also provide additional professional training tailored to your requirements as well as continuous sector-specific training designed to help you build new areas of expertise.

There are also numerous events, conferences, workshops and seminars led by internal and external professionals and expense category experts designed to help share their knowledge and expertise within ERA.

"ERA has given me the opportunity to focus on my areas of interest and expertise.  
The breadth of the network allows licensees to work on what they do best."

ANDREW SLIMMING, ADELAIDE, SA.



# AN AWARD WINNING FRANCHISE

- Expense Reduction Analysts is an internationally recognised, award winning franchise.



In 2016, ERA was awarded the certification of World-Class Franchise by the Franchise Research Institute in the United States of America.



ERA has also experienced wide recognition in Europe – winning consecutive Top Consultant Awards in Germany as well as being nominated as finalist for both the 2015 and 2016 bfa HSBC Franchisor of the Year Award in the UK.

ERA Management has the objective of achieving constant improvement across all aspects of the ERA business.



Our approach is to carefully select Franchisees that add value to the network and will become valued members of the team.

"Since I joined ERA some 12 years ago, I have been exposed to a wide variety of businesses and people in different sectors. This has enabled me to learn, grow and understand far more about the commercial world than I ever would have otherwise." [ROWAN EVANS, SUNSHINE COAST, QLD.](#)



# LET'S START A CONVERSATION AND EXPLORE THE POSSIBILITIES...

- If you can see yourself helping organisations reduce and manage their everyday business expenses by implementing our proven business model and cost reduction strategies, then an Expense Reduction Analysts Franchise could be the right business for you.

The next step is to get in touch. Complete our contact form online or email us at [drounsevell@expensereduction.com](mailto:drounsevell@expensereduction.com) and one of our team will contact you to arrange a telephone meeting with the Area Developer in your region.

Arrange a personal face-to-face meeting with your regional Area Developer to explore our business model in greater detail and for us to assess your suitability.

If you would like to continue exploring the Expense Reduction Analysts Franchise opportunity, you'll be invited to one of our Discovery Events where you will be able to meet our management team and other ERA Franchisees as well as people like you who are thinking about starting their own ERA Franchise.



"There are a lot of consultants in the world who work from home or work by themselves – it can be very lonely. Our business is not lonely because you're working with all these other people in your own region, country or even across a whole continent. You become very comfortable inside the business, it becomes your family."

FRED MARFLEET,  
EXPENSE REDUCTION ANALYSTS  
CHAIRMAN





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