



A Double Million

An Auditel cost and purchase management franchise based in Felixstowe, Suffolk has just reached an amazing double million pound target. By helping companies review and lower their overhead costs specifically in cost and purchase of energy, water and telecommunications, this franchise has invoiced over a million in fees and saved over a million a year for their clients.



From Left to Right: Emma Heathcock, Stephen Heathcock, John Heathcock, Paul Copsey, Rose Heathcock, Tony Mahoney.

These impressive landmarks have been met largely as a result of a dedicated team and a supportive franchisee network. While the majority of Auditel franchises are run by either one or two practitioners this practice consists of three consultants and four support members. The owner of the franchise, John Heathcock piloted a scheme to run a multi partner practice and has gradually expanded his team so that he can meet all the cost and purchase management requirements of as many clients as possible.

John's son Stephen was the first to join him in the business, three months after its establishment in 2000, and initially to focus on telecommunications. Later that same year, John's wife, Rose, was appointed Personnel and Purchasing Director and his daughter, Emma, as Office Manager. Two external directors were appointed in 2005; Tony Mahoney, who has a background in all the major utilities and Paul Copsey, who has 20 years experience in Sales and Customer Service Management. This year, and making up the seventh member of the team, Chris Almond, ex of Eon Energy, joined in the role of Client Operations Manager.

The franchise now proudly manages expenditure for 80 clients on all the categories of utilities and communications as well as offering further savings opportunities through energy and water efficiency auditing. John says, "There's a great sense of achievement in the team all working together and in watching the business grow. We have sponsored our local football team and Barclays in Ipswich have just named us as 'Business of the Month'".

The demand for the service that Auditel provide their clients keeps growing as John explains "It was clear from the start that the Auditel business model had massive potential. In a business environment where cost control is increasingly important and cost categories are increasingly more confusing, the requirement for measured independent advice on purchasing is ever increasing."

The practice also offers an extended range of utility support services covering projects such as new supplies and supply upgrades, site redevelopments, acquisitions and terminations. Among the million pounds worth of saving over £14,000 is for a health club business, £25,000 is for a London-based property company, £74,000 is for a group of care homes and £250,000 is for energy for an insurance firm.

One of the factors contributing to the success of this franchise is the strength of the Auditel network and the amassed experience and knowledge contained within it. Franchisees can draw on the skills and expertise of others in the network as John explains "The network and the expertise within it is one of the key benefits of the Auditel franchise. The large network of experienced consultants provides not only support when required but the opportunity to maximise earnings with joint venture projects."



With their dedicated team and established portfolio of clients the success of this franchise looks set to continue. John concludes, "The business now has critical mass and sustainability and is moving steadily forward to an even greater valuation and increased fee income. When Stephen joined us, our annual sales were £50,000. Today they are £375,000! There is no doubt that we can now demonstrate the capital value of the business and its assured future."