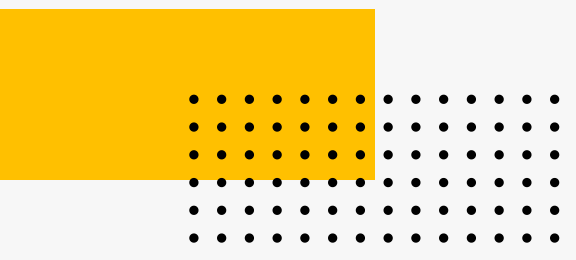
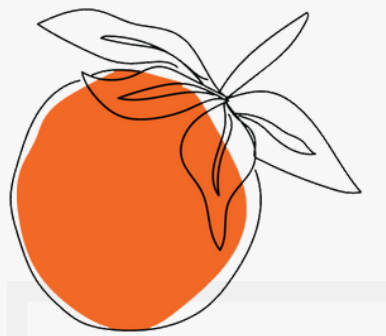


PSYCH CENTRAL



PSYCH CENTRAL FRANCHISE





INTRODUCTION

This brochure gives you the outline of what a Psych Central franchise can offer you as either an individual practitioner, or the owner of a group practice.

Choosing to start a Psych Central Franchise will give you an edge over most other practitioners in South Africa, as Psych Central has developed the systems, procedures, marketing strategies and footprint to allow any practitioner to flourish almost immediately, whether newly qualified or they've been in private practice before.



WHO SHOULD START A PSYCH CENTRAL FRANCHISE?



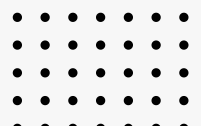
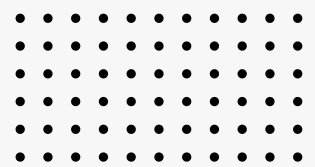
First off, you need to be a hard worker, someone who wants to optimize their earning potential. If you are someone who wants to have more down time than up time, then starting your own private practice is not for you.

As much as it is freeing and rewarding, both financially and socially, it takes a certain level of commitment to be successful, however, starting a franchise significantly reduces your learning curve, so that you can have more freedom much sooner than later.

So, if you believe that you have what it takes, then continue reading.



1. If you're someone who wants to own your own private practice and become a successful business owner.
2. If you want to have more freedom & flexibility.
3. If you want to maximize your earning potential.
4. If you want to build up your reputation in the psychology sector, which could be monetized at a later stage.
5. If you want to become independent, and never be reliant on the job market.
6. If you want to add to your skills as a business owner, which puts you ahead of most other practitioners in the market.



THE PERFECT CANDIDATE

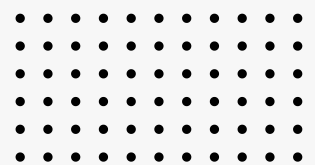
1. You need to be a qualified psychologist and registered with the HPCSA. You'll also need to be registered with the BHF, if not, then we can assist you with the BHF registration process.

NOTE: If you choose to start a Psych Central group practice, and you're already registered with the BHF, then you'll need to register a company, and apply for a separate group number from the BHF. We'll help you with this process.
2. Starting a franchise is an easy way to get into private practice without having to worry about all the business aspects that come with it.
3. Practitioners who want to maximize their earning potential. When joining an established brand like Psych Central. You're instantly added to our associate list and will become eligible for referrals from all branches, which means, you'll build up a client base much quicker than on your own.





4. Practitioners who want to get started and build up a big client base in a short amount of time.
5. Practitioners who do not want to join a group practice that will take a larger portion of their potential earnings.
6. Practitioners who want to have the future option of converting their individual practice to a group practice, in order to increase revenue and become more flexible.
7. Practitioners who may not have the skills to build and manage a fully functioning website and integrated CRM system.
8. Practitioners who want to form part of a larger footprint and established brand.
9. Practitioners who are not familiar with business protocol and who do not want to start from scratch.



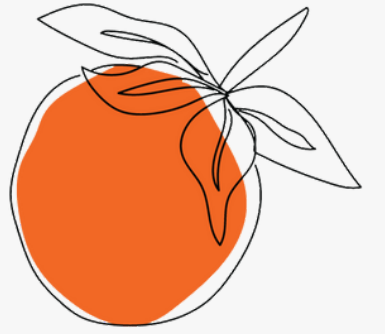
REQUIREMENTS

1. You need to have a valid South African ID.
2. You need to have a Masters Degree in Psychology.
3. Registered for private practice with the HPCSA.
4. To start a **group practice** franchise, you need to have an existing successful individual practice for 12 months or longer, or you need to have run an individual Psych Central practice for longer than 12 months.

AVAILABLE HOURS ?

You need to be available to see clients in your private practice for at least **34 hours** / Month. This is the minimum amount of clients you'll need to see in order to break even in your private practice.

To start a group practice, you need to have at least **2** associates, of whom needs to be available to see clients for at least **72 hours** / Month collectively. This excludes the **34 hours** that you personally will also need in addition.

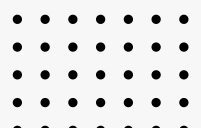
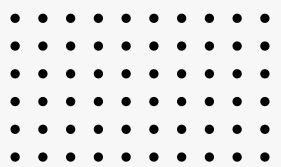


A young woman with long brown hair, wearing a light pink short-sleeved button-down shirt and blue jeans with a black belt, is shown in a thoughtful pose. She has her right hand to her chin and is looking upwards and to the right. In the background, a person's hand in a white shirt is pointing towards the right. The scene is set in a bright, modern office environment with a laptop and papers on a desk in the foreground. The overall aesthetic is clean and professional, with a dark grey horizontal band across the middle containing the main text.

THE BENEFITS OF FRANCHISING

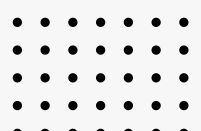
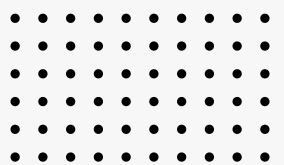


- Company registration (For 'group practice' franchisees).
- Assistance with board registrations such as HPCSA and BHF.
- A branded practice with a good long-standing reputation in South Africa.
- Fully functioning & branded website with an online booking functionality, and full management with 24 hour IT support.
- A complete blueprint to all operating procedures needed for your practice to function optimally.
- Access to cheaper third-party services, such as accounting, bookkeeping & taxation, Debt Collecting, Human Resources, etc.
- All document templates pre drafted for your needs, including all legal documents needed such as consent forms, etc.
- Full business support from the franchisor.
- Weekly training for you and your staff.





- Real-time updates to all procedures.
- Your marketing will be done for you, based on your budget.
- Management of all Google applications, such as map listings, analytics etc. You'll get stats of your performance once a month.
- A fully functioning CRM system to manage clients.
- Access to billing software to manage your billing efficiently.
- Recommendations and guidance for choosing the right location, building and contractual negotiations.
- Your first month free. (No Franchise Costs)
- A list of all assets needed for a private practice, as well as a full drafted cost report and assistance for a loan application if needed.
- All furniture needed to start your practice. (For those who does not have furniture & equipment already) (This can be bought directly from any supplier of your choice, or Psych Central can source this for you.)

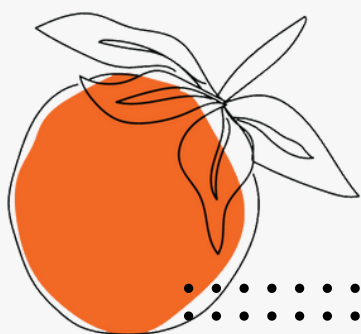
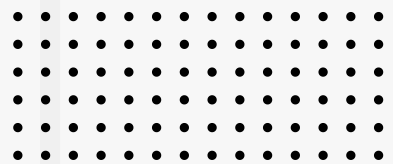
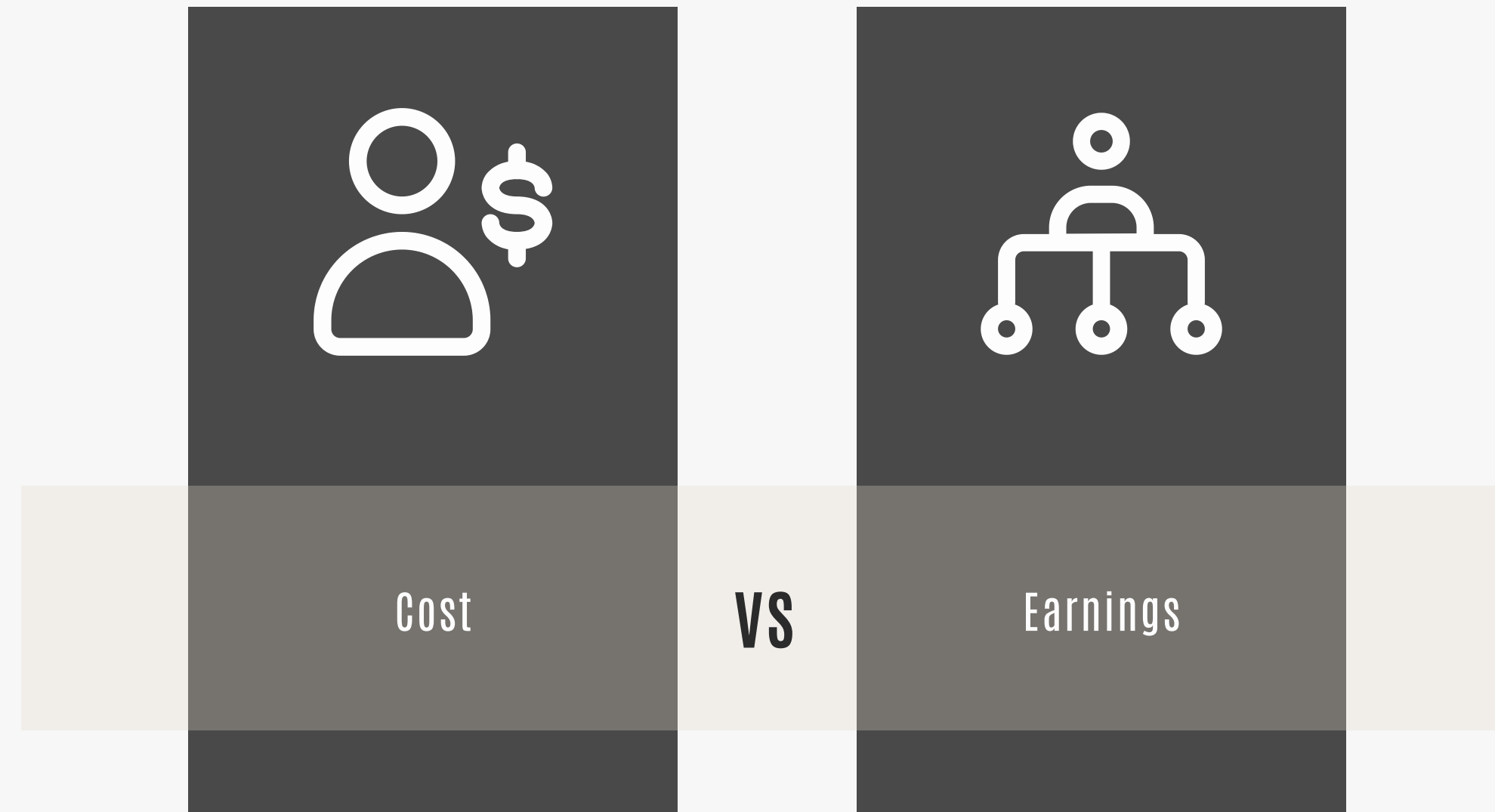




Franchise Cost & Earning Potential

This depends on the option you choose, whether a single practice or a group practice, and whether you want Psych Central to source the needed furniture & equipment, buy your own, or use your existing furniture & equipment.

It will also depend on whether you'll be working from home or renting an additional space, as well as the total amount of hours you're willing to work.





Startup Costs

Furniture & Equipment - Reception

Individual Practice

R 29,241

Group Practice

R 35,770

Furniture & Equipment - Office

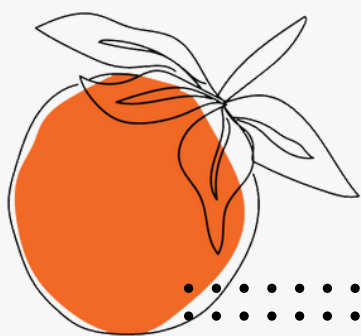
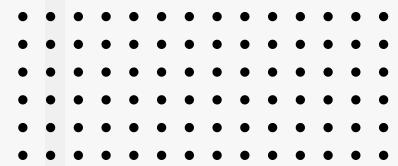
R 16,253

R 80,905

Building Deposit

R 9,500

R 19,000



Required Capital

If you plan on practicing from home and already have the necessary furniture & equipment, then this startup cost would be reduced significantly.



INDIVIDUAL PRACTICE

R 54,994



GROUP PRACTICE

R 135,675

How much will I repay monthly on the loan,
and for how long?



INDIVIDUAL PRACTICE

3 Years (R 2,500 / Month)



GROUP PRACTICE

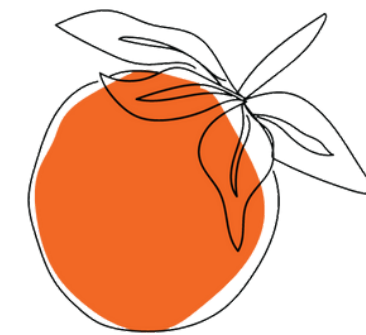
4 Years (R 5,350 / Month)

HOW LONG WILL IT TAKE BEFORE I MAKE A PROFIT?



This is an estimate as it may be affected by the following:

- Your Location
- Your retention Rate
- Your ad Budget
- Your communication Skills
- Your availability to take calls
- Your overall management efficiency
- The Month in which you start



A total of 187 clients in month 1 (Based on actual results of Psych Central Head Office)



INDIVIDUAL PRACTICE

1 month (Profit
of R 84,275)



GROUP PRACTICE

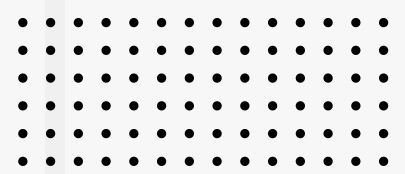
1 month (Profit
of R 65,726)



How much could my associates & I potentially earn at full capacity?

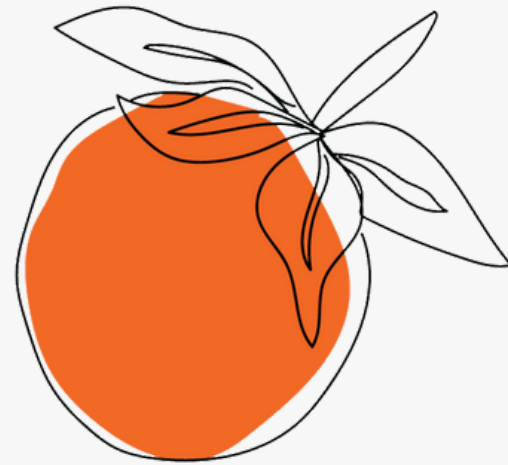
This is based on a 5 day work week, and 4 weeks per month

Individual Practice	Group Practice	My Associates
160 Clients / Month - R 84,275 - Profit After Tax	640 Clients / Month - R 221,601 - Profit After Tax	160 Clients / Month - R 57,600 - Profit After Tax





How much do I need to break even?



Individual Practice

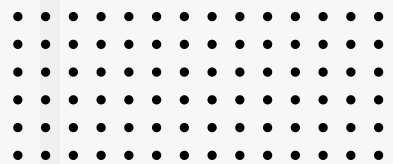
34 Clients /
Month - **R 98**
- Profit

Group Practice

34 - You
72 - Associates
Total - 106
Clients / Month
- **R 326** - Profit

My Associates

N/A (You will
always be
profitable)



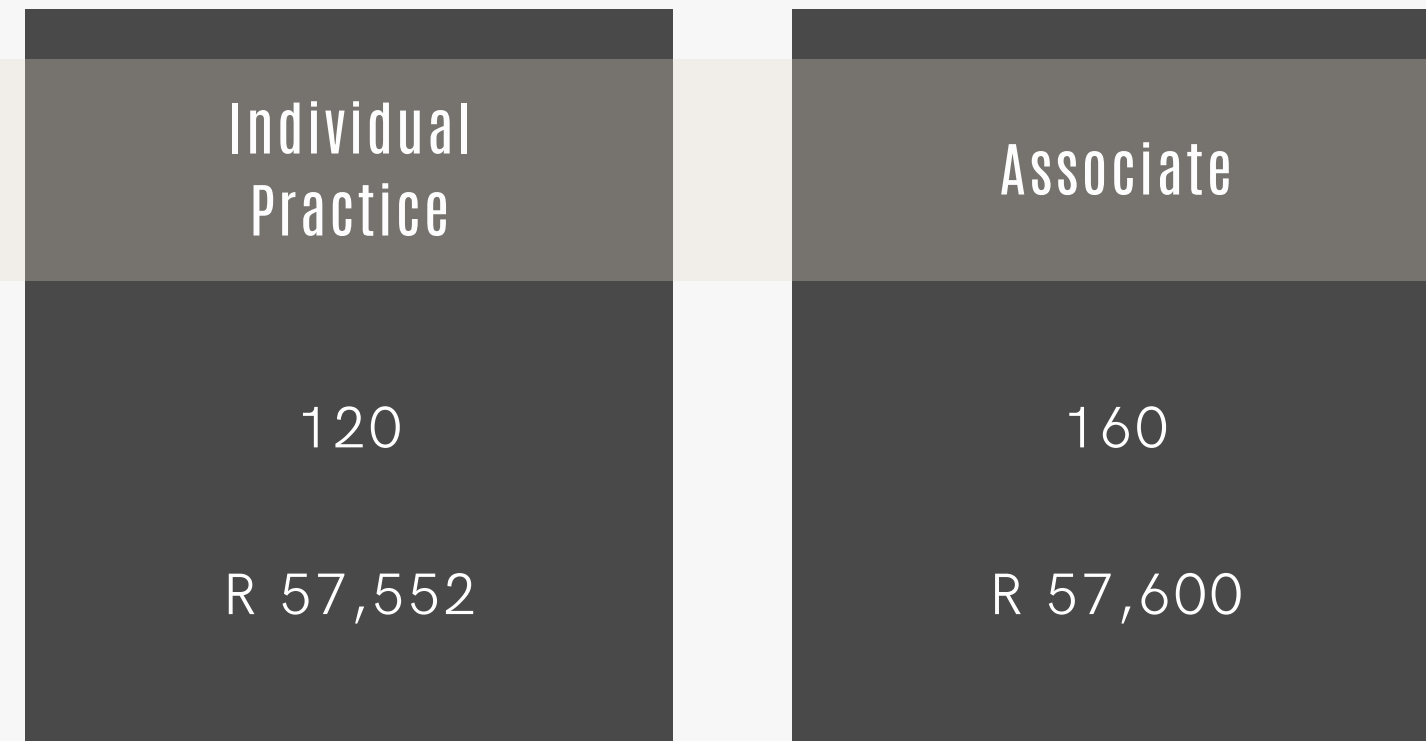


Individual Psych Central Practice VS Being an Associate

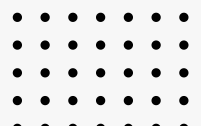
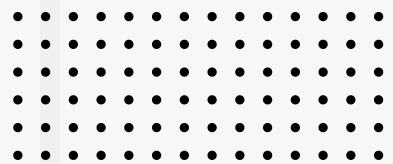
Below is the number of clients you have to see as an associate, or as an individual Psych Central owner to make the same profit.

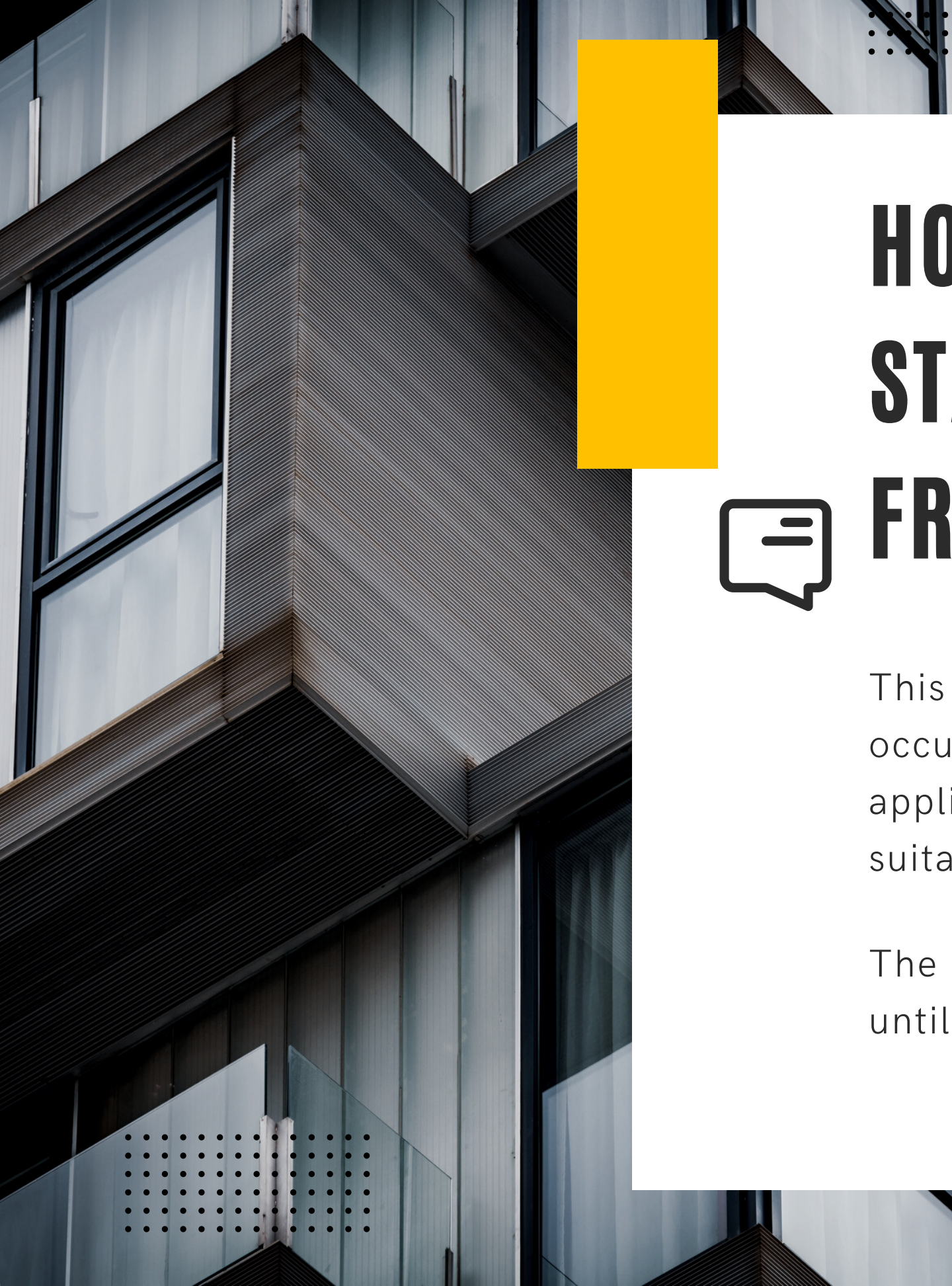
Number of Clients

Profit



This means you can see an average of 10 less clients as a franchisee, to earn the same amount as an associate.



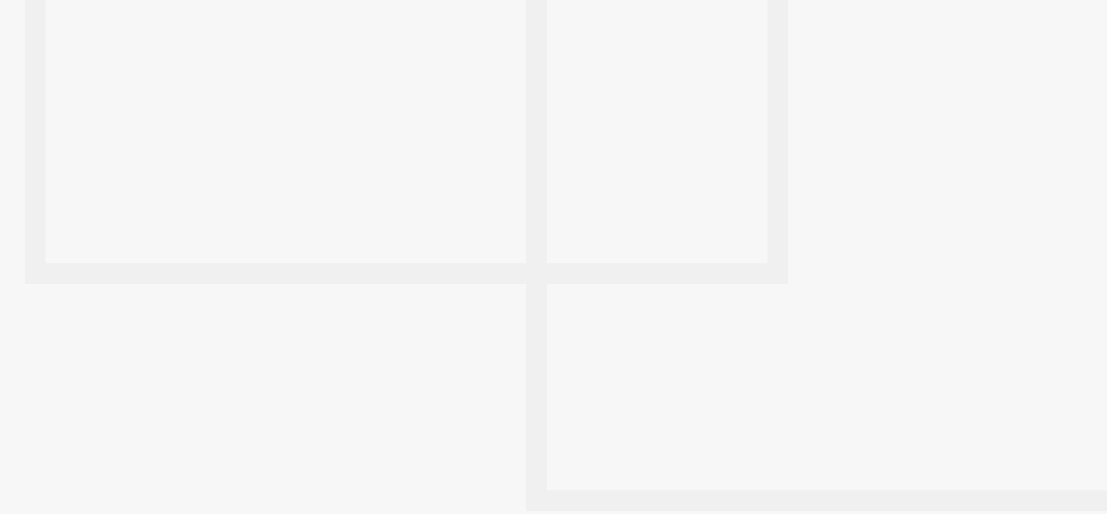


HOW LONG DOES IT TAKE TO START A PSYCH CENTRAL FRANCHISE?



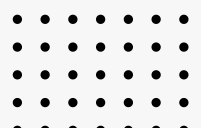
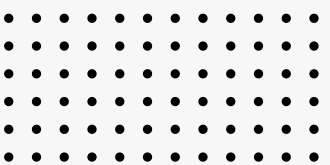
This is case specific, as there might be hindrances that may occur for some franchisees, such as registration- or application delays, furniture being out of stock, securing a suitable space, etc.

The average timeline is about 2 months from initiation date until fully operational.



PSYCH CENTRAL
Central-Hub of Psychologists & Counsellors

Franchise Cost



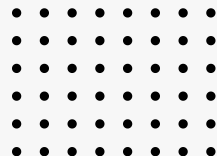
You can choose between 3 options

Either you can **manage your own practice**, **appoint your own practice manager**, or **we can manage your practice for you** entirely.

For group practices with management support, you pay a management fee based on the number of associates you have.

	Individual Practice No Management	Individual Practice With Management	Group Practice No Management	Group Practice With Management
Franchise Fee	R 8,500 / Month (Excluding VAT)	R 15,500 / Month (Excluding VAT)	R 12,000 / Month (Excluding VAT)	R 19,000 / Month (Excluding VAT)
Associate X 1				R 23,000 / Month
Associate X 2				R 27,000 / Month
Associate X 3				R 31,000 / Month
Associate X 4				R 35,000 / Month

NOTE: You won't be billed for the first month, this means that you'll have enough time to get your practice up and running before needing to pay our monthly fee.



Difference between Franchise support & Management Support

FRANCHISE SUPPORT

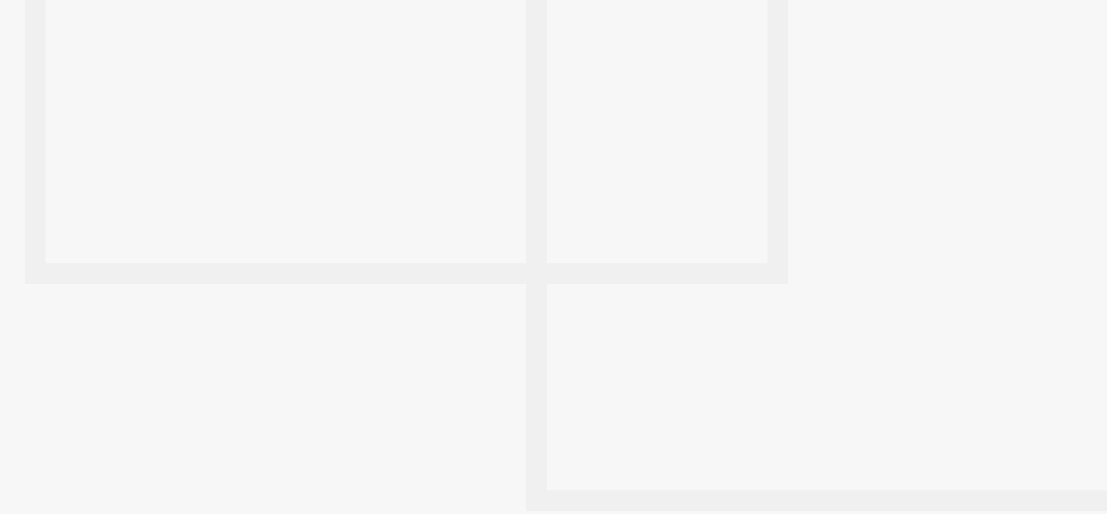
- Use of The Brand
- Startup Support
- Website Build & Management
- Ongoing Training
- Marketing



MANAGEMENT SUPPORT

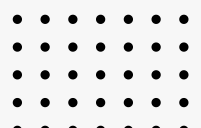
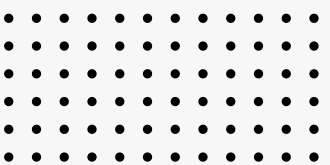
- Everything under Franchise Support
- Full Management Including:
 - Client Liaison (Full)
 - Taking Calls
 - Bookings (Management)
 - All admin

You wouldn't need to do anything for your practice except managing your in-practice service such as offering coffee & seating.



PSYCH CENTRAL
Central-Hub of Psychologists & Counsellors

**How do I start
the process?**



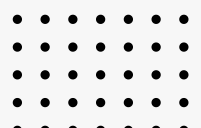
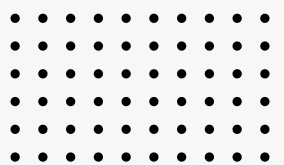


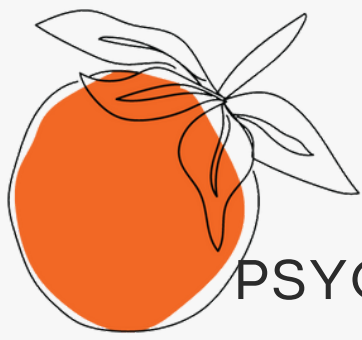
- Complete the online form by following this link.
- Next, we'll contact you to discuss the process further.
- You'll then be sent a contract to sign.
- Once the contract is signed, we'll send you the 'blueprint' document, outlining most of the structure and operational procedures to follow.

We'll then start with the initial setup phase, which includes;

- Business registrations
- Board Registrations
- Building your website
- Setting up all google services needed
- Ordering furniture
- Scouting for candidates (If you need a practice manager)
- Organising internet connection
- Setting up the CRM system
- Setting up the billing software
- Providing training to you and potential staff

Once your business is set up, and you are comfortable with everything, we'll start running advertisement for your business. We'll also continue with training, so that you know exactly what to do during the month so that nothing is left undone.





PSYCH CENTRAL



If you are afraid to start such an endeavor, know that we have already learned the lessons so you don't have to. We'll be by your side, every step of the way, so starting and running a successful private practice has never been easier.

LET'S START

