



## **Be in business for yourself, not by yourself!**

Since our founding in 2012, AFCN has supported entrepreneurs who want to invest in a proven brand and control their own destiny. Economically, the AFCN business model offers franchisees a well-balanced lifestyle, a reliable return on investment, and exceptional profitability. But—beyond the economic benefits—our franchisees have the opportunity to serve their neighbours by keeping them healthy and comfortably on their feet.

**Marketing:** As a Franchise partner, you'll reap the rewards of our time-tested marketing strategy! At AFCN, we free up your time, allowing you to dedicate more of it to patient care. We achieve this by overseeing our effective national multi-channel marketing strategies on your behalf, ensuring your business operations run seamlessly. We also provide a dedicated field team and the necessary tools to make marketing your services in your local area a breeze, boosting your success and convenience!

**Clinical Management Systems:** We understand that starting a business can be challenging. As an AFCN Franchisee, we'll guide you through the process and equip you with all the support systems you need for a successful venture.

From the paperwork and forms to our client booking and management system, to contracts and policy and procedures handbooks, setting you up right with AFCN is a cinch!

**Economies of Scale:** AFCN is Canada's largest Foot Care Nurses team and locations!

Why not take advantage of the economies of scale? With partners across Canada, AFCN is able to purchase and source more products at better value than an independent clinic could on its own. Make it easy on yourself and take advantage of our network strength!

**Networking:** Not only do you benefit from the Home Office support and systems, but you also have access to peer-to-peer learning and networking with clinics and 20+ high-integrity, like-minded AFCN nurses and staff. We believe in sharing ideas and working together as one great AFCN Team, we are all stronger.

**Clear Differentiation from Competition:** AFCN is known for its caring, thorough attention to its customers and expert service. No other company is better positioned to serve the growing foot wellness products and services market.