



ACCOUNTANCY PARTNERSHIP

COMMISSION STRUCTURE

Cavell
#SIMPLICITY

INTRODUCTION

Hi...

My name is Mike Markham and I'm the Managing Director or Cavell (*that's me below with my daughters Gracie and Lily*).



I'm by no means a 'guru'.

I'm just a business owner.

In 2016 I experienced two life events that were significant to me.

I had been traveling 4 hours a day to work in London for a Manager that I felt had been demoralising.

At the same time, I had a really difficult separation from my Partner and found myself thrust into the world of Family Courts.

Both these events together lead me down the slippery slope of depression.

I consider myself a Dad first and foremost and Family is an integral part of my life.

I had an epiphany though.

Family to me is really about creating a sense of belonging and that was something that after over 18 years in Human Resources is usually missing in businesses!

So, I took the leap and created Cavell HR to support businesses to create working environments that their staff want to belong to.

It was scary. The first day...alone at a dining room table 'the office'.

I also became very fortunate to secure a short contract with Guy's and St Thomas' NHS and was able to build a business from here.

In fact, I am proud that we now support businesses from a wide variety of sectors from Hospitality, Healthcare, Engineering, Construction, Sports, Hair and Beauty, Manufacturing and more.

But also businesses based across the length and breadth of the UK.

We've also become an integral part for our clients' businesses.



In some cases, supporting them to go from the verge of closure to not only staying open, but growing 50%.

We've helped businesses to get a grip of their staffing and take control of those difficult individuals (yes, we all have them).

Even the bits that I hate, like redundancies have had a significant impact as we've supported businesses to save over £1m and with reduced risks.

We've not had one single successful Tribunal claim raised against our clients on the support we've provided (tempting fate I know).

Why am I telling you all this?

Well after working in HR and Payroll for over 18 years, I have recognised a number of things...

Employment Law and Human Resources are the same regardless of your industry or where you are in the UK (with some exemptions for Scotland and Northern Ireland).

The difference is your client and their business.

Their business or employer will not be the same as everyone else or others within their industry.

The world is flooded with 'wannabes and gurus' that provide out of the box, roughly the same thing and treating all businesses identically.

And I wanted you to know, we're not that!

We've been around for almost 7 years and already supported over 1,000 businesses, Managers and indeed staff.

We believe that we're the best at what we do (of course you would think that Mike!)

We have reviews that support this...

The point is, Cavell HR is the real deal.

And we're here to help.

Chances are, we've already helped a business just like your clients to grow and increase support and services through building on the people already within them.

So if you believe your clients want a team of people that align to the businesses values, visions, supports growth, increased profits and support to customers in multiple

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industries, then why not support your clients to give us a try.

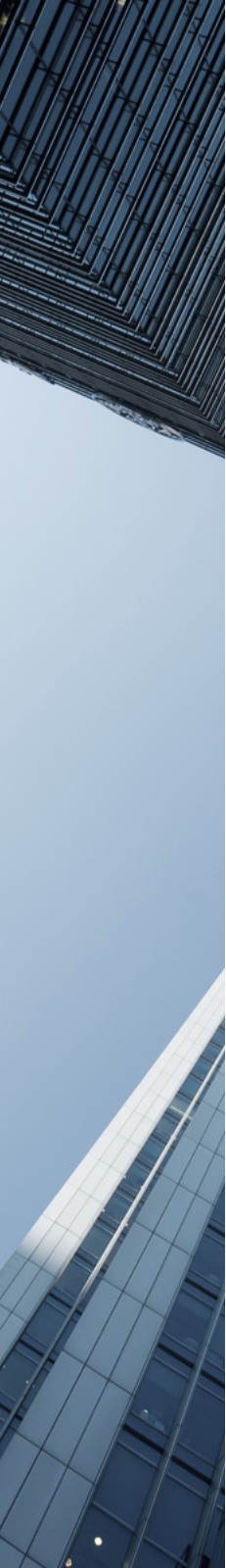
Your clients can get a thorough Deep Dive Report into their business, absolutely free!

We have a smorgasbord of services that helps them to design their own support that is best suited to them.

Give us a go, join our Accountancy Partnership Programme as see if you like us and hopefully, you'll stick around.



Mike Markham
Founder & MD
Cavell HR



PRODUCTS & SERVICES

Here are just some of our extensive products and services.

In some cases prices are dependent on the number of staff your client employs:

- **Retained HR (Done-For-You Service)**

This is our premier service and is built so that your client has an HR Manager (equivalent support).

Unlike many consultancies that focus primarily on the 'Policing' side of HR, we also pay a heavy focus on supporting the business to be proactive and grow.

We complete all investigations, strategic support, contracts of employment, policies and much more.

No templates, no lists for your clients to complete the work for us. Our service is always tailored to the clients business.

Prices start from £2,497+VAT per year (3 year contract).

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- **Project Support**

This is typically a unique piece of work for a client around areas such as just a Grievance Investigation, Disciplinary Investigations, Appeal Hearings, Redundancies, TUPE and more.

The service can often be extensive and depending on the complexity of each project could often last between 1 and 4 months +.

These services are charged on our Consultancy rates of £100+VAT per hour and are typically charge at the end of each month or when the project concludes, whichever is sooner.

This service is extremely in-depth and typically will involve writing reports, investigation interviews or even developing consultation papers. All work is completed remotely.

Typical value of project work can be between £3,000 and £15,000+.

- **HR Lite (Done-With-You Service)**

This service is similar to our Retained HR Support, however we provide templates and regular support each month to enable the client to complete the work themselves.

This is perfect for the client that is not yet ready to commit to a full retained service either due to price or because they are potentially employing below 10 employees.

This comes fully inclusive of our Management Training Modules.

Prices are £197+VAT per month.

- **Management Training Courses**

We have a range of management and HR courses that businesses can choose from.

These course are designed to help them manage their staff, meet legal requirements and also grow their business.

Managers obtain certificates on completion and complete courses in a modular method around their busy work environment.

Course start from £997+VAT.

- **Productivity Booster**

The Productivity Booster enables clients to measure the levels of outputs of individuals, Teams, Departments and the business as a whole.

We work with Managers to build assessments and measurements of their staff outputs based on actions and activities which are directly linked to the organisations goals and visions.

This tool is standard in our Retained HR support, but this is a premier function that can actually demonstrate the businesses value for money from their staff and increase performance and profits.

The Booster on its own is priced at £1,997+VAT.

- **The Management Bible**

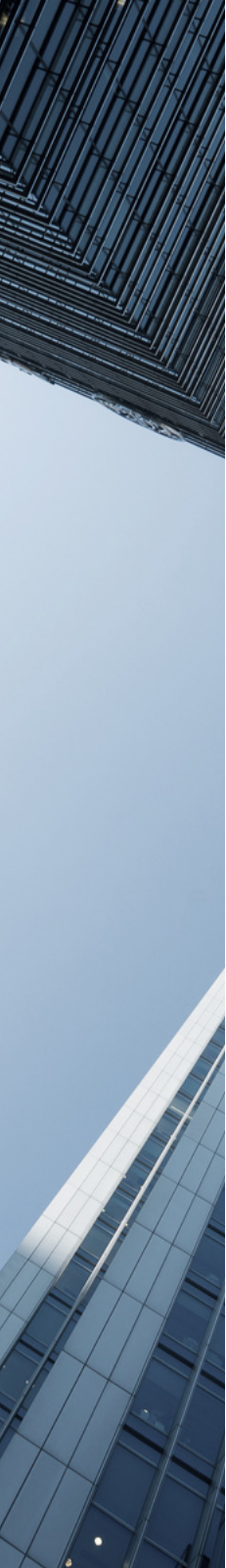
This is our latest services, which makes a hands-on difference to individual managers and is designed to be career lasting.

Through our unique training and Journal (provided to them) we support individual managers to reflect on their management style in the past, understand how they are currently performing as a manager and plan all strategies for how they're going to manage effectively in the future.

This includes how they would manage complex future scenarios, strategies to excel in their roles, underlying principles and values and how they can continue to evaluate, review and adjust into the future.

This builds a true bible, unique to them for their career.

This service is priced at £2,997+VAT per Manager.



COMMISSION STRUCTURE

We feel it is important to have not only a commission structure that provides a real financial return for our Partners, but is easy and simple to understand.

Here are the principles...

1. Continued Commission

For the length of an initial contract, project or for the individual training provided, you receive commission.

So for a Retained HR Contract starting at £2,497+VAT per year, with a typical 3 year contract, you would receive annual commissions every year for 3 years.

2. Gradually increasing rates of commission

We want to reward our Partners that are able to provide 20+ successful referrals per year. In fact our starting goal for each Partner is to support them up to 30.

This will enable Partners to start earning a 20% commission.

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Commission Levels are as follows:

- 1-10 successful referrals - 10% Commission;
- 11-20 successful referrals - 15% Commission;
- 21+ successful referrals - 20% Commission

A successful commission is where a client signs and confirms to work with Cavell.

We can either invoice through your Accountancy Firm and you can invoice the client for these services or we can invoice them direct and pay commission.