

Taking care of everything for franchisees

"The easier a franchisee can see their cashflow position, the more successful they will be. And that is what is important to us as a franchisor too,"

Chris Johnson, Chief Technology Officer

Red Hot Camera (RHC) is an innovative marketing company for professional estate agents in the UK and Ireland; they provide photography and virtual tours technology tools.

RHC operate under a franchise business model and hope to sell the dream of running a profitable business to personable and motivated people.

Daniel Calvert, Managing Director and Chris Johnson, Chief Technology Officer of RHC, look after all the business processes and policy decisions which affect their franchises and the future of RHC.

Daniel and Chris chose Xero as they felt it was built specifically with business owners in mind and would help to keep an eye on the all-important cashflow at all times.

Daniel identified key motivators for them to switch RHC onto Xero's online accounting system. Like the ability to offer integrated and flexible accounting to their franchisees, that allowed them to focus on their core business instead of having to put time into running a business. This created a more streamlined system around their processes and practices.

Also, importantly for Daniel was the fact that Xero was online – making it perfect for all the auditing across the franchises. It's a comprehensive solution that Daniel knows franchisees will embrace because of its ease of use and the extent of the information.

"Xero has allowed us to simplify our accounting procedures – so for our business that's great as it enables us to incorporate a comprehensive accounting solution as part of our franchise offering", says Daniel.

"We run Xero Books for our Business Red Hot Camera UK Ltd. All our franchisees will be required to run their individual franchised businesses with Xero. Presently all our independent franchisees use Xero and this has great benefits for our internal invoicing, auditing and also our training."

Because RHC is a mobile business, Chris feels that they needed to also adopt mobile systems.

"A key factor in choosing Xero is the online access, because our franchisees are mobile business owners – constantly out visiting customers – and so being able to log in to update and manage their accounts while on the road is perfect. This just isn't possible with old Windows based installed software," says Chris.

Chris had a clear vision in mind for the business support his franchisees needed and he chose Xero to make that happen:

"Red Hot Camera needed an accounting system that provided us with an interface to tightly integrate our own systems with. There is no double entry of data with Xero which saves our franchisees time and money – something we are very focused on."

Using Xero means that Red Hot Camera franchisees are getting a powerful admin and accounting engine to run their businesses.