

Smart Thinking | Big Impact



Franchise discovery pack



SmartPA[®]



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A SmartPA franchise and you

- Do you yearn to be your own boss?
- Are you craving the freedom to choose when and where you work?
- Do you want to build a career that fits around your life - not the other way around?
- Would you love to work from home and still feel connected and valued?
- Are you dreaming of more time, more travel and more balance?
- How does partnering with a brand that celebrates and empowers women sound?
- How would earning £5k+ per month, on your own terms, change what's possible for you?



If you're nodding 'yes', then a SmartPA franchise could be your next big step. With a SmartPA franchise, you'll launch your own virtual assistant business backed by a trusted, global brand - giving you the freedom to choose your hours, your clients, and your future. Our proven model empowers you to create sustainable income, build confidence, and design the lifestyle you've always wanted - all while being part of a community that believes in your potential.



About SmartPA

SmartPA is a purpose-led business. We believe passionately in doing good, driving positive change and empowering people to be all they can be.

We are a leading provider of transformative business support services, disrupting the industry with our highly skilled teams and proprietary methodology, enabled by cutting-edge technology and supported by Generative AI. SmartPA helps organisations simplify administration and scale faster by combining process optimisation, simplification, and automation. We deliver measurable ROI and unlock potential by removing administrative burden, allowing our clients to focus on top-line growth while we drive bottom-line impact through data-led decisions.

All of this is powered by a positive, diverse and inclusive culture that helps our people grow, be fulfilled and happy... and make a difference. At SmartPA, we're especially passionate about helping to rebalance the workplace by creating more female role models and leaders. We're committed to empowering women and supporting them to get back to, and into, work.

We also support government-backed initiatives in the Caribbean and Africa, enriching and improving the lives of disadvantaged communities around the world.

You can find out all about us at www.smart-pa.com

What is a SmartPA franchise?

You become a SmartPA business owner by investing in a SmartPA franchise. We'll guide you through setting up your own limited company and support you every step of the way. As part of our commitment to empowering and supporting success for everyone, SmartPA can help you access funding to finance the entire investment. We've built fantastic, long-standing relationships with our trusted funding partners, making it easier for you to get started.

Full funding means you can launch your business without the upfront costs, giving you greater freedom, flexibility, and the ability to begin building your dream career right away. And, unlike starting from scratch, you'll have the full backing of our friendly, dedicated SmartPA franchise support team and the strength of our global brand behind you, helping you hit the ground running from day one.

What does being a SmartPA franchisee involve?

That's very much up to you.

“The SmartPA franchise gave me the opportunity to go self-employed and start my own business doing a role that I didn't previously believe lent itself to self-employed status.

It provided a safety net and support network for what is probably one of the biggest decisions of my life. It offered me the combination of the freedom and control of running my own business under the professional image and structure of SmartPA.”

 Julie Lowe | SmartPA franchisee



Our SmartPA franchisees support clients by delivering a wide range of remote admin and business solutions. Some act as virtual PAs, while others bring additional skills such as HR, finance, or social media management.

Your success and the pace at which you grow are guided by the effort and commitment you choose to put in. Throughout your journey, you'll identify and secure your own clients, building your business on your terms. You'll also have the chance to work with existing SmartPA clients, what we call 'insourced' clients, particularly if you have specialist expertise, giving you valuable experience as part of the wider SmartPA team.

By joining SmartPA, clients benefit from increased efficiency and streamlined processes, allowing them to focus on what matters most in their business. Our comprehensive skills capability matrix ensures that every SmartPA franchisee is equipped with diverse expertise to meet unique client needs, enhancing productivity and helping clients achieve their goals with confidence.

Most importantly, you'll never be on your own. You'll benefit from our world-class training programme and ongoing support from our dedicated, friendly team -empowering you to grow your business with confidence and purpose.

Why will having a SmartPA franchise work for me?

If you have the right skills (typically classic PA and general admin skills such as managing emails, appointments, travel and expenses, and producing documents, reports, presentations and spreadsheets) and you feel your approach to life matches the SmartPA values, you'll be able to benefit from the best of both worlds.

In other words, you'll have all the advantages of being your own boss running your own business, but you'll be using the tried and tested SmartPA business model backed by the world-class support of the global SmartPA brand and team. That support means although you're running your own business, you'll never be alone.

Franchisees working full-time with SmartPT can expect to earn between £50k and £65k per year, while part-time franchisees typically earn between £25k and £40k per year. As a franchisee, you'll benefit from access to our global community of SmartPA franchisees as well as the backing of the SmartPA brand and franchise support team. You'll have the opportunity to work with existing SmartPA clients, providing immediate revenue potential. With these resources opportunities, the potential to grow your business, and increase your income, is virtually limitless.

“Going through the accreditation programme was an invaluable experience in so many ways. After working in the same position for many years, I did not realise how stagnant I had become and how much I had forgotten.

The training got my brain working again and reminded me how important it is to continuously improve my skills and keep up to date with new technology, systems and processes within the marketplace.”

 Tracy Franz | SmartPA franchisee





How does it work?

Getting started

When you invest in a SmartPA franchise, you become a SmartPA business owner. In return, we provide the tools, guidance, and support you need to build your business, structured around the following key building blocks:



Step 1

Prepare for success

Lay the groundwork for your future by reviewing legal documents, securing your funding, and shaping your vision with a clear, practical business plan.



Step 2

Begin your accreditation

Start your expert-led training through our structured accreditation programme. Gain the skills, tools, and confidence to deliver world-class services from day one.



Step 3

Plan and strategise

Collaborate with our franchise support team in focused AIM (achievement in motion) sessions to refine your goals, map out your growth strategy, and ensure you're fully prepared to launch with confidence.



Step 4

Launch your business

It's time to go live! You'll have the opportunity to work with insourced clients from the wider SmartPA team, giving you immediate revenue potential. From there, continue to grow with our ongoing, world-class support, guided by SmartPA's proven 'five pillars of success' model.

“I feel like I’ve been truly liberated with my SmartPA business. I choose the working hours that suit me and I can arrange my work around my personal life rather than the other way around.

Most importantly, I was able to fulfil my plans to buy my own home and move to the countryside by the age of 40. This has offered me the freedom to have rescue dogs and ultimately study my passion, becoming a qualified canine behaviourist.”






 **Fiona Ward** | SmartPA franchisee



The five pillars of success

At SmartPA, we're committed to supporting and inspiring our franchisees on their pathway to empowerment, opportunity and long-term success. Throughout your career as a SmartPA franchisee we'll help you build your business using our tried and tested support model, which we call The five pillars of success.

Our unrivalled support service for you and your business gives you access to a range of exceptional support, from strategic planning sessions to wellbeing and mentoring opportunities.

-  **Training**
-  **Support**
-  **Marketing**
-  **Clients**
-  **Community**

Your business in a box

- Comprehensive, internationally recognised, CPD accredited training programme
- Potential income working with insourced clients
- The backing of the global SmartPA brand
- Webinars
- Lunch and learn sessions
- Continuous learning
- Ongoing mentorship
- Marketing support and business templates
- Access to a discounted LinkedIn Sales Navigator license
- Lifelong business support
- Access to our IT Helpdesk
- Support and friendship from the community



What support do I get?

World-class training

Our highly interactive SmartPA learning and development programme covers a multitude of topics, from working remotely and delivering our services, to pricing and business development.

Created by our specialist learning and development team, with the support of some of the most experienced admin and business support professionals in the marketplace, it's delivered via the SmartPA hub, our bespoke training and internal communications platform. With additional check-in sessions delivered via video call, the programme allows SmartPA franchisees to complete their training from the comfort of their own home.

You can even complete the entire initial training while you're still in your current job!



What will you learn?

Our industry-leading training is more than a skills course-it's a launchpad for your business.

You'll gain the practical, in-demand knowledge you need to successfully run your business and confidently gain clients, including:

- Current industry knowledge and skills
- Business development and marketing
- Remote service delivery tools
- Financial planning and tracking, and more...

The initial SmartPA training programme lasts between four and eight weeks, with successful completion leading to an internationally recognised CPD accreditation.

And your growth doesn't stop there. As part of our commitment to your continuous professional development, you'll benefit from quarterly training to maintain your CPD accreditation, ongoing mentorship, and community-led learning to help you evolve your business and leadership mindset needed to nurture both your business and your mentality as an entrepreneur.



Franchise support

At SmartPA, you're never alone in your journey. As a franchisee, you gain access to a dedicated franchise support team who are committed to guiding you every step of the way. Our team is not just here to answer questions, but to arm you with the tools, knowledge, and expertise needed to grow a thriving business.

From day-to-day operational support to strategic business advice, we've got you covered. Whether you need help with project quoting, social media set-ups, technical challenges, or navigating the structure of your business, our team is always available to offer personalised assistance. And it's not just about the business side, we understand that success is about balance. If you're ever facing challenges, whether personal or professional, you can turn to us for guidance and support.

The strength of our partnership lies in the SmartPA community. Beyond regular weekday support, we host global online and face-to-face events, bringing together our franchisees from around the world to share knowledge and best practice.

At SmartPA, we're not just offering a business opportunity, we're offering a true partnership with ongoing support to help you succeed. One of our franchisees, Mandy Busuttil, sums it up best:

“I definitely wouldn't have done it on my own. The fact that we've got a franchise support team in Edinburgh is fantastic. The team helps us and guides us through the business principles and the structure of what we do, I certainly wouldn't advise someone to try and do this business on their own because there's so much more that comes into the partnership. There's a marketing team behind us, a recruitment team behind us, and if you have any questions – whether it's about your business, your wellbeing, your service delivery, or even if you're struggling personally – there's someone you can speak to and get proper advice.”

 Mandy Busuttil | SmartPA franchisee

Brand quality assurance methods and standards

At SmartPA, protecting our brand, and yours, is paramount. That's why we've developed a world-class quality assurance framework (QAF) designed to uphold the highest standards of professionalism, reliability, and consistency across every client interaction. Our QAF ensures that every SmartPA delivers a service that reflects our reputation as a trusted provider to some of the world's most respected organisations. Built on best-in-class methods, our framework governs everything from communication standards and data security to service delivery protocols and client engagement.

Consistency is key, so our robust brand standards and operational guidelines ensure that every client, regardless of who they work with across our network, experiences the same premium, seamless service. Regular audits, continuous performance monitoring, and strict adherence to brand protocols are all part of how we maintain our position as a market leader.

In addition, our in-house corporate team acts as our research and development arm, continuously exploring new trends, technologies, and best practices across the industry. This proactive approach ensures that our community remains both consistent and future-ready, with relevant training and resources developed to keep every SmartPA ahead of the curve.

The best in tech support

The SmartPA technology team ensures that our technology is leading edge, innovative and always fit for purpose. As a franchisee, the team will work with you to ensure you always have access to the tools you need to provide world-class service, while providing your clients with the peace of mind that comes with IT security and confidentiality.



The power of the SmartPA brand

Starting a business alone means building visibility from scratch, often with limited time, budget, and expertise. As a SmartPA franchisee, you skip that struggle. From day one, you're backed by a powerful, global brand presence and a proven marketing engine designed to get you seen and trusted. As a SmartPA franchisee, you benefit from:

- The SmartPA website, including testimonials
- Global and national advertising
- Public relations (PR) and digital marketing support
- Focused email campaigns that support lead generation
- Professionally designed social media and video content
- Option of a dedicated landing page, driving client enquiries directly to you
- Registered trademark globally

SmartPA is more than a business. We exist to empower women, drive inclusive growth, and deliver world-class support to clients around the globe. You bring the ambition. We bring the brand.

Clients

At SmartPA, we support a broad spectrum of clients - from ambitious start-ups and growing SMBs to large, scaling enterprises and global corporates.

Our SmartPA franchisees work across all sectors, providing flexible, expert business support tailored to each client's needs. Whether it's supporting a small business owner with essential admin or helping a growing company optimise workflows, SmartPA franchisees play a vital role in driving client success.

At the same time, our central corporate team works directly with mid-sized and corporate organisations - building strategic relationships with major clients such as Google, KLM Engineering, and other global household names. These partnerships offer exciting revenue opportunities for SmartPA franchisees, who can be matched to corporate client work based on their skills and capacity.

As a franchisee, you will benefit from our unique insourcing programme. You'll have the opportunity to work with insourced clients from the wider SmartPA community, giving you immediate revenue potential. Our client base is growing every day, and as a SmartPA franchisee, you are part of a trusted brand that's making an impact at every level of business.

The SmartPA community

As a SmartPA franchisee you have the freedom that comes with running your own business, backed by the security of being supported by the SmartPA community of talented, like-minded people. Our SmartPA community provides collaborative support to our entire network of franchisees and it's that shared sense of purpose that drives us all towards business success. On top of that, our franchise support team is on hand to provide support to our franchisees and to offer help whenever you need it. We host online collaborative sessions where feedback is shared, and you can hear success stories from our franchise community.

“I took a leap of faith. I wanted to work remotely, choose my hours, and be there for my little boy, Archie... SmartPA has been exceptional from day one. I’ve never felt alone in this journey - the training team, franchise support, even the founder herself were all there cheering me on.”

 **Hayriye Mazzotta** | SmartPA franchisee

Insourcing

As well as sourcing new clients through your own contacts and networking, supported at all times by the power of the SmartPA brand and our franchise support team, you have the opportunity to benefit from insourcing. The SmartPA insourcing model means that you never have to say ‘no’ to a request from one of your clients who is looking for a skill or service that you don’t provide personally.

The SmartPA community comprises individuals with a wide range of skills, all the way from social media experts to experienced lawyers. This means you can delegate tasks to a member of the wider SmartPA team while you act as account manager for the project, protecting your income while enhancing the SmartPA experience for your client.

Equally, if you have your own area of expertise, you could be sought out by another franchisee, giving you another opportunity to increase your earnings. Not only does this benefit you financially, but insourcing delivers a uniquely valuable benefit to your clients, helping you strengthen your client relationships and grow your business. It’s also a strong USP for SmartPA that’s unmatched by any other virtual assistant business.



Tools to help

As a SmartPA franchisee, you’ll be joining a thriving global community of peers where you can ask questions, share experiences, and exchange ideas. Your access to the SmartPA Viva Engage community provides daily updates on new business and client opportunities, success stories, and community-wide news, keeping you connected, informed, and inspired.

SmartPA has an enterprise agreement with LinkedIn Sales Navigator. This means that you get access to the full Sales Navigator capability for a significantly discounted price to buying direct from LinkedIn. Key features including AI email drafting, real-time lead recommendations and access to decision makers across industries allow you to identify and target ideal clients with precision. Insights into company growth, job changes and engagement activity help you accelerate your pipeline, shorten the sales cycle and scale client acquisition efficiently.

SmartPA’s BrandHub enables you to get access to our business templates including business cards, letterhead, marketing brochures, social media banners and carousels, and easily personalise them within the system, enabling you to produce high quality and professional content without needing design skills to do so.

From day one, you’ll benefit from our comprehensive mentorship programme. During the early stages of your business, this includes structured, one-to-one coaching designed to help you build strong foundations and develop your business owner mindset. Beyond launch, you’ll continue to receive ongoing mentorship for the life of your business - with guidance that evolves alongside your growth and goals.

You’ll also have direct access to our dedicated franchise support team and daily helpdesk, ensuring expert assistance is always available whenever you need it. To help you stay ahead, we deliver quarterly training releases, live webinars, regular events, and interactive “lunch & learn” sessions covering key areas of business development and client management.

At SmartPA, our commitment extends far beyond your launch. We’re here to equip you for long-term success - providing continuous learning, collaboration, and support that empowers you to thrive at every stage of your journey.



How to get started

The finances

It costs £9,950 +VAT to invest in a SmartPA franchise. Some of our franchisees choose to fund this investment using personal savings or existing funds, while others prefer to secure a personal loan. For those exploring finance options, eligible applicants may be able to access funding through HSBC or the British Business Bank (a government-backed start-up loan).

SmartPA will guide you through the funding process alongside our finance partners. We provide templates for your business plan, cashflow forecasts, and a personal survival budget document –and we will support you every step of the way to complete them before sharing with our finance partner. The finance partner will then act as a liaison with your chosen bank to help secure the right loan for you.

On average, SmartPA franchisees working part-time earn between £25k-£40k per year, while those working full-time can earn between £50k and £65k per year. Once accredited, SmartPA franchisees also have the opportunity to take on paid work from head office, gaining additional experience and income throughout their SmartPA journey.

There is a hard focus in SmartPA HQ helping you to reach 3 key milestones:



With SmartPA's dedicated support, guidance, and resources, you can reach these milestones at your own pace and accelerate your business growth.







“My biggest motivation was to support my daughter’s dream of studying at university, and I knew I needed a sustainable and flexible career to make that happen. SmartPA offered me the perfect opportunity to take control of my future.

One of the biggest lessons I took from my SmartPA training was the importance of listening, and I apply that every single day. SmartPA has helped me build confidence, retain long-term clients, and provide the reliable, dedicated support they need.”

 **Kate Skeltom** | SmartPA franchisee

Examples of other business costs


	Item	Importance	Cost			
			Included	One-off	Monthly	Annual
Business 	Business insurance	Required			£25-£35	
	ICO business registration	Required				£52
	Terms & Conditions	Required	✓			
	Monthly management fee	Required			£195	
	Webinars and workshops CPD	Optional	✓			
	SmartPA accreditation	Required	✓			
	Business coaching	Optional	✓			
	One-to-one support	Optional	✓			
	Franchise support helpdesk	Optional	✓			
IT 	Virtual business phone line	Required			£10-£17	
	Time tracking software	Required			£18	
	Computer equipment	Required		£300+		
	Microsoft Office 365	Recommended			£11.28	
	Adobe Acrobat	Recommended			£15	
	Password management tools	Optional				£30-£40
	CRM systems (e.g. HubSpot/Zoho)	Optional		£0-£50		
	LinkedIn Sales Navigator license	Optional			£45	
Sales and marketing 	SmartPA standard marketing material	Optional	✓			
	Business card artwork	Optional	✓			
	Email marketing tool	Required	✓			
	Artwork printing	Recommended				£15
	Networking membership	Recommended		£0-£50		
Finance 	Annual accountant/bookkeeper	Required				£200-£300
	Accountancy/bookkeeping	Optional			£18	
	Bank fees	Required			£5-£15	
	Loan	Optional (if you have taken funding)			As per loan terms	

Disclaimer: Please note that all figures provided in this SmartPA franchise discovery pack refer exclusively to revenue generated through SmartPA franchise activities. Individual results may vary based on effort, client base, and other factors.



To apply for a SmartPA franchise, click [here](#)

If you have any questions, please drop us an email at info@smart-pa.com or give us a call:

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