



Franchise Prospectus

Finding long-term business owner partners

0845 222 2000



Introduction



Welcome to Town & Country Cleaning and an exciting opportunity to be your own boss whilst benefiting from an existing business framework. We are different from your typical cleaning company. Our brand attracts and retains better staff and customers with higher satisfaction/retention and profitability, whilst spreading risk across diversified revenue streams and multiple customers, both in commercial and domestic markets.



**better staff / customers
higher satisfaction,
retention and profitability**

The future for business is based on “shared stakeholder value”. This is true whether it be choosing the customers you want to serve better, supporting a higher living wage for staff, having long-term supply-chain continuity or partnering with leaders to champion new territories.

We are now looking for new business partners with the ability to attract and retain customers and staff. In return, I will make it my #1 personal objective to support you and ensure we do everything possible to make you a success. We do however require a very specific type of person.

Any prospective franchisee will be able to demonstrate a strong focus on sales and operations. They will typically be a manager working in the FM/services industry wanting to manage their own business or an owner of an existing small service-based business wanting to expand and be part of something better.

Important individual characteristics include being self-motivated, driven, responsible, focused on selling/delivering to customers, able to lead and motivate people, and with personal values consistent with our company. You must be able to:

- Adopt an existing business framework
- Fund initial setup and ongoing cash flow
- Recruit, lead and motivate people
- Drive your business forward - selling/delivering to customers



What's on Offer

- To be your own boss within a framework of an existing successful brand
- Management franchise of a large exclusive territory
- Brand that delivers better staff, customers, pricing and profitability
- Recurring revenue streams diversified across many customers
- A highly personalised approach to training and ongoing support
- Marketing and administrative support to enable you to grow your business
- Limitless opportunity to tap into national and regional contracts
- Develop a business asset with proven long-term resale value

I hope this franchise prospectus gives you a good introduction to our company and our franchise opportunity, and I look forward to connecting with you on LinkedIn.

Lee Turner

Owner & Managing Director
Town & Country Cleaning

Why Cleaning?



Cleaning services is based on an extremely robust business model. Start-up costs are low when compared to other business types... there is no retail premises to rent, no stock to

purchase and no large capital expenditure to lay out. The majority of your costs are variable costs, i.e. you get most of the costs only when you get the business and when you get the profits. Your revenue is usually spread across multiple customers reducing risk, and importantly, based on recurring revenue, i.e. every month you receive ongoing payments, month in month out. Also, while technology can impact on the market, it cannot deliver the actual service the customer requires and you provide.

The benefits of a cleaning business:

- Recurring revenue stream
- Spread risk with multiple customers
- Variable cost (no sales no costs)
- Growing market with endless opportunity
- Commercial – necessity / recession proof
- Residential – affluent customers
- Near cash – average payment c35 days
- Spread risk with multiple customers
- People always need jobs
- Internet cannot deliver service

Why Town & Country Cleaning?



Town & Country Cleaning is a leading independent company with experience of contract cleaning since 1977 and many of our customers and staff have been with us for over 10 years. Our corporate accreditations have included

the BIFM (British Institute of Facilities Management), Chamber of Commerce, ISO9001 and Safecontractor, and we are committed to our stated values with a focus on customer service.

Our services are delivered through long-term partnerships in both employees and contractors and include general cleaning, all aspects of specialised deep cleaning, ironing and garden/grounds maintenance. Examples of project cleans include carpet cleaning, oven cleans, high-level cleaning, builders/sparkle cleans and end-of-tenancy cleans.

We have invested heavily to differentiate our operations. This includes supplies from Selden, Prochem and Delphis Eco, the UK's largest supplier of ecologically friendly cleaning products,

equipment from Numatic, Prochem, Truvox and Karcher, uniform, branded vans, a 24hr manned reception service and insurance to £10m.

Our difference is based on 4 key pillars:

Profitability

Strong brand and effective sales and marketing delivers improved pricing and profitability

Longevity in Relationships

Ability to attract and retain better staff for higher customer satisfaction/retention

Company Values

Honest, hard working, personal, professional, intelligent, progressive with a focus on customer service

Commercial & Domestic Cleaner

Having the capabilities of a large commercial cleaner but with the service and staff quality of a domestic cleaner. Able to cross-sell decision makers for business/home with multiple services



Communicating to Customers

Our marketing communications include sales and marketing collateral, a fully response website and campaigns across telesales, email, SEO, PPC, online social media, PR, press advertising and leaflet distribution.

Town & Country Cleaning is positioned mid-to-up-market, typically serving the more discerning customers focused on receiving a better service and value for money. These customers in turn provide working environments that attract better cleaners who do a better job and remain in their job for longer.

For domestic customers this includes affluent households, busy professionals and those in retirement needing extra help around the home. For commercial customers this includes offices, retail, churches, schools, private membership organisations and property professionals including property developers, builders and architects.

Examples of our marketing are shown below:

A-Z Cleaning Tips

Abrasives
When using anything abrasive such as scouring pads and metal polishes, always rub in the direction of any grain in the surface to reduce the risk of causing permanent damage.

Allergies
Best to use a vacuum cleaner with a HEPA filter and consider replacing old carpets with hard flooring. Minimise dust particles becoming airborne by regularly opening windows and dusting with a slightly damp cloth. Regularly change bedding, ideally once a week on a high wash and consider investing in allergen-proof mattress covers, duvet and pillows.

Annual Cleans
Things to consider deep cleaning on an annual basis include: carpets, curtains, kitchen, oven, hard floors, gutters, driveway, patio, garden furniture, and even your whole house from top-to-bottom.

Bedding & Duvets
Ensure your bed sheets are washed at least once a week and duvets are dry-cleaned at least every 6-12 months. If you are going to clean expensive fabric bedding yourself it is always best to do this in the bath, constantly rinsing through and leaving to dry placed down on a flat surface and not on the washing line where it can stretch.

Bins
We recommend wiping your bin daily, and thoroughly washing and disinfecting weekly. Placing a deodoriser next to your bin also helps reduce nasty smells. Store outside bins in a shady spot and wash monthly, ideally with bleach, disinfectant and water being broom brushed and jet washed, and left to dry upside down so that excess water can easily drain away.

Brands
Ariel, Autoglym, Bold, Off, Comfort, Delphis Eco, Dettol, Domestos, Dyson, Ecover, Fairy, Finish, Flash, Harpic, Henry, Kaachor, Lenor, Method, Neutradol, Persil, Prochem, Seldes, Vanish, Vax.

Carpet Cleans
We always recommend using a professional carpet cleaner, which can prolong the life of your carpet and delay the expense of a new one. Prochem Steampro 2000 is one of the best carpet cleaning machines on the market, which should be regularly maintained and only used by operatives who are professionally trained.

Chewing Gum
Chewing gum is best removed by first freezing it to ensure it is brittle enough to be picked out. You can get specific gum removal products or alternatively use an ice pack, ensuring you don't damage the fabric you are trying to clean.

Choosing a Cleaner
You need to trust your cleaner in terms of personal integrity, competence and work ethic. A local, independent "cash-in-hand" cleaner is the cheapest option but this usually means you not having alternative cleaners during periods of holiday, sickness or just with unavoidable commitments. Any reputable cleaning company should be able to provide alternative staff, insurance, payment options, specialist equipment and other services that should mean a better service and peace-of-mind.

Cleaning Equipment
You will probably need the following: vacuum cleaner, high-level duster, furniture polish, bathroom cleaner, window cleaner, toilet brush, great items stubbi of bles Leave

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15 Things to Consider when Selecting a Cleaning Company

Contract Cleaning Since 1977

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www.townandcountrycleaning.com

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Established Since 1977

Follow us on Twitter @TCClean

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BIFA
BUSINESS AWARD

A quality cleaning company you can trust to give value for money both in/outside your home

Town & Country Cleaning can provide cleaning for domestic homes and will tailor the service to meet individual needs and at an affordable price. A key part of our service is to offer multiple services under the one service plan providing great peace of mind for you:

Inside:

- Domestic Cleaning
- Carpet/Oven Deep Clean
- Ironing Service
- Full House Project Clean

Outside:

- Garden/Grounds Maintenance
- Window & Gutter Cleaning

As featured in *Survey Life*, *The Farmham Magazine*, *The Guildford Magazine and Design & Build*

"I decided the property was completely blown away. I love everything about your company and will only use Town & Country Cleaning!"
— David Kirkby, Kirkby Homes

www.townandcountrycleaning.com

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Not all cleaning companies give you a promise...

Whether you are a potential customer or someone wanting to work or partner with us, simply get in touch.

Call: 0845 222 2000

www.townandcountrycleaning.com Contract Cleaning Since 1977





What our Customers Say

Our customers include the likes of Barratt Homes, David Wilson Homes, Taylor Wimpey, Thakeham Homes, Forestry Commission, Kier Group, Premier Inn, VW dealerships, McMullen & Sons, Bohen showrooms and Churchill Retirement Living.

“ The works carried out by Town & Country Cleaning have been carried out to an exceptionally high standard by an incredibly hardworking, happy and conscientious team who are a pleasure to have around the home. They cleaned to a standard beyond my expectations. ”

“ I checked the property and was completely blown away. I love everything about your company and will only use Town & Country Cleaning. ”

“ Thank you for all your support in helping us re-launch our new restaurant/pub. ”

“ Wow! What a difference Town & Country Cleaning made to our home and garden! ”

“ Feedback from our site manager is that they are very impressed with Town & Country Cleaning. ”

**Taylor
Wimpey**



Volkswagen



Churchill
Retirement Living 



Forestry Commission



THAKEHAM



BOHEN



**BARRATT
HOMES**



Domestic & Commercial Cleaning

**65 Trusted Cleaners
300 Local Customers**



- 65 trusted cleaners serving 300 local customers
- Reliable trustworthy staff dedicated to you
- Chosen supplier to quality builders, e.g. Barratt Homes
- 24hr manned reception and insurance to £10m
- ISO9001, BIFM and British Chamber of Commerce

Contract Cleaning
Since 1977



0845 222 2000

info@townandcountrycleaning.com
www.townandcountrycleaning.com





Franchise Package & Cost

The initial Franchise Setup Fee is £15,000 plus VAT, which the VAT can be offset against other business expenses. A Monthly Management Fee of £250-£500 is dependent on the administrative needs of the franchisee and both the Franchise Licence and Marketing Fund are as a percentage of turnover, which you only pay if you generate the sales. 3% of turnover is paid in the form of a Franchise Licence Fee and 2% (of turnover) for a Marketing Fund,

which gets reinvested back into promoting the brand directly benefiting your business.

You will also need approximately £20,000 in cash to fund your initial working capital requirement. We can help facilitate lending with most of the leading banks of up to 70% of the total start-up costs, subject to your personal status and security.

Setup:

Franchise Set Up Fee	£15,000
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Monthly:

Management Fee	£250-£500
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Franchise Licence Fee	(of Turnover) 3%
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Marketing Fund	(of Turnover) 2%
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[Figures exclude VAT]

For this investment you get the following:

Franchise Area:

- Large area exclusivity (5 year term with right to renew)
- National/regional account opportunity
- Non-proactive opportunity in other areas

Sales, Marketing & Operational Support:

- Complete capability to operate your business
- Initial training and ongoing personal mentorship
- Sales, marketing, legal, accountancy and administrative support

Franchise package value c£20,000



Financial Projections

The financial performance of any franchise business will depend hugely on the ability and commitment of the individual franchisee. The rewards are limitless for those willing to take the time to invest in themselves with the right level of energy, commitment and ability to see their business succeed. The financial projections shown are strictly for guidance only to help prospective franchisees develop their own business plan, sales and profit projections.

	Yr1	Yr2	Yr3
Turnover	£123,398	£185,099	£277,648
Costs	£69,569	£100,874	£146,268
Gross Profit	£53,830	£84,225	£131,380

[Figures exclude VAT]



Next Steps

If you think you would be successful championing the Town & Country Cleaning brand, simply fill in the initial enquiry form included with this prospectus and email/post it to us. We will then contact you to arrange a one-to-one meeting for a more detailed discussion about this exciting opportunity.



Franchise Enquiry Form

Please complete and return to:

Email: info@townandcountrycleaning.com

Address: Abbey House, Hickleys Court, South Street, Farnham, Surrey, GU9 7QQ

Personal Information

Surname: First Name:

Mobile: Telephone:

Email:

Address:

Date of Birth: Nationality:

Marital Status: Partner:

Will any members of your family be active in the business?

No. of Dependents/Children: (<18yr)

Preferred Location of Franchise:

Would you be prepared to locate?

Do you hold a full driving licence? Endorsements:

Is where you live:

How would you describe your health?

Have you been declared bankrupt or been subject to a court judgement? If yes, please give details

Do you have a criminal record? If yes, please give details

Data Protection: Information stored on this enquiry form will only be used to process your enquiry and no other purpose without prior consent

Career & Franchising

Employment History (2 most relevant jobs)

Company 1:	<input type="text"/>	Position:	<input type="text"/>
Dates:	<input type="text"/>	Salary:	<input type="text"/>
Company 2:	<input type="text"/>	Position:	<input type="text"/>
Dates:	<input type="text"/>	Salary:	<input type="text"/>

Are you affiliated with any other business? (e.g. Director, Owner, Partner)

Do you know anyone currently operating in the cleaning space? If yes, please give details

When would you like to start running your business?

0-3 mth	<input type="text"/>	3-6 mth	<input type="text"/>	6-9 mth	<input type="text"/>	9-12 mth	<input type="text"/>	+12 mth	<input type="text"/>
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What funds (investment and cash flow) do you have?

<£10K	<input type="text"/>	£10-25K	<input type="text"/>	£25-£50K	<input type="text"/>	£50-£75K	<input type="text"/>	+£75K	<input type="text"/>
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Why do you want to become a Town & Country Cleaning franchisee?

Why would you succeed in finding and delivering customer opportunities?

Where did you hear about Town & Country Cleaning?

Signature:	<input type="text"/>	Date:	<input type="text"/>
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