



Executive Lifestyle Business serving Dual Income Households with Residential Cleaning Services

Location: National (except North and South Dakota)

Reference ID: BF12J91

Market Summary Business Concept

This Franchisor offers franchisees innovative and sophisticated methods to develop large, successful residential cleaning businesses. Business owners implement an ambitious and effective customer acquisition program. This program, through employee management and client satisfaction systems, drives their cash based, residual income model. Business model combines simple business fundamentals with solid systems, and an unprecedented support infrastructure, towards tremendous income potential. Opportunity offers a great ROI, consistent annuity based revenue and a wonderful lifestyle flexibility. This is a Monday thru Friday business, with few to no weekends or holidays.

Normal business hours; Monday - Friday: 8:30am to 5:00pm

\$20 Billion Dollar Industry

Three Components of Business Model

1. Customer Acquisition

- Brochures
 - 1 million+ brochures are sent out every week by franchisees
 - Brochures have driven over 80% of customer acquisition calls
- SEO and SEM
- National Commercials
- Cars (NOT required)
- Local Outreach
- National Call Center*
 - 1 million+ brochures are sent out every week by franchisees
 - Brochures have driven over 80% of customer acquisition calls
 - Dedicated solely to existing and potential customers
 - Over 60,000 calls per month
 - Set appointments for Franchisee

2. Customer Retention

- Training Program
- Inspections
- Satisfaction Plus Guarantee*

3. Efficiencies/Profitability

- Proprietary Operations and CRM systems provide comprehensive data in real time and forward looking for;

- Revenue
- Cost of Goods
- Gross Profit
- Royalty
- Customer
- Quality
- Schedule

Role of Owner

Hire, Train, and Manage Employees

No cleaning

Active involvement for first two years

General information

Large exclusive territories

Management experience not required

Sales skills not required

Annuity based revenue

Executive lifestyle business

Absentee or semi-absentee ownership after two years

Earnings claim available and highest amongst franchisors in this industry

Third party validation available regarding franchisee satisfaction

Financial Information

Cash Investment: \$30,000 - \$140,000

Total Investment: \$120,000 - \$130,000

Franchise Fee: \$15,000 - \$65,000

Discount for Veterans

Minimum Net Worth: \$200,000 Net Worth

Location: Territory availability provided upon request

Contact Information

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