



*Expert*  
Cleaning  
Services

# Franchising Opportunity

Be part of a Winning Team!

Owning an Expert Cleaning Services franchise combines your entrepreneurial dream with the resources, experience and knowledge of an industry leader.

With Expert Cleaning you are teaming up with an experienced franchisor with strong franchise development and support. You don't have to re-invent the wheel. We provide a time-tested business model, as well as training, marketing assistance, manuals and operating procedures.

## About us

In just 5 short years, Expert Cleaning Services has become one of the leading cleaning companies servicing the Gauteng region. Our first branch was established in 2011 in Fourways by Sean Grobler and Tanya van Wyk. The business started with 1 operating team and grew into 2 teams in only 9 months.

With the growing demand for the service the 2nd and 3rd branches were opened in August and October of 2014.



# Why choose Expert Cleaning

We specialize in Carpet, Upholstery, Rug and Mattress cleaning as this is our core business and makes up roughly 85% of our revenue but also offer our clients the full cleaning spectrum.

By being unique we fill a gap in the commercial and industrial cleaning market that no one else can fill:

- Our cleaning chemicals are designed, engineered and manufactured exclusively for Expert Cleaning Services,
- We have the best balance of cleaning, deodorizing- and stain removing agents available in the market.
- The Supreme cleaning option is unique to our company.
- Professionally trained staff and comprehensive training in the full cleaning spectrum.
- Our clients prefer to use reputable companies to work in their homes and office. Business as whole is moving way from using nameless contractors for various reasons including safety, accountability and trustworthiness.
- Being part of a Franchise, a recognized name and brand, we focus on service delivery.

# Services

As a Franchisee you will offer your clients the following services:

- Carpet and Rug Cleaning
- Upholstery, Mattress and Curtain cleaning
- Contractual Cleaning (staffing solutions)
- Deep Cleaning Tiles / Grout
- Office Cleaning
- Full House Cleaning
- Shower Steam Cleaning
- Wooden Floor Cleaning
- Sanding / Sealing Wooden floors
- Laminate / Vinyl floor Cleaning
- Stripping and Sealing Vinyl floors
- Car Interior Cleaning
- Window Cleaning
- Wall Cleaning
- Ceiling Cleaning
- Flood Extraction



## Vision / Mission

Our Vision is to make Cleanliness Affordable, Available and a Top priority in every home, office and other environment we can reach!

Mission: To make customer service a priority and grow our brand to the most recognizable when looking for quality cleaning service.

# Benefits of Franchisee

- **Training and Support:** Training programs equip employees and owners with the right set of skills and knowledge to do their jobs effectively. This provides a huge benefit for owners, since the parent company also provides employee policies and information about the procedures that are key in maintaining smooth business operations.
- A franchise provides business owners with a **reliable support system**. This offers a safety net in building a business that especially benefits owners who have little experience with the industry and who do not have a large network of contacts.
- **Name Recognition:** Franchises provide owners with instant brand recognition and established marketing and branded materials.
- **Lower overhead cost:** The Franchisors bulk purchases ultimately lowers overhead costs as compared to independent business. Your franchiser already has the materials and connections to help keep your business running smoothly.
- **Marketing Support:** The marketing and advertising campaigns created by the parent company leave you with more time to focus on the daily running of your business.
- **Pride in Building something you own:** One of the biggest differences in owning your own company as opposed to working for someone else is the sense of pride you establish in building something of your own.
- **You control your own Destiny:** How big or small your business will be, is up to you. Your effort and input will ultimately determine the outcome. Being in the drivers seat and making the decisions you steer your company into the future. There are no corporate ladders to climb, no glass ceilings, no fear for loosing your job and no one can put a cap on your earning potential.
- **You choose the people you work with:** Surround yourself with positive people who give you the confidence and optimism you need to keep moving forward. When you work for some one else, you rarely get to choose whom you work with.
- **Fulfilment:** Each day will be filled with new opportunities to challenge yourself, be creative, follow your passion and set new goals. Reaching your goals and successfully concurring challenges will lead to a sense of accomplishment and ultimate fulfilment. There's nothing like achieving success for yourself.
- **Connect with your Customers:** Rather than hiding behind a series of automated greetings, small business owners thrive on dealing one-on-one with their best clients.
- **You Can Challenge Yourself:** Some people thrive on the routine of their job – performing the same tasks day after day. As an entrepreneur, you can bet that each day will be filled with new opportunities to challenge yourself, be creative and learn something new.

**Give back to your community:** Just by running your own business you are taking part in job creation. The more successful you become, the more you help your community grow. Getting involved in the community and giving back is a top priority to Expert Cleaning Services. Offering your services to charitable establishments in your community will fill you and your employees with pride.



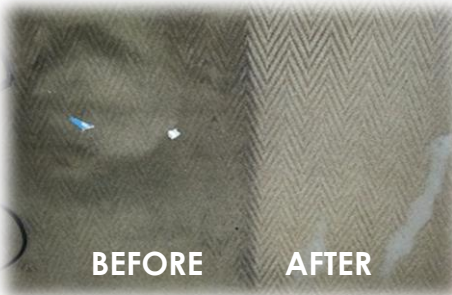
# Revenue Streams

Where will your revenue be coming from and what makes us stand out from the rest?

Clients choose our carpet cleaning for the following reasons:

- Our service is fast, efficient and reliable.
- Our staff are professionally trained, friendly and trustworthy.
- We have more than one cleaning method; one that fits their budget and one that is specially designed for deep cleaning and stain removal.
- No one can beat our supreme cleaning method when it comes to the quality of our workmanship.
- The guarantee on our supreme clean appeals to clients.
- We can offer more than just carpet and upholstery cleaning, making it easy for our clients to have their whole house / business cleaned in one day by one company.

Your revenue will come from the following areas:



# Commercial Cleaning

Commercial clients clean their carpets 1 – 4 times per year, depending on the industry.

Clubs and Restaurants for instance can clean their Carpets and Upholstery up to twice a month. Conference centers and entertainment halls cleans 2 – 6 times per year.

Guesthouses / Hotels / Bed and Breakfasts cleans their Carpets, Upholstery and Mattresses 2 – 4 times per year.

# Residential Cleaning

The main reason for Carpet, Upholstery, Rug and Mattress cleaning in residential houses is the health benefits.

Most residential clients clean their carpets 1 – 2 times per year, however some clients with pets in the home or allergies clean up to once a month.

Clients with Children and pets tends to clean their whole house 3 – times a year.

## Upholstery Cleaning

Over time, germs, dirt, sweat - everything from ticks to swine flu - will build up on your upholstery.

Clients book upholstery cleaning to make their homes more hygienic and ecstatically pleasing but also to prolong the life of their furniture.



## Mattress Cleaning

The main reason for steam cleaning your mattress is the health benefits. Once a year should be sufficient, however people who suffer from asthma, eczema and other allergies clean more often as they will benefit greatly from having a clean mattress.



## Tile Deep Cleaning

Tile deep cleaning is another one of our services that really attract a lot of attention. Because we have so many options when it comes to tiles, (grout cleaning, tile cleaning, stripping and sealing or polishing) we often do a free sample for the client so they can choose the option that looks the best on their tiles. The results are so remarkable that clients book regular tile cleaning on the spot.



## Shower Steam Cleaning

Our Shower steam cleaning method is very popular amongst our clients, especially when they move into a new home.

The soaps and shampoos we use when showering every day, along with the moisture in the bathroom itself builds up mold and dirt faster than any other tile in the home. This makes the shower steam cleaning addictive and clients book their showers in often.



## Wooden Floor Clean

Natural floors are making a comeback, especially in older houses. We take pride in restoring natural flooring to their most beautiful nature state. These floors can all be cleaned, polished or sanded down and sealed.

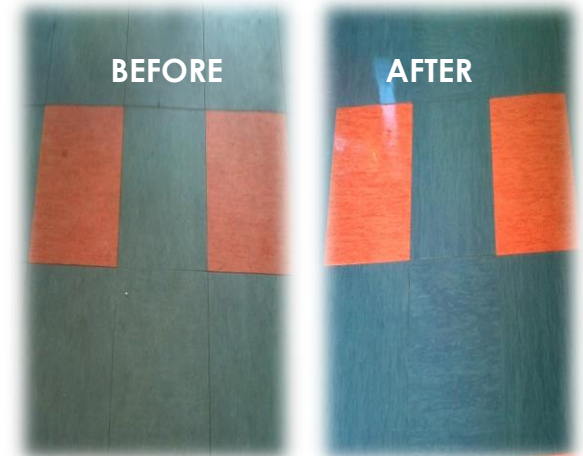


## Vinyl / Laminate Floor

Most of the Vinyl floor work we do comes from Crèches, Schools, Doctors, Dentals offices and Hospitals.

Professionally sealing the Vinyl floors makes them more hygienic and easier to maintain the sanitary standards required in medical practices. It also makes the floor more durable and resistant to stains, scratching and fading.

These floors can also be cleaned, polished or stripped and sealed, depending on the clients preference.





# Car Interior Cleaning

Our biggest client base for this services is second hand car dealerships. Some dealerships can sell up to 5 cars a week making them a VIP client and really boosts your turnover.

This service is also popular amongst parents because the upholstery in their car will collect all kinds of spills, dirt, debris, waste and bacteria.



Expert Cleaning Services has build up a reputation with the most Elite Estate agencies, with our focus being furnished homes. This way they also use our rug, upholstery, mattress and curtain cleaning services every time a tenant moves in or out.

Not only do you get business from the estate agents themselves but their tenants / landlords often use our services in other homes, building our client base.

The second largest revenue stream for this service is renovating companies and builders. This can be for homes or offices.

# Full House Cleaning

The best marketing avenue for full house cleaning is through estate agents.

Building a strong relationship with the estate agents in your area is crucial for optimizing your revenue on this service.

Not only do they use this service throughout the month for new tenants moving in and old tenants vacating the premises, they also add additional services such as carpet and wall cleaning.



One of our largest renovating clients often call upon us to clean large, newly renovated buildings for all the dust and debris they leave behind.

Residential clients often use this service when they move into a new home or when they build or purchase a home. We offer a detailed cleaning service including high access cleaning which is something not many cleaning companies can offer.



# Our Clients include



Moonflower ★★★  
Self Catering Cottages 12 Yaron Avenue, Victory Park, Johannesburg



La La Nathi  
Country Guest House



Welcome To  
Old Umtali Guest House  
Feel at Home...




CHARTWELL CASTLE  
*Something really different*  
& GUEST HOUSE



the Ashford  
GUESTHOUSE



Booyse's Hotel



twin waters  
GUEST HOUSE - OLIVEDALE



AR  
AMBER ROSE  
COUNTRY ESTATE



Beautiful Summer  
at de Kuilen Country House



Augusta Villa ★★★



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Amanzi  
Corporate  
Guesthouse



Ye Petit Fillan  
BP



EVERWOOD  
country weddings



Outlook Lodge and Safaris  
South Africa



Sotheby's  
INTERNATIONAL REALTY



PAM GOLDING  
PROPERTIES



THOROGOOD  
PROPERTIES  
- A NAME THAT BREAKS FOR ITSELF -



RAWSON  
Property Group



## Franchise Fee

The initial Franchise fee starts from R 180 000 (depending on site selection) thereafter the Franchise fee is 10% of turnover:

### **10% royalties**

## Estimated Start-up cost

The estimated start up cost will vary depending on the business model chosen by the Franchisee, the range is typically between R 86 000 and R 1 63 000

A Franchisee must be Financially secure and credit worthy. In addition to franchise fees and start up costs, a franchisee should have sufficient funds to meet all his financial obligation and run the business successfully for the first year.

## Franchise Offer

Included in the Franchise offer is:

Comprehensive 2 week training course  
Training material  
Invoices  
Marketing Material (brochures / flyers)  
Promotional bottles  
Chemical Starter Pack

## Next Steps

- Fill in Questionnaire and application form
- Meeting Franchise owners
- Psych symmetric test
- Interviewed and evaluated as possible Franchisee
- Accepted as possible Franchisee
- Be assigned as a Franchisee
- Sign Franchise agreement
- Pay Franchise Fee
- Trained as Franchisee
- Authorized to open and operate new Franchise unit

Contact or email our Fourway Branch to get more information.

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