



# Our Marketing Tools keep

Cleaning Doctor has been operating in the UK and Ireland for over 10 years and is based on founder William Little's 23 years in the cleaning industry, providing top quality services, backed by highly effective business generation strategies and proven operating systems, in three areas of the boundless cleaning industry. Franchisees have the choice of prospering in one of three options:

**Option A: Carpet, curtain & upholstery cleaning & flood restoration services**

**Option B: Floor restoration & contract cleaning services**

**Option C: External cleaning & maintenance services**

Cleaning Doctor has proven so successful for its franchisees that a growing number are expanding their businesses, either by investing in a second territory (like Bill Weir), bringing on board a family member (like the Dunne bros. and the Daw bros.), or taking on a second option in the same territory (like Eric Wharton). With large areas with multi-van potential available, Cleaning Doctor offers an opportunity for an unrivalled exciting future.



Option A franchisee  
Bill Weir

**“I was so impressed, I bought a second franchise.”**

buoyant and the repeat custom and recommendations are phenomenal. The marketing tools and package that Cleaning Doctor provides are so good that if you stick to the programme then you can't fail to deliver an impressive and top quality service.

“With a bit of diligence you can't fail to make a success of the Cleaning Doctor business. I have taken a fantastic opportunity in buying a second area and my best friend is coming in to operate it. My next move will be to employ someone to work alongside me and, ultimately, to come away from the hands-on provision of the service and focus on managing the operation. There is more than enough scope to be able to do that - the territories are genuinely big enough for multi-van operations.”

“My advertising budget has not increased from year one, but my year two turnover has increased by 50%! This is because the market for carpet, curtain and upholstery cleaning is



Option B franchisee  
Felim Mulligan

**“I've never been a day without work as a Cleaning Doctor franchisee.”**

just enjoy people seeing the changes I can make and the finish I can provide to their floors. The market has grown fantastically in the last five years, and we've launched a first class franchise package.

“I increased my turnover threefold in the last five years, and generate more work than I can do - the problem is getting days off! My next step will be to turn it into a multi-van operation, bring on a couple of employees and train them up.”

“It was Managing Director Willie Little's fantastic commitment to the business that impressed me enough to get on board - he genuinely cares about helping individual franchisees achieve their personal goals. I launched the first 'Option B' franchise providing floor restoration services five years ago, and have now developed the proven business systems for the national development.

“There is a lot of technical knowledge involved in floor restoration, and I relish tackling something different every day. I



Option C Franchisee  
Wayne Balfour

**“After 3 months I brought my father on board to help me cope with the amount of business...from just 3 adverts!”**

Willie has put in place is excellent and is now ready for the development of a national network.

“I've had a fantastic response in my area, I get referral after referral because I provide a superior, comprehensive service, with state-of-the-art equipment and a strong brand behind me. I have 366 regular customers every month, and also service major hotels in my area. It's good steady work and I'm looking to get another van and take on an employee. My goal is to expand the business to 800 regular customers, which I will be able to do through referrals from the other Option franchisees in my area.”

“My pilot franchise has been up and running for 18 months, and a second Option C franchisee has been in place for six months. The package



# your phone ringing

More than ever, homeowners, many of whom are cash rich and time poor, require professional cleaning companies in order to keep their properties clean and well maintained. People living busy lifestyles are prepared to pay for professional cleaning services, and the sector is set to quadruple over the next five years.

Franchisees of The Clean Team are already enjoying being part of this industry, and the growth that it is experiencing. You too can tap into The Clean Team's innovative strategies, which have been perfected from a wealth of knowledge gained over years of practical experience.

The Clean Team offers you a profitable, hands-on, owner-operated business that you can run from your own home. The franchise provides you with a comprehensive state of the art equipment package, full training, ongoing support and exclusive marketing programmes.

**“All I had to do was place a few adverts for the first few months. My first team vehicle is now at maximum capacity.”**

“As a Franchise Manager for a women’s only fitness franchise I was familiar with franchising and was keen to work for myself. I took on an existing franchise with The Clean Team in January 2006 and was working from the moment I took it on.

“The training prepared me for taking on the business. I spent a few days with the franchisees in York and Portadown and was personally trained by Willie Little. It was all very easy to understand.

“The marketing manual is excellent - all I had to do was place a few adverts for the first few months. From then on most of my customers came through word of mouth. My

first team vehicle is now at maximum capacity serving my weekly clients. If I have any problems, which thankfully is rare, I can call head office at any time. The Cleaning Doctor Clean Team operation are extremely supportive and more than obliging. I would recommend this business to others.

“I’m aiming to get the first two years successfully out of the way before beginning to look at expanding the business. I haven’t advertised for months, but if I did I could easily have put a second car on the road. This business has fantastic potential and I really enjoy it. It’s very satisfying to go into a customer’s house and leave it as we do. I meet lots of lovely people who have become my friends.”



The Clean Team franchisee Aine Wilson

- 23 years’ industry experience that has developed a pioneering profit generating franchise network
- Large territories with the potential to expand into multi-vehicle management operations
- Access to thousands of domestic and commercial customers
- State-of-the-art equipment that gets the very best results
- Massive repeat business from satisfied customers
- Detailed industry certified training
- Responsive, ongoing support from a dedicated team at head office
- Dynamic franchise launch programme in the territory
- Comprehensive marketing programmes that keep the phone ringing, day-in, day-out

*“Examine the key elements that explain why Cleaning Doctor franchisees are experiencing phenomenal growth.”*

William Little, Managing Director of Cleaning Doctor & The Clean Team



**Opportunities available nationwide. Call today on: 020 7043 3054**

**For more information visit: [www.cleaningdoctorfranchise.net](http://www.cleaningdoctorfranchise.net) [www.thecleanteamfranchise.net](http://www.thecleanteamfranchise.net)**