



Ensure that you invest in an opportunity that stands the test of time



William Little, owner and founder of Cleaning Doctor, shares a few insider secrets that have stood the test in all economic times.

Operating daily from the coal face with over 24 years

of experience behind him, he warns those that are thinking of parting with their hard earned cash to fully evaluate all opportunities.

“Download my EBook *Road Map To A Franchise* on my recruitment website at www.cleaningdoctorfranchise.net,” he suggests. “Ensure you invest in an opportunity that stands the test of time. Many people jump headlong into ideas that are flash-in-the-pan.”

Willie recalls his work colleagues in the civil service thought he was mad starting a cleaning company, even the bank manager said “NO!” However, he has had the last laugh! Here is the checklist he used in 1985 which is even more applicable today in 2010.

- Whatever business you invest in there is always competition. Competition is good, but it is vital that within your market you stun your client with service and always give them the ‘WOW’ Factor. You have to be different.
- Always ensure there will be a need for your business, safeguarding your investment. In our case, every home and business is a target. Every angle is covered with Cleaning Doctor’s four different cleaning investment opportunities.
- Working from home, with minimal overheads is the key plus when you’re involved yourself it is all your own profit. Many of my business friends in the high street are crippled by astronomical overheads. Turnover means nothing, Profit is King.
- Payment at the end of the job means minimal accounts and outstanding credit.
- One needs a good referral and repeat business element. It is nice to have a business where your clients just rave about their experience. View hundreds of testimonials on www.cleaningdoctor.ie

William explains that the list is endless and having successfully traded through two recessions it has never been a better time to own a unique, benefit packed, comprehensive ‘nut and bolt’ Cleaning Doctor Franchise. An informal, no obligation chat will alert you to the boundless potential that exists in this sector, as the nation is wanting to restore rather than buy new.

New Cleaning Doctor’s Talk About Their First Months:



Stephen Keogh says:

“My chief concern when I was looking for a franchise was that it be family friendly. After years as a hotel manager I wanted to work less hours and be home on nights and weekends. The whole

set up of Cleaning Doctor impressed me and Willie is the most down-to-earth person you will ever deal with. He has a genuine interest in growing the Cleaning Doctor network and he took his time with me so that we were both confident that it was the right decision for me to take on the franchise.

“I started trading in March 2004 after a very thorough training programme which left me confident going out and doing the work from day one. Willie was in regular contact with me during my launch and I can honestly say that the business literally took off. Once I’d placed my advertisements I was up and running in a very short space of time.

“The first year surpassed my expectations and I certainly didn’t suffer financially as a result of leaving hotel management. There are carpets in everybody’s house and ours is a service that is required all year round. I do very little marketing now and 65 per cent of my work is either from repeat customers or through referrals.

“The business just keeps rolling in - I am now achieving a healthy turnover and I don’t employ anyone! The equipment is second-to-none and the reactions I get from customers says it all. Demand is still growing and I am hopeful that one day my son will come into the business and take over.”

**Cleaning Doctor Franchise Option A
Limerick**



Mark Wilson says:

“Becoming a franchise owner with Cleaning Doctor has been a big change for me. I was previously in IT support and the boredom caused the days to get longer and longer. Now I don’t have to answer to any

one ... except the taxman and my wife! It’s certainly a challenge and you don’t get bored.

“I approached Cleaning Doctor on the recommendation of my brother-in-law and found Willie’s enthusiasm infectious – it’s not everybody that can get excited about cleaning! I launched my franchise in September 2008 covering East Belfast and Bangor I already had a couple of jobs lined up with some upmarket furniture retailers while I was training – they came through to me having been recommended to Cleaning Doctor.

“I enjoy working on hard floor jobs – there’s a wide variety of materials I work with including wood, vinyl, stone and marble. I’ve had no concerns as a result of the recession – I’ve been flat out for the last year and have had to turn work away! The repeat and referral side is getting to be a large portion of my business. I’ve had six jobs as a result of referrals from just one customer!”

“My only reservation when considering becoming a Cleaning Doctor was the sales and marketing side of owning a business. I was apprehensive about taking it on – now though, I would say it’s the part of the business I enjoy the most! If you go in to see a customer with a really tatty floor, you talk about what you can do for them and if anything you try to undersell it. Then, when they see the end result they’re gobsmacked!”

**Cleaning Doctor Franchise Option B
East Belfast and Bangor**

One last lethally important ingredient is the owner. One must have tons of enthusiasm, energy, be prepared to invest in your own abilities and follow the tried and proven franchise road map to success. With William Little, it’s not simply about the cheque.

“The strength of our 51 strong franchise network is built on our dedication to franchise owners with our total support and marketing systems. Any franchise owner that activates just half of our marketing strategies can build a very successful business. I invite you to inspect our franchise opportunities. Just give me a call and get the lowdown on what makes Cleaning Doctor unique. Be warned, becoming a franchise owner of Cleaning Doctor is a life-changing experience – always for the better – when you follow our plan.”

**Contact William Little, Founder & Franchisor:
048 6634 1288 or 028 6634 1288
www.cleaningdoctorfranchise.net**





“To me his support is invaluable. You just don’t get that if you start out on your own.”

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Franchise Owners Talk About The Benefits Of Cleaning Doctor:



Trish Moffatt says:

“I launched my Cleaning Doctor franchise in September 2008 and in my first year of trading I achieved a turnover of

£50,000. I’m currently looking to expand my business and within the next six months I want to have a second van on the road.

“There is a lot of potential for my Cleaning Doctor business as this brand is head and shoulders above our competitors in my local area. I bought my business from its previous franchise owner so the brand was already well known in my territory, however I have also developed its recognition further.

“Before launching my franchise I worked as an accommodation manager in a local hotel. I had wanted to do something different for a while when I came across an advert for the Cleaning Doctor franchise which, because I was impressed with the company, I decided to buy.

“As well as receiving intensive training, which covered every aspect of the cleaning and day to day running of the business, I have also had fantastic support from head office.

“Although running my business is hard work I really enjoy owning my Cleaning Doctor business and I like the satisfaction I get from seeing clients happy with the work I do.”

Cleaning Doctor Franchise Option D Fermanagh



Trevor Corrigan says:

“Willie is a mentor to my business - if I lift the phone to him to ask how to wash oil out of tar he knows the answer. To me his support is invaluable - you just don’t get that if you start out on your own.

“My background was as a Beef Stockman with the Eniskillen College of Agriculture and after 15 years the course was closed. I decided to move on and for two years shared a window cleaning business with a friend. I felt the urge for total independence and wanted to strike out with a business of my own, but recognised that I needed help on the financial management side of running a business. I was aware that the Cleaning Doctor External Cleaning franchise was available in my area and the combination of being my own boss and being able to rely on the support of Willie provided me with the answer.

“The training was spot on - simple enough for me to take on board but more than adequate for taking care of the needs of the business. I launched my franchise in August 2008 and, thanks to the marketing conducted through other Cleaning Doctor franchises in my area, I had business as soon as I started.

“With Cleaning Doctor it’s a case of nothing is a problem. I talk with Willie in the same manner that I talk to my own father - the man mentors a fair few franchise owners but any time I’ve needed his help he’s responded and the issue has been sorted. The equipment is top of the range - there’s no corners cut.

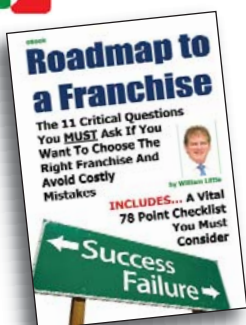
“I have full time two employees cleaning windows while I am full-time on the pressure washing service. I do a small bit of local advertising but in the main the work comes in through word of mouth and we are kept busy by that. If the next 12 months continue like the last 12 months I will be forced to expand and take on more people.”

Cleaning Doctor Franchise Option C Fermanagh

Get More Information Today!



Claim Your FREE Download “Roadmap to a Franchise” Today!



11 Critical Questions you MUST ask if you want to choose the Right Franchise!

78 Point Check List you MUST consider before choosing a Franchise Opportunity!

Valuable Advice for deciding which Franchise is Best for you! Whether you decide upon a Cleaning Doctor Franchise or not.

For immediate information call **William Little** on **028 6634 1288** or **048 6634 1288** from R.O.I. To get your **FREE** copy of the eBook – **Roadmap to a Franchise** or to find out more about the four Cleaning Doctor Franchise options:

- A. Carpet & Upholstery Cleaning & Restoration
- B. Floor Restoration & Contract Cleaning Services
- C. External Cleaning & Maintenance Services
- D. Home Cleaning Services

visit:

www.CleaningDoctorFranchise.net