

## Follow our formula to success

If you are an ethical, enthusiastic and self-motivated person, and want to run your own highly rewarding business, we'd love to hear from you.



## An opportunity that stands the test of time

Cleaning Doctor provides you with the tools to succeed when you follow our innovative, proven business development programme.

### Join us and enjoy...

- A comprehensive state-of-the-art equipment package
- Vibrant vehicle graphics
- Residential and in-territory training
- 110 proven, easy to use, business-generating marketing strategies
- Immediate cash-flow from day one
- Low start-up cost
- High profit margins
- Home-based business
- 24/7 business support
- Your own personal mentor
- Huge future growth potential

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

Operating daily from the coalface with over 26 years of experience behind him, William advises those who are thinking of investing their hard earned cash to fully evaluate all opportunities first.

"Ensure you invest in an opportunity that stands the test of time," he explains. "Many people jump headlong into ideas that are flash-in-the-pan."

William recalls his colleagues in the civil service could not believe it when he started a cleaning company – even his bank manager said: "No."

However, he had the last laugh and has seen Cleaning Doctor thrive for more than a quarter of a century.

Here is the checklist he used in 1985 which is even more applicable today in 2012.

- 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 a '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. 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.

William explains that the list is endless and having



William Little, founder & franchisor

successfully traded through two recessions it has never been a better time to own a unique, benefit packed, comprehensive 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.

One last vitally important ingredient is the franchise owner. You 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 46 strong franchise network is built on our dedication to franchise owners with our total support and marketing systems," he adds. "Any franchise owner that activates our step-by-step 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 step-by-step plan."

## Don't take our word for it, here is what our franchise owners say...

### Rory O'Donoghue

"My parents had run their own bed and breakfast business in Kerry for many years so I knew how successful you could be by working for yourself.



"After launching in December 2009, I

have just enjoyed my third Christmas as a Cleaning Doctor franchise owner and I have never been so busy. It seems that despite the current economic climate, people still want to use a professional cleaning service.

"People trust an established name more than a new business and that was one of the reasons I decided to become a Cleaning Doctor franchise owner. Along with my referrals from happy customers and the van acting as a mobile advert, my phone has never stopped ringing with new customers.

"Cleaning Doctor is unusual and probably unique in Ireland as we can offer dry cleans to the same high standards as a wet clean by using a Dry Fusion process, which is exclusive to our brand. Instead of hours or days to dry, our system takes less than a hour, which is more convenient for the customer and means I have more time to generate business.

"I had worked for the previous franchise owner for the territory for 18 months so I had plenty of experience before I took it over and, if you follow the protocols laid down by William Little, you cannot go wrong.

"Combined with the excellent training I have received – and continue to receive – my business has been progressing nicely. It can be tough work sometimes but you get out of your business what you put in. I really enjoy the work and one of the biggest rewards for me being a Cleaning Doctor franchise owner is that I thrive on solving problems for my customers.

"I am really excited about this year,

such has been my success with Cleaning Doctor, I hope to take on another territory and employ someone to help me grow my business."

### Trevor Corrigan



"William is a mentor to my business – if I call 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 William 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 to William in the same manner that I talk to my own father – he 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 two full-time 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."

### Patricia Duffy



"I launched my Cleaning Doctor home cleaning services 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 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 area. I bought my business from its previous franchise owner so Cleaning Doctor 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, and I was impressed with the company, so I decided to invest.

"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."

For more information call William Little on: 048 6634 1288 (Ireland)  
or 028 6634 1288 (UK) or visit [www.cleaningdoctorfranchise.net](http://www.cleaningdoctorfranchise.net)

Read more online and register for more information through the *Irish Franchise Magazine* at: [www.irishfm.net/XXXXX](http://www.irishfm.net/XXXXX)