



The Patterson File: Cleaning Doctor



Cleaning Doctor®
The committed cleaning professionals

With his British network now firmly established and growing, Cleaning Doctor Managing Director William Little talks to Gordon Patterson, who consulted on the creation of his franchise offering prior to launching here

Gordon Patterson: How has Cleaning Doctor developed in Ireland since its first franchise was launched in October 1998?

William Little: We have enjoyed steady growth and the network in Ireland currently stands at 23 branches, of which 11 are in Northern Ireland and 12 in the Republic of Ireland. Although the majority are Carpet, Curtain & Upholstery Cleaning outlets, two franchisees specialise in Hard Floor Cleaning & Restoration and four operate under The Clean Team® brand, providing domestic home cleaning services.

industries. With my 20 years of experience, I have taken their input and welded it into a franchise operation that is the envy of many.

Our name is very distinctive; in fact it has been described as "one of the hottest names in the franchising industry."

Our franchisees out-market and out-perform their rivals. Everything we do, from the initial survey to the completed job, is designed to give us the edge in terms of quality, client perception and customer satisfaction. We have developed energetic marketing packages that attract customers like a magnet. The result: customers call us first and

impressed I will refund the cost of their journey...guaranteed!

GP: What are the main benefits being a Cleaning Doctor franchisee?

WL: There are so many: work from home, return on investment, support from head office, low overheads, excellent profit margins, fixed management service fees, multi-vehicle territories, innovative marketing strategies...give me another half hour!

GP: You pride your franchise on the power and effectiveness of its marketing - is that correct?

WL: You really need to ask my



"William Little and his management team have implemented a highly professional franchise development work programme to ensure that their franchise offering is ethical, fair to both parties and provides a genuine opportunity for the franchisee to build a profitable business with excellent back-up and support from the franchisor."

Gordon Patterson

GP: What distinguishes Cleaning Doctor from all the other carpet cleaning brands?

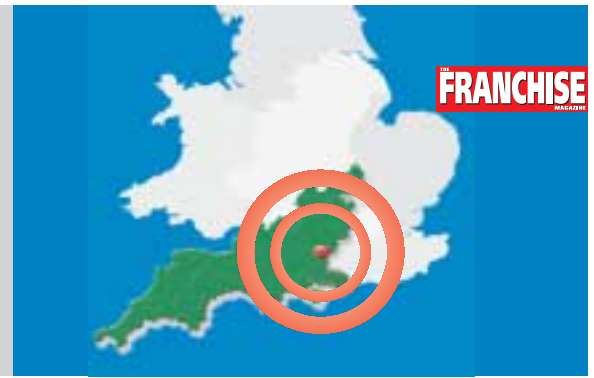
WL: Our unique turn-key package has been developed and fine-tuned with the assistance of the very top people in the cleaning, marketing and franchising

use us first, and the franchisees reap the financial rewards.

My 21st century innovative operation is light years ahead. I'm sorry I can't reveal any more - I will invite any serious enquirer to come and see for himself or herself. If they are not

franchisees that question. We have developed a step-by-step marketing programme that franchisees simply follow week by week. Each franchisee receives over 110 dynamic strategies that keeps the phones ringing.

“We are passionate about our franchise operation and about giving our franchisees the opportunity to maximise their potential”



GP: Does Cleaning Doctor provide a genuine business building management opportunity?

WL: Absolutely, all our territories are large enough to support a multi-team, multi-vehicle operation. In fact, each of our territories would hold three or four of our main competitor's franchise territories. The last thing we want to do to an entrepreneur is to stunt his or her growth - enthusiasm is the electricity of business. We are passionate about our franchise operation and about giving our franchisees the opportunity to maximise their potential.

GP: When did you first bring the franchise to mainland UK and how are your franchisees performing in England?

WL: We launched our first mainland UK franchise in March 2003 and ran this as our GB pilot franchise before we commenced actively recruiting. We currently have eight up and running, with four more scheduled for training. All are ahead of their development schedules and two are on the point of expanding into two-van operations.

GP: What qualities are you looking for in a franchisee?

WL: Cleaning Doctor franchisees must possess honesty, sincerity, enthusiasm, a burning desire to succeed and be ready to follow a proven formula, set goals and have really good fun in the process.

GP: Do your opportunities appeal to both male and female franchisees?

WL: You bet! The Clean Team has been a real hit with ladies and we have five amazingly dynamic female franchisees running their own businesses and really enjoying the buzz of being part of the Cleaning Doctor Network. The Clean

Team opportunity works hand-in-glove with the Cleaning Doctor package, and also is synonymous with the healthy home marketing message. Our marketing dynamics get The Clean Team franchisees rocking and rolling from week one.

GP: What is your goal-plan for the UK and Ireland?

WL: In a short period of time we have become the number one name in Ireland, and we now also have a very

Our marketing dynamics get franchisees rocking and rolling from week one

strong foundation of committed franchisees in Great Britain. Since we started marketing in Great Britain the response has been phenomenal.

I intend to carefully build on and support those who have invested in me. I am handpicking a support team from the cream of the crop. Recruitment and training of new franchisees will continue, but only at a rate that is sustainable and not to the detriment of the quality of the network.

Anyone who is seriously seeking a home-based business that has immense potential should seriously consider a Cleaning Doctor franchise. I don't believe there is much better in the marketplace for the investment required. Places are limited and I will only select the very best that apply.

Wherever we have launched we have quickly dominated the local market. The nationwide market is my goal. Just watch this space, there is more great news to come.



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If you are based in the South West and looking to achieve success through franchising, contact our Southern Office, near Reading.

For companies looking at franchising as a method of expanding their business effectively and profitably, we can provide an intelligent evaluation of their potential for franchising and implement a carefully structured Franchise Development Programme.

Visit www.fdsouthern.com



For more information on Cleaning Doctor, turn to pages 48 & 49

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