



*The business provides the cleaning service, YOU manage the business*

*I am a franchisee of Domestique in the Aberdeen/Inverness territory. I have been trading for nearly 4 years now and have built the business up to a good monthly turnover whilst running another profession alongside Domestique.. I believe I can double or triple the business and generate profits that would allow me to live a very comfortable lifestyle with a good work/life balance.*

Munawar, Aberdeen Franchisee

**Domestique**<sup>®</sup>  
CLEANING EXCELLENCE

# About Domestique

Domestique began offering successful franchises in 2010 after running an efficient and profitable business model in the domestic cleaning industry for five years. Our inaugurating principal for the launch was to ensure support is readily available and consistently provided

We have consciously decided to share all our acquired experience and engage at all levels of support to ensure your business is success.

Many households are turning to domestic cleaners to get back quality time lost through working long hours, having a demanding family life or just not being physically able to cope with domesticity and its associated tasks. The marketplace for domestic cleaning is a rapidly growing business due to the demands of modern life. Our franchise business partnership is both a proven and remunerative model so why not be part of a growing team and start making decisions on your future.

## Benefits of joining Domestique

- The call centre can book all appointments centrally
- No employment contracts, sick pay or holiday pay to negotiate
- Online bespoke business software all set up for your territory
- 6 months of free Google Adverts
- No management fee for 12 months
- Local telephone number supplied
- Unique ongoing business support
- Part-time or full time business operation opportunity
- Start-up training course
- Access to our 24/7 online forum
- Your own webpage built for you
- Complete stationery/marketing pack

## The Cleaning Market is Booming

An increase in 'cash rich —time poor' households continues to fuel strong cleaning service growth throughout the UK and Ireland. The market is expected to continue to grow and currently exceeds £9 billion annually. To ensure you tap into this buoyant sector our team of experts willingly provide help with Google and other online marketing as well as design of printed adverts. We have a tailored CRM (customer relationship management) tool that will help you keep track of your customers too. Keeping in touch regularly with your customers will often reveal opportunities to provide additional lucrative services, such as carpet and oven cleaning.

Another key part of our service is the call centre, they handle all initial inbound sales calls for you. Your time is then free to manage your team of cleaners, provide excellent service to your customers and focus on business growth.

## THE DOMESTIQUE VISION

To maintain our integrity at all times and grow our reputation through continually supporting the success of our business owners

*"We are greatly encouraged that you have a small but strong team behind you"*

Angharad, Swindon Franchisee

The reasons why we chose Domestique were, a low set up fee and start-up costs, low franchise fees, the quality support tools (CRM & Website) call centre and confidence in the Franchisor.

Paul & Karen are always very helpful and full of enthusiasm for us to succeed. They are always at the end of the phone if we need them. Also help and advice is available from fellow franchisees on the forum and because of this we have not had any problems or worries.

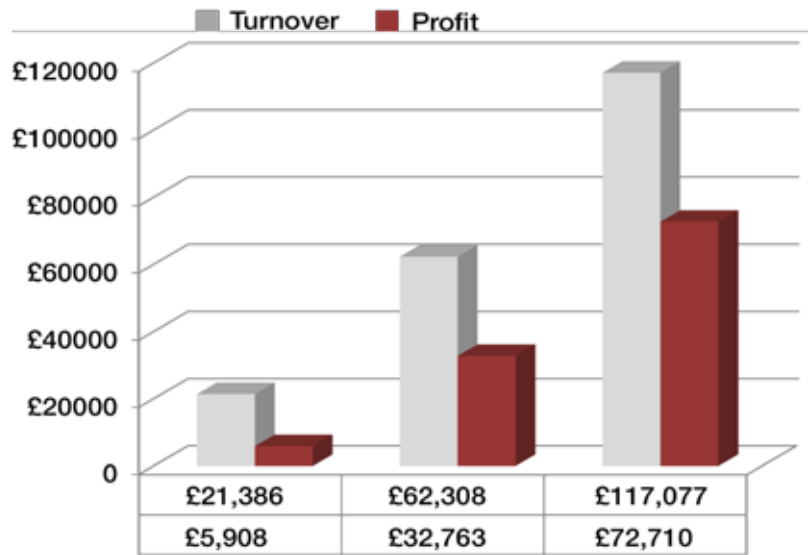
Caroline, Milton Keynes Franchisee

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## The Cost and the Profits

Although we clearly provide an enhanced level of support to our franchisees we still price the franchise surprisingly competitively. Our initial fee is lower than almost all our competitors. Our ongoing management fee is the most competitive and is not based on a percentage fee. At least a third of these are ploughed directly back in to supporting you.

As with all businesses the level of earnings you generate will be indicative of the work-like balance you wish to achieve.



\* It is important to emphasise that the above figures are projections provided for the purpose of illustration and are not intended to be a statement, representation, warranty or guarantee!

## Cleaning Industry Facts

There is no doubt that the domestic cleaning market in the UK is expanding. How fast and the factors driving this are difficult things to measure.

The socio-economic factors that have led to a sustained growth in demand for domestic cleaning services over recent years include: increased levels of income, particularly the dual income households; a steady increase in the numbers of people employed outside the home; a shift in family priorities focusing on leisure over domestic responsibilities; a greater social acceptance of having help in the

## About you and the Next Steps

It is imperative to the success of yours and our business that we partner with motivated and hardworking individuals. We have a great system to follow but you must provide the commitment, drive and enthusiasm. Above everything else you must be accountable for your actions, be positive and take responsibility for your business and your success. We are here to help but you are the one that makes the difference. If you think you are up to the challenge we invite you to get in touch. We'll happily give you more information and help you through the application process.

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