

CleanMade ✨



Franchise Information

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 Join our team today and become a CleanMade Franchisee. Start your journey to Success and Financial Freedom!

Who Is CleanMade?

CleanMade is your go-to, all round, mobile cleaning and maintenance service provider. We offer franchises to clean, repair, restore and maintain any home, workplace, vehicle, factory or warehouse.

Our franchisees are fully insured, accredited and experienced technicians, that will be able to take on any task.

Some of the many franchise opportunities we offer are:

- ◆ Roof, Gutter & Solar Cleaning & Maintenance
 - ◆ Domestic & Commercial Cleaning
 - ◆ Automotive Care & Detailing
 - ◆ Building Inspections
 - ◆ Landscaping, Lawn & Garden Maintenance
 - ◆ Pest Control
 - ◆ Dog Wash
 - ◆ Plumbing & Electrical and so much more!
-
- For a full list of franchise opportunities, see page 12.

When Experience Counts

Everyone has a dream, many have very detailed goals in life, whilst others are floating around confused not knowing what they really want to do. But one thing everyone has in common, is the search for financial freedom and freedom of time.

Everyone in this era has the capability and resources to achieve their goals if they really are willing to put in the hard work and be diligent.

The reason why people procrastinate on opening the business of their dreams, is that it can be quite daunting. One of the biggest concerns is having an income to survive off while the business starts bringing in enough money for you to take a salary.



When you start to think of all the moving parts required to set up and run a business, it can become very overwhelming.



These tasks include:

- ◆ Business Registration
- ◆ Finding the right accountant
- ◆ Customer Sales
- ◆ Customer Relationship Management
- ◆ Building a brand, creating logos and business cards
- ◆ Building a website, landing pages and social media pages
- ◆ Marketing (finding the work so you make enough money to stay open)
- ◆ Having the funds for marketing
- ◆ Knowing your audience
- ◆ Learning about business taxes
- ◆ Training yourself everything about business (hours and hours of research)
- ◆ Hiring employees, building out employment contracts
- ◆ Payroll and understanding superannuation and PAYG
- ◆ Understanding the cost of doing business
- ◆ Understanding cashflow vs profits... THE LIST IS NEVER-ENDING!

Statistics don't lie when they say that 1 in 3 businesses fail in their first year and 3 in 4 will fail within their first three years.

Their failure isn't because they don't have a market for their service.

It is due to lack of business education, support, acquiring customers and customer support.

That's why we are so passionate about what we do.

We have built a successful business over 17 years in running trade services and construction-based businesses. We have faced triumphs and failures and were able to learn and recover from them, which is the key to our success. Now we have found a way that we can grow this business to never ending heights and change the lives of so many. Those that once had a dream can now make it a reality with the right support, from a team that really cares.

Joining and becoming a CleanMade Franchisee doesn't just mean you are now a business owner, it means you are backed with proven operations that work, ability to earn money immediately and grow exponentially.

We provide you a huge team for support, your marketing needs all done for you and so much more.

You join a family of likeminded people while doing what you love. Why go through the stresses of ups and downs figuring out how to start your business when you're guaranteed to wake up and go to work every day and love it!

With the flexibility of having time off as you wish (it's not too good to be true), speak to the many franchisees that are part of the CleanMade family already and the dream like reality they are living.

The way we can achieve what we say here is simple. We made our goal to EMPOWER people in becoming the best version of themselves, being part of the CleanMade family is more than the service we provide to our clients, it's also the empowerment within the company itself. Our real passion is seeing our people thrive.

We aren't just another corporation coming along in hope to become one of the largest companies in Australia, we are here to become the biggest franchise in the world. The only way we would achieve our dream, is by you achieving your goals and dreams when you join us.



Rami Adra





CleanMade Franchise Options

CleanMade is your all round interior and exterior property maintenance service provider.

See our fantastic Franchise Opportunities available to own now.

*It is not mandatory to do all the services within each category.



Roof, Gutter & Solar

- Gutter Cleaning
- Solar Panel Cleaning
- Gutter Guard Installation
- Solar Netting/ Bird Proofing
- Roof Repairs & Restoration
- Pressure Washing
- Antenna Bird Proofing

Automotive Care / Car Detailing

- Mobile Car Detailing
- Mobile Car Upholstery Cleaning
- Mobile Window Tinting
- Mobile Windscreen Repair & Replacement
- Mobile Rim Repair
- Mobile Paint Protection & Coatings
- Mobile Accredited Baby Car Seat Installation

Building & Construction

- Building Inspections
- Consulting
- Project Managing
- Surveying

Cleaning Services

- Steam Cleaning
- Window Cleaning
- Bin Cleaning
- End of Lease / Vacate Cleaning
- Reoccurring Cleans
- Pre-Sale Cleans
- Builders Cleans
- Infection Control
- House Keeping Services

Pet Services

 Mobile Dog Wash

 Mobile Grooming

Pest & Termite Control

 Pest Control

 Termite Protection

Heating & Cooling

 Gas Ducted Heating

 Split systems

 Refrigerated Ducted Systems

 Evaporative Cooling

 Add-On Cooling

 Service & Repairs

Security & Antennas

 Security alarms & CCTV systems

 Network Connections

 Antenna installations, servicing & repairs

 Home & Business Automation

 Wi-Fi, internet & data points

 Antenna Bird Proofing

 VoIP & Data Patching

Mowing & Garden Care

 Landscaping

 General Gardening & Maintenance

 Tree Removal

 Rubbish & Green Waste Removal

 Mowing

 Builders Landscapes

 Acreage Mowing



Mobile Mechanic & Tyres

 Mobile Car & Truck Mechanic

 Mobile Tyre Repair & Replacement

Plumbing

 Plumbing Maintenance

Electrical

 Electrical Maintenance

Pool Services

 Pool Cleaning & Maintenance

 Pool Inspections

Fencing & Decking

 Timber Fencing

 Slat Fencing

 Colourbond Fencing

 Electric Gates

 Brick Fencing

 Decking

Locksmith

 Mobile Locksmiths

Handyman Services

 General carpentry

 Repairs & Restoration



Your CleanMade Future

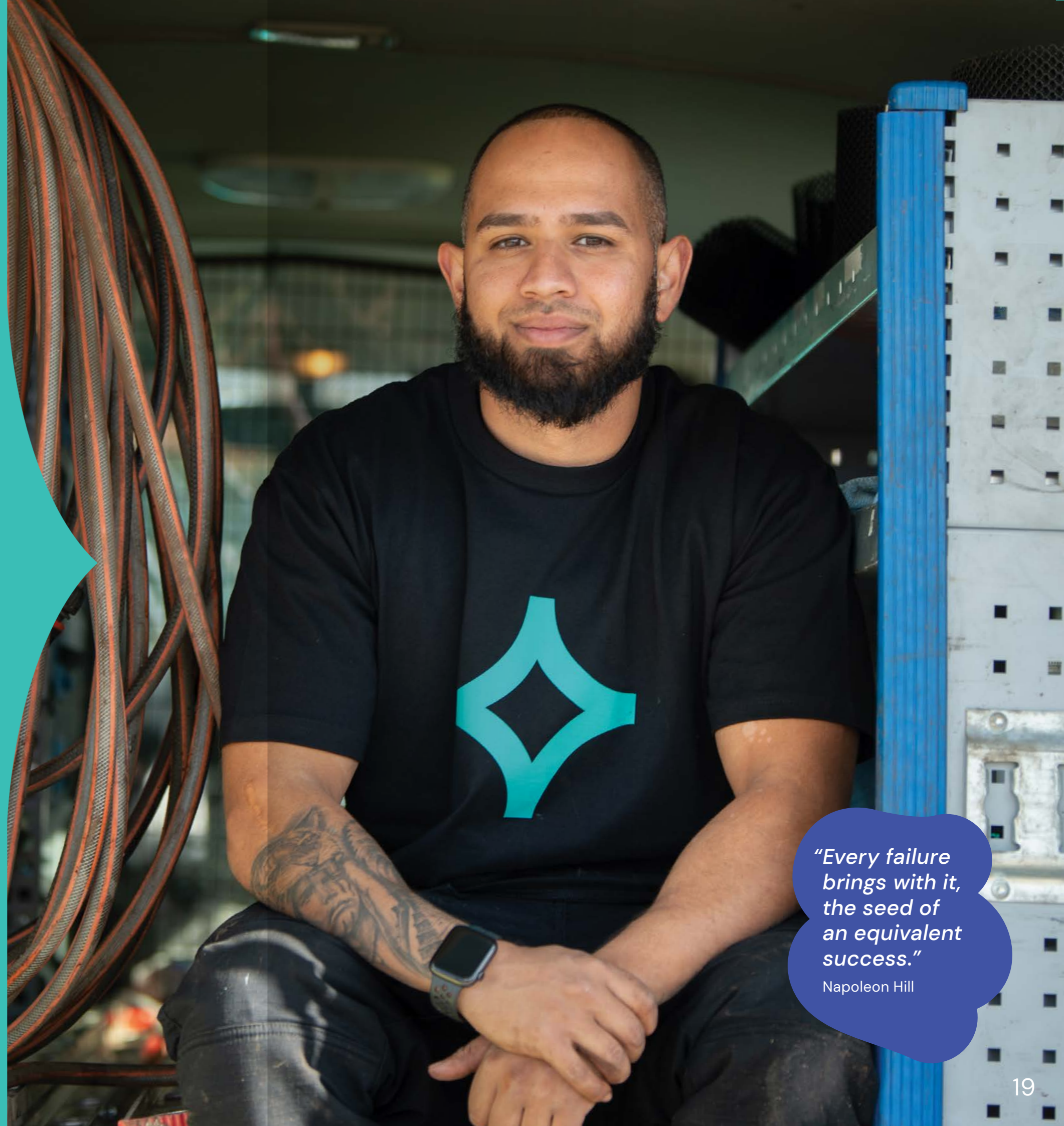
Most people go through life waiting for something they know is never going to happen. Many have dreams that never get off the ground.

The biggest reason behind these things is lacking the right knowledge and experience or knowing the right people to speak to.

It's actually very easy with a bit of guidance to get started on your dream and build your freedom.

It all starts with you making that first step, believing in yourself and believing anything is achievable. Stop fearing past failure and understand it's part of your journey to bigger and better things.

Failure is only once you have quit. You cannot fail while still pursuing your dream, you will find those lessons are learnt to make the next day or milestone better.



"Every failure brings with it, the seed of an equivalent success."

Napoleon Hill

"I've missed more than 9,000 shots in my career. I've lost almost 300 games. Twenty-six times I've been trusted to take the game-winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed"

Michael Jordan



With CleanMade, you have the chance to own your own business and be reassured in knowing there is an entire team behind you supporting every aspect of the business and supporting you at any time you're in need.

Think about it as you're the player and we are the coach; you represent yourself but we are here to keep you on the right path.



We all have the same 24 hours a day and 7 days in a week, but it comes down to how motivated you are and what your goals in life are. It's about finding your 'why' and working out your passion that makes you get out of bed every morning. Is it for financial freedom? Is it to travel the world? Is it to have more time with your family?



We'd like you to think of it as joining a lifestyle not a business. We want to help you find your 'why', achieve your dreams and conquer any fears you have of owning a business.



Many trades, handymen and property service providers like 'to do the work', but don't really enjoy or know how to market the business and generate leads. CleanMade remove this stress by managing this for their franchise partners. While there is a small lead fee for each lead, it saves time and hassle and enables the franchise partner to show up at the appointment, provide the quote and secure the works. Easy as!



The CleanMade business model has low fixed overheads you don't need an expensive premise to rent and no front office staff to hire. All of this keeps costs down and profit margins high. (On mobile services)



Owning your own franchise means that you get to be your own boss and with that comes pride in ownership and flexible working hours. The vision behind CleanMade Australia is to EMPOWER people to become the best version of themselves.

Now let it be your turn to take that winning shot!



Owner Operators at the Helm

Part of being a franchisee means you will have vested interest in the success of the day-to-day operations.

When the quality of your work directly affects your success, this leads to greater focus on customer service.

Higher levels of customer service can lead to greater returns. Which is why the owner operator model pushes franchisees to go above and beyond for their clients.



What is included in the CleanMade franchise?

The CleanMade franchise package is a turnkey business meaning it has everything you need to start trading from day one.

All our franchise packages include:

Business Systems

- ◆ Use of IP business name, logo
- ◆ A 5-year term with the option to renew every 5 years
- ◆ A comprehensive Franchise Operations Manual
- ◆ Business software
- ◆ Access to an approved supplier network

Training

- ◆ Onboarding training for franchisees
- ◆ Ongoing support and training

Marketing Support

- ◆ Call centre & support team
- ◆ All marketing done by head office, including website, social media & lead generation
- ◆ All your scheduling managed for you

Branding

- ◆ Uniforms for you and your employee
- ◆ Business Cards, Stationary
- ◆ Access to brand packs and our exclusive sign writers

Start-up equipment and stock

This will vary depending on the franchise division. Some items of equipment will be included in the franchise fee while others will be a separate cost. Franchise partners can also use their existing equipment if it passes the CleanMade quality assessment test.

What are we looking for in a CleanMade franchise partner?

CleanMade are looking for franchise partners to join our team who:

- ✦ Have a dream to be a business owner with a passion for home and commercial property maintenance.
- ✦ People who want to be part of a global brand.
- ✦ Are readily qualified or prepared to become qualified if their franchise division requires it. For example, working from heights certificate for window and gutter cleaning.
- ✦ Take pride in what they do.
- ✦ Don't mind getting their hands dirty and being on the tools.
- ✦ Are organised and punctual.
- ✦ Are good communicators.
- ✦ Are prepared to learn sales and build a successful business.
- ✦ Are prepared to follow our business system and continue learning.

Why join the CleanMade Franchise Network?

CleanMade offers franchise partners the following benefits:

01

Established business with over 15 years of experience in all areas of operation.

02

Ongoing support and training in business operations and on the job essentials.

03

Established supply chain

04

All marketing managed for you

05

All leads managed and scheduled for you

06

Seamless back-end operations

07

Scheduling and administration support

08

Dedicated Franchisors and Portfolio Managers assisting you everyday

09

Being part of a global brand dedicated to **EMPOWERING** its people

10

Road to financial freedom

11

Freedom of time and flexibility

"Tell me a business that was profitable from day one, with 95% of any potential issues already ironed out?"

Rami Adra, Franchisor
CleanMade Australia

Your CleanMade Franchise Journey

How your Journey Begins

Step 01

Initial Screening Process

You have a one-hour chat with our friendly Franchisor to learn about the business and so we get to understand what you're looking for as a potential business owner.

If we both agree CleanMade is a great fit, we move to step two.

Step 02

Due Diligence

At this stage, you will fill out and sign a Non-Disclosure Agreement and a Franchise Information Statement.

We book you in for your first information day where we will explain the franchise services you can choose from, how the business works and associated fees.

We will be happy to answer any questions you have.

Step 03

Getting Organised

After the information day, if you decide to progress with the new franchise set up, we will require a deposit and organise your minimum requirements to commence a trial and training period specific to your service, i.e., construction card, relevant licences, pre-start health check.

Step 07

Onboarding

Official onboarding begins, which can take between 3-7 days for standard franchise services.

Some services may require longer training periods for certification, which will be discussed when selecting your franchise service in step two.

Step 08

Set Up

Onboarding Process includes:

- ◆ Setup of your new business name & registration
- ◆ Understanding of tax, BAS payments, GST & how it works
- ◆ Your employee hiring process
- ◆ Access to & training on our business software & phone app
- ◆ Meet the team & your portfolio manager
- ◆ Supply you with your brand pack: Uniforms, business cards etc
- ◆ Training on policies & procedures
- ◆ Training on sales & upselling
- ◆ How to quote & invoice
- ◆ Setup of required insurances & Workcover
- ◆ How to pay your employees
- ◆ Answering all your questions

Step 09

Get Branded

Get your vehicle wrapped in your official Cleanmade signage

Making the choice to operate your own business is a big but exciting step, which is why we're committed to making the process as open and informative as possible.

Step 04

Training & Trial

Your onsite Trial and Training Begins. You will have comprehensive on the job training by one of our experienced trainers and will be reviewed on multiple points of audit.

- ◆ Presentation and Hygiene
- ◆ Punctuality
- ◆ Customer Service
- ◆ Attitude
- ◆ Proactivity and Productivity
- ◆ Ability to Work
- ◆ Ability to Follow Procedure
- ◆ Workmanship
- ◆ Safety
- ◆ Quoting & Sales
- ◆ CAREFACTOR

Step 05

Is This For You?

After you completed trial and training period, your franchisor will review your training assessment from step 4 and discuss with you whether you're a good candidate to become a CleanMade franchisee.

Should you require further training, we will create a personalised training plan to have you excelling in your area of chosen expertise in no time.

You should have a thorough understanding of the service and what's involved now.

If either party believes that you would prefer not to proceed with the franchise set up, we can either discuss the option of choosing an alternative franchise service and start the process again, or you will receive your partial refund of your deposit.

Step 06

Let's Get Started

We now issue you with your Franchise Agreement that you can take home to read thoroughly and seek any advice on.

We will meet again within 14 days to sign all documents and the balance of fees are paid.

Step 10

Congratulations, you are ready to begin working and start making money!

"Coming together is a beginning, staying together is progress, and working together is success."

Henry Ford

Frequently Asked Questions

Q. Why should I buy a franchise over starting my own business?

A. 20% of small businesses fail within their first year and 60% will go under within their first three years. Those statistics are very true and very daunting.

There are so many aspects you need to think about when starting a business for yourself and without the knowledge, experience, perseverance and support it actually requires, it feels impossible.

CleanMade streamline the starting up and maintaining your business alongside you. We provide our franchisees ongoing training, a support network, guaranteed jobs booked in and marketing done for you.

Q. How much will a franchise cost me?

A. CleanMade has many franchises available with prices varying from \$10,000 up to \$80,000 depending on the service provided.

Q. How do I choose what service will suit me?

A. Come and speak to one of our franchise professionals and work out what you enjoy doing best. Remember it's not just a job, it's a lifestyle for you. We want you to do what you love, every day.

Q. What do I receive from my initial investment?

A. Success of course! Alongside ongoing training and support, marketing and use of the CleanMade brand.

Guaranteed jobs booked for you and assistance anytime with the routes and scheduling of your days.

Flexibility and being part of the family that is, the CleanMade Network.

Q. Can I do a trial?

A. Yes, 100%. We want you to go out on the job and see what it would like to own your own CleanMade Franchise.

We can also use this trial period to make sure you qualify with our requirements and are a suitable fit for the type of service.

Q. How certain are you that there is enough work?

A. We have guarantees in place and a proven model that we know works! And with 17 years of experience under our belt to back our guarantee. A company of our size will never take on more franchisees than it can service.

Q. What if I've never worked in my chosen service?

A. Training is provided during your onboarding and throughout each year as needed. Short courses or certificates are organised through CleanMade via a third-party depending on the chosen service.

Franchises requiring qualifications that take a lengthy amount of time will need to complete this before buying a CleanMade Franchise. For example, you may need to be a licensed electrician to buy an Electrical Maintenance Franchise.

Q. Do you have finance options available?

A. Yes, we can, just speak with your Franchisor to discuss our finance options.

Q. Do we get assigned a specific territory?

A. No, you don't have territory exclusivity. You are free to work anywhere in your state. Our model is designed to give you the flexibility you need.

Q. Why should I join the CleanMade Franchise Network?

A. Refer to page 10 of this brochure to read about the many benefits of becoming a CleanMade franchisee.

Q. What ongoing support do you provide?

A. Consider buying a franchise with CleanMade as a partner. You are partnering with elite business minded, solution-based professionals. We will work through any issue you might face and support you all the way through the life of your business. We conduct regular meetings, training days, conferences and always keep you up to date.



We are just as invested in you, as you are in yourself – We look forward to this journey with you!

The Next Step

If you like the sound of what you've read so far, then the next step is to visit our website cleanmade.com.au/become-a-franchisee/ or reach out to your Franchisor on **1300 932 592** or franchisor@cleanmade.com.au.

We can organise a time to chat about your CleanMade Journey.



CleanMade[✦]

Contact us today on

1300 932 532

franchisor@cleanmade.com.au

cleanmade.com.au/become-a-franchisee/