



ESTUARY
CLEANING

OUR HISTORY

The Story of Estuary Cleaning

Estuary Cleaning is a window cleaning service that has built a reputation based on good customer service and value for money. We pride ourselves with putting people at the centre of the business, whether they are customers or valued staff. Chris is married to Nicole and has two daughters. He has worked in several roles prior to starting Estuary Cleaning in 2015 including retail, hospitality and as a Soldier serving in Iraq in 2006.

During the 2009 credit crunch Chris and Nicole found themselves in the unenviable position of having their main source of income reduced due to a cut in hours at work and their rent increased dramatically on their home. They moved to the Fylde Coast, staying with family until they could get back on their feet financially. By 2015, having worked in several part-time jobs, Chris started Estuary Cleaning to earn extra money. Fast forward to today, Estuary Cleaning is a multi-vehicle operation that continues to go from strength to strength.



OUR FRANCHISE PACKAGE

Exclusive Territory Area.

No other franchise will trade in your area ensuring you are the representative of Estuary Cleaning in your area. We will assist self-motivated people in growing their business to eventually incorporate a team. This would suit people that enjoy interacting with customers, providing a service and wishing to grow a team. Territories are divided up along geographical areas and exclusively operated by you.

OUR IDEAL CANDIDATE

Our ideal Candidate

Estuary Cleaning has built a hard-won reputation for excellence and as such we seek to protect the brand, and its reputation, by being extremely selective over who we allow to carry the brand in any area of mainland UK.

Ideally, the Franchisee will have a background of working outdoors and be physically fit. We welcome applications from veterans and service leavers. A high degree of discipline and a never say die attitude is a must, as managing your workload and operating in all weathers is not for everyone. Our Franchisees must be extremely hard-working, will be expected to be committed to the process and build an ethos that will allow them to lead, coach and mentor their team as they grow.

In return the franchisee can expect the full support of the team; be that for Health & Safety, Accountancy, customer gathering and more; as well as enjoying the benefits that running your own business brings.

SUPPORT

Our commitment to you is to provide ongoing support to assist you to grow your franchise business, including:

- Operational Manual
- Customer Management App
- Regular visits to help you grow your business profile in your area
- Marketing support to enable you to gather the right customer profile
- Access to Health & Safety portal to ensure you are up to date with H&S legislation
- Access to our Accountancy and financial planning team
- Regular 1-2-1 calls with support team
- Water fed pole set up (see below)
- Vehicle Branded Livery
- Branded Leaflets and Brochures with your contact details on (Initial Start-up pack)



EQUIPMENT



We want you to feel safe and look the part as a professional window cleaner, taking pride in your business. You will be provided with the following equipment.

- 500ltr De-ionised water vehicle system, set up for 2-man operation (we expect for you grow quickly)
- 2 x OVA8 water fed poles, some of the most hard-wearing poles the industry has to offer
- 2 reels of 8mm 100m line (this will enable you to work the length of most UK streets)

EARNING POTENTIAL

There are several other income streams that have enabled the company to continue trading during the pandemic with minimal impact. These include:

- Window Cleaning using the water fed pole from the ground, keeping the operator safe whilst delivering a professional finish and enabling you to get through more window cleaning jobs quicker
- Jet Washing paving or patios charged at an hourly rate
- Gutter clearing using a gutter vacuum keeping you safe
- Deep cleans on properties involving gutter clearing, fascias and soffit cleaning and window cleaning as a package usually charged at between £180-£400, enabling you to earn more money around your regular window cleaning diary



FREQUENTLY ASKED QUESTIONS

What support is available when setting my business up?

We will coach and mentor you in all areas of the business. We will work with you to identify your strengths and areas where you require further coaching.

What will my start-up costs be?

You will require a serviceable van, in which to store the water fed pole equipment and associated tools. Details of which can be discussed in your discovery call.

Do I need qualifications and previous experience to be able to own my Estuary Cleaning Franchise business?

No previous experience or qualifications are required. All we ask is that you have a good attitude and are prepared to put in the effort to grow and succeed, both personally and professionally.

What will I get for my money?

- Operational Manual
- Customer Management App
- Regular visits to help you grow your business profile in your area
- Marketing support to enable you to gather the right customer profile
- Access to Health & Safety portal to ensure you are up to date with H&S legislation
- Access to our Accountancy and financial planning team
- Regular 1-2-1 calls with support team
- Water fed pole set up
- Vehicle Branded Livery
- Branded Leaflets and Brochures with your contact details on (Initial Start-up pack) to help get your franchise growing and get you earning.

What is the growth potential of an Estuary Cleaning Franchise opportunity?

Chris started Estuary Cleaning with a bucket and basic hand tools. Within 3 months he had a full rota of 20 plus houses per day, whilst working in other part-time roles and with no coaching or mentoring.

You will have the added benefit of years of experience from people that know how to help grow your franchise. Within two years Estuary Cleaning had its second van on the road. Chris has used his experience to assist others start their own business. In one instance one of these people managed to get their second vehicle on the road within 3 months with the lessons learned and put into practice.

Will I need an office?

No. You can run your franchise from home using a smartphone.



For more information on this life-changing opportunity

email the Franchise Team at:

www.estuarycleaning.co.uk

