

Cleaning

Franchise Information Pack

We're an experienced and ambitious company with a mission:

**To provide a healthy
environmentally kinder franchise
company in New Zealand.**

Photo by Fauzin Saari

About Us

Clean Planet was established by a passionate bunch of Kiwis who recognised the need for healthier, greener cleaning solutions. We aimed to establish an ethical cleaning company that is kinder to both people's health and the health of the planet. Since 2008 we've been getting rid of toxic cleaning chemicals in Kiwi homes and workplaces. We now operate in grounds care and car valet with the same values and principals.

We're New Zealand's first health-focused, dedicated environmentally kinder franchise company.

At Clean Planet we will build a pathway to your better future.

Any business ownership has risks but at Clean Planet we will eliminate or significantly reduce those risks for you.

Our turn-key franchise business solution includes:

- Full training
- Ongoing mentoring by a dedicated Master Regional Franchisee or manager
- We will provide customers and jobs so you can focus on delivering the best and most efficient service possible so you can service more jobs each day
- We provide all the administration and invoice processing for you
- We will guarantee payment to you for the jobs you have completed. No need to chase bad paying customers or write off bad debts. You would be charged at least 10% of revenue for this guarantee if you were to outsource this
- You are buying into a premium, established brand that is respected by the industry
- You will be joining almost 200 Clean Planet franchisees that own their own business
- You will build a business asset that you own and can sell when the time comes

Commercial Cleaning

Our Commercial customers range in size from a few employees to hundreds, from offices to medical facilities to daycare centres to gyms. We're proud that our approach creates a healthier environment for everyone, whether it be in a corporate office – large or small, shopping mall, school or early childhood education.

Credible

Clean Planet has a very unique offering from the mass of other cleaners. We really do stand out from the crowd especially with credible third party accreditations such as Sensitive Choice, BioGro organic certification and Sustainable Business Network membership supporting our credentials.

No Regional Exclusivity

You don't need to buy an exclusive Territory so that you can work in any area you want, so long as you work in your 'Region', which such as Auckland, Wellington, Christchurch etc. Your package will have set turnover ranging from \$40k onwards per annum. No competition with other franchisees as everyone has their own customer base.

We'll provide all the equipment, products and processes you need to get your business off the ground. While at the same time offering a healthier cleaning service that is better for you as well as our clients, and the environment.

Domestic Cleaning

Our professional and high quality Home Cleaning services provide our customers with peace of mind. We treat their home like ours and provide cleaning to the highest standards.

Perfect for anyone looking for daytime franchise business.

Ease of Access

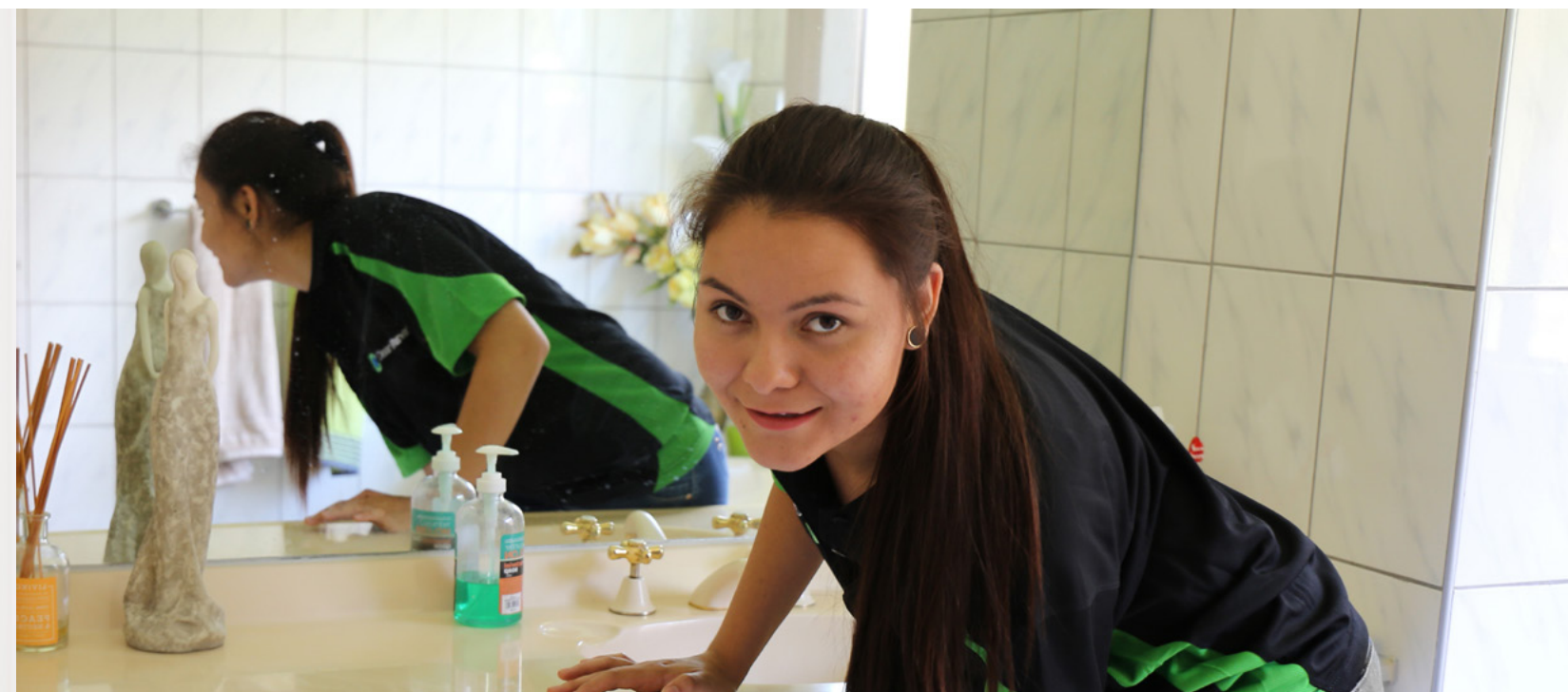
Jobs will be prompted, queued and confirmed completed via app. All you have to do is accept them when they appear on your phone if it is a job in your area that you want. No need to travel far – if you don't want it, don't take it!

Premium Brand

Our premium brand gives you greater income security and the potential to earn a higher hourly rate. No cap on turnover or revenue.

If you are looking for a strong, well-branded business that has the potential to earn a high income - Clean Planet is for you.

Everyone wins!



Why we are your best choice

We take care of non-chargeable admin work for you

We do more for you than any other franchisor. Clean Planet will save you 10 hours each week in non-chargeable activities (\$19,000 pa based on average hourly rate & \$100k revenue). Franchisees won't need to spend time looking for customers or chasing work, invoicing, chasing bad debts or general admin. Clean Planet will make guaranteed payments for completed jobs (monthly for commercial, fortnightly for domestic). This leaves you free to organise your day and deliver the quality service that the customer's want!

You don't need to buy exclusive territory

You can work in any area you want, so long as you work in your 'Region', such as Auckland North, Auckland South, Wellington, Christchurch etc. Jobs are posted on the app which will run on your smart phone, so you know your daily, weekly, and monthly job schedule.

Premium brand

Our premium brand gives you greater income security and the potential to earn a higher hourly rate.

Providing all equipment, products and processes

After extensive Research and Development (R&D) we have selected all the commercial equipment, products and processes you need to get your business off the ground. At the same time we offer a healthier service that is better for you as well as our clients, and the environment. Everyone wins.

What Clean Planet does for you:



Clean Planet

Jobs

- Advertise
- Get leads
- Chase leads
- Quote
- Follow up
- Schedule/Re-schedule jobs
- Get Referrals
- Initial training, ongoing upskilling
- Operational support

Admin

- Setup customer in software
- Invoice customer
- Follow up customer queries
- Add one-off services
- Re-schedule jobs
- Issue credit note where required
- Chase payment
- Bank reconciliation
- Debtor reconciliation



You

- Calendar of Jobs on your phone
- Clean locations

- One bulk guaranteed payment

With other franchisors:



Other Franchisors

Jobs

- Advertise
- Sell leads

Admin

- Setup customer in software



You

- Pay for leads
- Chase leads
- Quote
- Follow up
- Schedule Jobs
- Clean locations
- Get referrals

- Invoice customer
- Follow up customer queries
- Add one-off services
- Re-schedule jobs
- Issue credit note where required
- Chase payment
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Healthier, happier spaces

People place the health and wellbeing of their family or staff as a very high priority. When we talk to them about health, they sit up and take notice. Many people don't realise the impact that overuse of toxic cleaning chemicals can be having on their family and staff health.

We believe in creating healthier homes and workplaces. Healthy homes are happier and less stressful, and healthy workplaces are more productive. We want to help our clients improve the health of their home or work environment, reduce family and staff sick days and improve their wellbeing and business bottom line.

New Zealand has the second highest prevalence of Asthma in the developed world, and it's gratifying that our innovative products and cleaning techniques have been recognised by experts in this field as helping make a difference for asthma and allergy sufferers.

Superior Quality Clean

At the end of the day, clients want to know that we can delivery a superior quality cost-competitive clean. This is probably top of the list for most of our clients.

Gone are the days when environmentally-friendly products were poor performers in comparison to chemical laden conventional products.

Our products compete in performance with any conventional products to deliver a highly effective clean. They are manufactured to our own high specifications within New Zealand to ensure we provide superior service without compromise.

Our service delivery standards and quality assurance/auditing process is second to none.

We also provide a robust client engagement programme to ensure we're always meeting and exceeding service standards and expectations.

Environmentally Kinder

We're positioned in a rapidly expanding area of the market.

From single person households to large businesses, a growing number of people are incorporating sustainability into their personal or business objectives. There is now a large focus on decreasing environmental footprint, whether it be through recycling waste, measuring and minimising carbon footprints or investing in green-buildings.

We offer a unique service that can help people achieve sustainability objectives by reducing the number of toxic chemicals they use in their home or workplace and wash down their sink.

Clean Planet's cleaning products such as All Clean and Dish Clean have BioGro organic certification. We use bamboo microfibre cloths – sustainable, renewable fibre rather than petrochemical based plastic found in regular microfibre cloths.

Why choose Clean Planet?

Service offering	CleanPlanet	Other Franchisors
Jobs quoted and booked by franchisor	✓	✗
Customer invoicing by Franchisor	✓	✗
Customer payments collected by Franchisor	✓	✗
Guarantee payment of every job completed	✓	✗
More time for Franchisee to earn money	✓	✗
Innovative franchise software	✓	✗
Low transfer fees	✓	✗
Mentoring from a Regional Franchise	✓	✗
Royalty fee %	✓	✓
Brand fees %	✗	✓
Franchisee pays for leads	✗	✓
Franchisee chasing work	✗	✓
Admin work in weekends by Franchisee	✗	✓
Hidden fees in small print	✗	✓
Compulsory phone plans	✗	✓
Customer calls to franchisee at night or weekends	✗	✓





Process - Buying a franchise

Process	Franchisee	Master Regional Franchisee
Stage 1 First contact and business brief	<ul style="list-style-type: none">Request FRANCHISE INFO PACKComplete and return expression of interest (EOI). The EOI needs to be completed prior to receiving any further information.	
Stage 2 Meet and greet	<ul style="list-style-type: none">Book appointment and meet to discuss opportunityReview EOIDiscuss background and interest in Clean Planet FranchiseAnswer any questionsSupply Company Disclosure Statement (requirement of the Franchise Association of NZ)	<ul style="list-style-type: none">Master Regional Franchise (MRF) application may require Non-Disclosure Agreement (NDA) and CV assessmentSupply Company Disclosure Statement (requirement of the Franchise Association of NZ)
	<ul style="list-style-type: none">Supply draft Individual Franchise agreement	<ul style="list-style-type: none">MRF Brief, Revenue Model and ExampleSupply draft Regional Franchise Agreement
Stage 3 Feedback and Q&A	<ul style="list-style-type: none">Seek feedback of level of interestSign agreement	<ul style="list-style-type: none">MRF to prepare Business Plan Brief; review & discuss.Sign agreement
Stage 4	<ul style="list-style-type: none">'Cooling off' period (in reference to Franchise Association requirements)	
Stage 5	<ul style="list-style-type: none">Confirm Commencement Date and receipt payment	
Start-up Induction	<ul style="list-style-type: none">Supply equipment, product etc.IT setup, stationery, insurance, H&S setup & reviewSet training plan	<ul style="list-style-type: none">HQ visitSales introductionOperations review with teamFranchisee recruitment summaryAdministration review

Get in Contact

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Call Abhi to discuss becoming a Franchisee of Clean Planet

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CleanPlanet

Creating Cleaner, Healthier Environments

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