

# Car Valet

## 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 Motivid

## 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



# Benefits

## What you get

- A business (franchise) you own and can grow
- Control over
  - Days and hours you work
  - How much you earn
- Complete business support so you can focus on cleaning cars
- Assistance with finance
- A Healthy and Sustainable business you can grow and sell
- A pathway to your better future

## What we do for you

- We do more for you than any other Franchisor
- Provide the business structure, branding and processes (Business in a box)
- Full training and ongoing support
- Selected car valet equipment and products package
- Administer non-chargeable business work
  - Get customers
  - Schedule your jobs
  - Collect payments
  - Pay you 2x a month
  - Quote jobs
  - Invoice customers
  - Guarantee your payment
  - Resolve customer queries

## Income & Investment

### Income

- Earn uncapped income
- Earn more than \$40ph
- Save 10 hours per week in non- chargeable activities

### Investment

- Initial fees of \$10,000 for unlimited earning potential
- Equipment, vehicle signage, uniforms, initial products, Insurance and Health & Safety \$3,000

Revenue (for 16 years)  
**\$Uncapped pa**

Investment  
**\$13,000**

## Your Future

- Build a better future for you and your family
- Turn your passion into a business
- A pathway and support to grow your business through adding staff or contractors
- A pathway and training to earn a lot more with specialised detailing services
- A better way of living
- More time to live your dream

# Overview

## Mobile Car Valet

- Travel to customers who will provide access to power and water

## Training

- Full comprehensive training is provided as part of your franchise cost
- You will be shown how to use the latest techniques for speed and quality
- We'll provide you marketing tools to grow your revenue fast

## Equipment & Products

- We have selected the best equipment for you
- We select our products with you, the customers, and the environment in mind
- We don't force you to buy specialised equipment until you want it

## Your region

- You are not limited to small post code boundaries
- You can service customers in your region (Auckland, Canterbury etc.)

## Vehicle

- You decide your vehicle
- It must be able to carry your equipment and products, be professional in appearance and white
  - We will allow you time to move to these requirements

## Grow your franchise

- We work with you to gain customers quickly
- We'll help you add staff to your franchise to expand your business
- Your franchise revenue is uncapped at no extra cost

### 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  
Groom vehicles  
Get referrals

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





## 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 by Franchisor	✓	✗
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
<b>Stage 1</b> First contact and business brief	<ul style="list-style-type: none"><li>Request FRANCHISE INFO PACK</li><li>Complete and return expression of interest (EOI). The EOI needs to be completed prior to receiving any further information.</li></ul>	
<b>Stage 2</b> Meet and greet	<ul style="list-style-type: none"><li>Book appointment and meet to discuss opportunity</li><li>Review EOI</li><li>Discuss background and interest in Clean Planet Franchise</li><li>Answer any questions</li><li>Supply Company Disclosure Statement (requirement of the Franchise Association of NZ)</li></ul>	<ul style="list-style-type: none"><li>Master Regional Franchise (MRF) application may require Non-Disclosure Agreement (NDA) and CV assessment</li><li>Supply Company Disclosure Statement (requirement of the Franchise Association of NZ)</li></ul>
	<ul style="list-style-type: none"><li>Supply draft Individual Franchise agreement</li></ul>	<ul style="list-style-type: none"><li>MRF Brief, Revenue Model and Example</li><li>Supply draft Regional Franchise Agreement</li></ul>
<b>Stage 3</b> Feedback and Q&A	<ul style="list-style-type: none"><li>Seek feedback of level of interest</li><li>Sign agreement</li></ul>	<ul style="list-style-type: none"><li>MRF to prepare Business Plan Brief; review &amp; discuss.</li><li>Sign agreement</li></ul>
<b>Stage 4</b>	<ul style="list-style-type: none"><li>'Cooling off' period (in reference to Franchise Association requirements)</li></ul>	
<b>Stage 5</b>	<ul style="list-style-type: none"><li>Confirm Commencement Date and receipt payment</li></ul>	
<b>Start-up</b> Induction	<ul style="list-style-type: none"><li>Supply equipment, product etc.</li><li>IT setup, stationery, insurance, H&amp;S setup &amp; review</li><li>Set training plan</li></ul>	<ul style="list-style-type: none"><li>HQ visit</li><li>Sales introduction</li><li>Operations review with team</li><li>Franchisee recruitment summary</li><li>Administration review</li></ul>

## Get in Contact

### Call or Email our Franchise Manager

 [carvalet@cleanplanet.co.nz](mailto:carvalet@cleanplanet.co.nz)  
 0211 936 561

Call to discuss how to become a Clean Planet Franchisee

### Clean Planet

[info@cleanplanet.co.nz](mailto:info@cleanplanet.co.nz)  
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# CleanPlanet

Creating Cleaner, Healthier Environments

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