

# Grounds Care

## 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



# E-Mowing



## Zero Emissions

At Clean Planet we are committed to removing emissions when maintaining our customer's grounds. The e-mowing advantage over fossil fuels for outdoor power equipment is clear. It benefits you and the environment. We are leading the Grounds Care industry by committing to the exclusive use of electric mowers, trimmers and blowers which substantially lowers emissions. Clean Planet is focused on zero emissions.



## Low Noise

The reduced noise levels of e-mowing over internal combustion engine (ICE) outdoor power equipment are not only better for you and the environment, but it also enables us to operate with minimal effect on residents, staff, animals, neighbours, and anyone in the area.



## Solar Charging

At Clean Planet we focus on reducing the use of electricity from the grid to charge our grounds care equipment. Our e-mowing equipment is charged with solar panels when possible. Solar energy is clean energy that comes from a renewable, zero emission source that does not pollute the atmosphere. Solar energy does not emit greenhouse gases such as carbon dioxide and does not contribute to global warming.



## Low Maintenance

At Clean Planet we are committed to significantly reducing the use of replacement parts and oils needed to maintain our grounds care equipment. Our e-mowing equipment has no engines, so no spark plugs to clean/change, no carburetors, or injectors to rebuild, no engine oil or filters to change, no hydraulics, no belts, no pulleys, no clutches, and no air filters. In fact, there are no oils or liquids to leak or spill on your grounds and no petrol to transport and refill equipment. We are leading the grounds care industry by committing to the exclusive use of electric mowers, trimmers and blowers which has a major impact on reducing parts consumption and fossil fuels.

# Equipment



## EGO Mowers

Our range of EGO mowers, line trimmers and blowers have the industries most advanced technology. They are powered by 56V ARC Lithium batteries. EGO has revolutionised the world of cordless outdoor power equipment. EGO mowers are built on innovation. EGO has been manufacturing since 1993 and have been pushing the boundaries of cordless technology ever since. Our range of EGO equipment is lighter, quieter, and more powerful than your average



## Mean Green

For our larger ground care work we use Mean Green ride-on, stand on, and walk behind electric mowers. Mean Green believes that electric mowers "just make sense" to you and the environment. Traditional petrol mowers are loud, inefficient, toxic to the environment and expensive to operate. Mean Green mowers have solved these problems with some of the most efficient electric mowers on the market.



## Electric Vehicles (EV's)

We recommend the use of electric vehicles (EV) to continue our commitment to removing emissions in our grounds care work. We even have solar panels on the roof to charge our e-mowing equipment during the day. EVs generate zero exhaust emissions. EVs are simply better for you and the planet.





# Benefits

## Benefits of a Clean Planet Ground Care franchise

- Saves you 10 hours per week (\$19,000pa\*) in non-chargeable activities.
- Grow your grounds care business from push mowing to larger commercial properties using an electric ride-on mower
- All electric e-mowing equipment
- A healthy business for you and the environment
- Full training and initial supervision
- Ongoing mentoring by a Master Regional Franchisee and Clean Planet
- Savings of at least \$9,500\*\* (based on the cost of mowing \$75,000pa of lawns) when comparing petrol equipment to electric equipment
- You'll be \$152,000 better off over the 16 year term of the franchise

\* Save 10 hours per week (on average) for 52 weeks of the year at your hourly charge out rate after franchise fees and business expense (10x52x38 = \$19,760)

\*\* The difference between the petrol costs of mowing (at \$2.80 per litre) and the electricity charge for the

	E-Mowing	Petrol Mowing
Revenue* p.a.	\$75,000	\$75,000
Electricity/Petrol cost p.a.	\$563	\$10,063
Other expenses	\$4,420	\$4,420
Total Profit p.a.	\$70,017	\$60,517

Extra profit from e-mowing amounts to \$9,500 compared to petrol mowing.

\* Savings based on \$2.80 petrol cost per litre

## 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  
Mow Lawns  
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



# What makes us stand out

## 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 (\$19,000 pa\* see above) in non-chargeable activities. 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 the jobs completed 2x a month. 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 NW, Auckland SE, 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.

## Third-party credentials

Clean Planet really does stand out from the crowd especially with credible third-party certifications such as the Asthma Foundation and Sensitive Choice (for our cleaning divisions). We provide glyphosate free weed control and organic solutions where appropriate.

## 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 grounds care service that is better for you as well as our clients, and the environment. Everyone wins.

# 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	✓	✗
E-Mowing service, saving \$9,500p.a. in petrol costs (on \$75k p.a. mowing)	✓	✗
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

✉ [groundscare@cleanplanet.co.nz](mailto:groundscare@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)  
[www.cleanplanet.co.nz](http://www.cleanplanet.co.nz)  
T: 0800 274 355  
F: 09 622 0828





# CleanPlanet

Creating Cleaner, Healthier Environments

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

[www.cleanplanet.co.nz](http://www.cleanplanet.co.nz)

**T: 0800 274 355**

**F: 09 622 0828**