

## Cleaning Doctor® Franchise

- Be your own boss.
- Operate from home.
- Build a massively successful business in your local area.

YOUR POTENTIAL



UNLEASH



**Cleaning Doctor®**  
The committed cleaning professionals

# "Cleaning Doctor's Marketing Strategies Customers... Like A

## "I'd highly recommend a Cleaning Doctor franchise to others."

CLEANING Doctor is everything a franchisor should be: "They give complete support to franchisees, are forward thinking, always on the look out for new opportunities, and way ahead of their competitors," reveals an obviously delighted Shane Russell.

Having taken redundancy from Heineken Ireland, Shane decided he wanted to use his skills to build his own business. "I wasn't just looking for a franchise," he explains, "but a business with an ethos like mine – sincere, honest, professional and willing to provide value for money. I wanted to hit the ground running."

"I visited the Cleaning Doctor website, which was really professional," he adds. "I also researched the cleaning industry, which I found was particularly lucrative when the service is delivered professionally. The Cleaning Doctor marketing strategies really attracted customers like a magnet. Indeed so much that I invested in a second franchise territory before someone else snapped it up."

Shane, along with his development manager, is now building the business in the second territory, and is aiming to increase his last year's turnover by 120% this year. "What makes Cleaning Doctor stand out from its competitors, is its use of the power of the franchise network for sharing intelligence, knowledge and help," he reveals. "They are always one step ahead in terms of equipment, sales and

marketing techniques."

Regarding support, he comments: "I've found the Cleaning Doctor Operations Manual easy to understand and Founder William Little's 20 years' experience in the cleaning industry is manifestly evident. It includes everything including how to deal with customers, the financial aspects, even how to answer the phone, which is all reinforced by the training."

Shane explains, "The two week training course was a combination of theoretical, technical and in-house training, and also included time with an experienced franchisee. A course was then organised by the National Carpet Cleaners Association, which lasted two days. Cleaning Doctor Head Office also brings all its franchisees together for specialist update training twice every year. Through Certifications, customers can feel safe and comfortable in the knowledge that Cleaning Doctor franchisees have the best initial and ongoing training available."

For others seeking a franchise, Shane advises, "It's very important that you enjoy it, so follow your instincts. I enjoy meeting people and seeing the look on their faces when their carpets, curtains and upholstery are restored to almost like new. I'd highly recommend a Cleaning Doctor franchise to others. It's a safe route into business and one which will bring instantaneous rewards."



**Shane Russell (right) Cleaning Doctor® Cork and his business development manager John Mulcahy take delivery of their second Cleaning Doctor® van.**

# Attract Magnet!"

WHEN the founder of the franchise calls you every day for the first 30 days of your business, you know that the weight of his support is behind you. William Little, Fermanagh based founder of Cleaning Doctor, undertakes to do just that as this established cleaning franchise with a reputation for unbeatable quality of service expands across Ireland and the UK.

The brand's turnkey package includes top of the range equipment, training and top marketing strategies. "Our franchisees all offer a 100% money-back guarantee on every job," reveals William. "Our customers receive the most thorough cleaning ever, or it's free. That's a powerful offer to be able to make in a market where quality is not always at its highest."

The Cleaning Doctor franchise has been designed as an economical, high profit business that can be operated from home. "We have developed and fine-tuned technical, business and marketing systems suitable to the demands of the growing industry,"

William explains, "We provide abundant opportunities for new franchisees to build and manage multi-vehicle operations under the umbrella of an established brand. In fact, we have three different franchise options available in each franchise territory."

We have invested heavily over the years in marketing and have developed 70 strategies that influence customers to call Cleaning Doctor first. Even our vehicles are marketing machines on wheels, bursting with colourful information and contact details. I invite you to call soon and discover Cleaning Doctor. We will unleash your potential and take you to the top."

**"It went totally ballistic in eight weeks."**



**Mary Dowd  
The Clean Team® Mayo**

FOR those daunted by the prospect of launching a successful franchise, speak to Mary Dowd – she's done it and had a baby, all inside one year.

Mary, who runs The Clean Team franchise in County Mayo, says, "I was looking for something which would allow me to control how hard I worked, and where the rewards would be mine. The Clean Team is a variant on the Cleaning Doctor concept, it is focused on providing weekly and fortnightly domestic home cleaning and spring cleaning services to homeowners – it's more suited to franchisees who can't handle the heavy equipment of Cleaning Doctor, but still want to benefit from the amazing marketing materials and the committed support of the company. It was ideal for me."

Mary launched her business in August 2004 and reports reaching capacity for her and an employee within two months: "It went totally ballistic in eight weeks. The response was fantastic. People simply want more quality time for themselves and are prepared to pay for professional cleaning services. Ten months after launching the business I am really recognising the vast potential that this business has."

Mary reflects, "If you enjoy cleaning and working with people, and you have the skills to manage, this could be the business for you. Cleaning Doctor has an excellent training programme and its marketing programmes are second to none. Everything is detailed in a 320 page Operations Manual. The Cleaning Doctor support system has been available to me every step of the way. I couldn't have asked for better. I speak with Willie every few days and he is always available to offer help and advice."

If you want a home based business with repeat customers who pay you weekly then you should look seriously at The Clean Team franchise opportunity."

**Opportunities Available Nationwide**



[www.cleaningdoctor.ie](http://www.cleaningdoctor.ie)



**"Examine the key element that explain why Cleaning Doctor franchisees are experiencing phenomenal growth."**

William Little, Founder and Managing Director of Cleaning Doctor

- **Strong & Attractive brand names:**  
**Cleaning Doctor®**  
**The Clean Team®**
- **20 years' industry experience that has developed a pioneering profit generating franchise network**
- **Large territories with the potential to expand into multi-vehicle management operations**
- **Access to thousands of domestic and commercial customers**
- **State-of-the-art equipment that gets the very best results**
- **Massive repeat business from satisfied customers**
- **Detailed industry certified training**
- **Responsive, ongoing support from a dedicated team at head office**
- **Dynamic franchise launch programme in the territory**
- **Comprehensive marketing programmes that keeps the phone ringing day-in day-out**

**There is an opportunity in your area right now. Do not let it pass you by. Call William Little on 048 6634 1288.**