

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

**YOUR POTENTIAL**

**UNLEASH**



**CLEANING DOCTOR®**

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

**"I had no idea how profitable it could be!" says Peter Appleby**

THE best advertisement for a franchise is always the success of its franchisees, and this was the case for Peter Appleby, from Shipley, West Yorkshire, who was introduced to Cleaning Doctor during a round of golf. "My friend owned a Cleaning Doctor franchise and, as I had been looking for an opportunity after being made redundant I asked him about it. I was immediately attracted by the amount of money I was told it was possible to earn - I'd had no idea how profitable it could be! I thought: 'If it's half as good as he's telling me, it would equal any other small business opportunity with the added advantage that I'd be up and running from day one enjoying instant cashflow."

Formerly a sales executive for a blue chip company, redundancy caused Peter to re-examine his goals. "To be honest I'd been counting the days to retirement - I'd lost my spark," he reflects. "Cleaning Doctor have put that back. Since launching my business last October, I've spoken with the head office and William Little every single day and they give me a lot of confidence - what an inspirational team! Their honesty

and sincerity go without saying - they're genuinely interested in the success of my business."

Peter launched his business in October 2004 and reports performing £1,000 worth of work in his first two weeks. "I was earning net profits of 90 per cent, which was nice spending money to take on my Christmas holiday in Australia," he observes. "Since January and I've worked full-time five or six days a week. Thanks to the knowledge, training, skills and equipment I have as a Cleaning Doctor franchisee, I win 95 per cent of the jobs I go for."

Peter plans to take on a member of staff full-time and is employing his son over the summer to boost his business, but hasn't yet decided beyond that how far to expand his business. "I'm really enjoying taking a hands-on role in the business, but the profitability of developing the commercial cleaning side of the business may tempt me into taking a management role, or I may employ a manager and job-share to retain an hands-on element. The beauty of the concept is it's totally flexible."



Pic: William Little (L) with Peter Appleby

**"Cleaning Doctor's honesty and sincerity go without saying - they're genuinely interested in the success of my business!"**

# 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, founder of Cleaning Doctor, undertakes to do just that as this established cleaning franchise with a reputation for unbeatable quality of service expands across the UK.

With nine franchise branches established in Great Britain, 2005 is seeing growing expansion by the brand which, because of its investment in top-of-the-range equipment and training, is able to always equal or better the service of the competition. "Our franchisees all offer a 100% money-back guarantee on every job, and in all the jobs that all the franchisees have ever done, only two people have ever asked for their money back," 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 are specialists in carpet, curtain and upholstery cleaning, contract cleaning and home cleaning services. We provide abundant opportunities for new franchisees to build and manage multi-vehicle operations under the umbrella of an established brand."

The focus of the Cleaning Doctor franchise is franchisor support - the franchisees testify to the involvement and support of William and his head office team. This extends to William's son, who manages the original pilot operation in order to continually develop the systems and equipment and keep



**Sharon Taylor**  
**The Clean Team York**


For those daunted by the prospect of launching a franchise, speak to Sharon Taylor - she's done it twice! Sharon originally launched in Shrewsbury in April 2004, and reports reaching capacity for her and an employee in six weeks: "It went absolutely ballistic! In June I bought a second vehicle and that was operating at half its full capacity by the time I moved the business to York."

Starting up again in York in January, Sharon reports a similar lightning start: "By the end of January I was being inundated with work and took on three members of staff the following month to help me handle it all. Both cars are now fully operational and generating £1,200 worth of business a week."

Cleaning Doctor's support has been available to Sharon from the start, and she acknowledges she "couldn't have asked for better."

the support team in touch with the everyday ground-level operations of the concept. "We take a family-style approach to the network and each franchisee is encouraged to contribute innovative ideas," William adds. "They're all important members to us, our newsletters ensuring constant communication and education to keep Cleaning Doctor at the leading edge."

"We're fantastic at direct response marketing. We have developed dozens of brand new marketing 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." 

## Opportunities Available Nationwide



[www.CleaningDoctor.co.uk](http://www.CleaningDoctor.co.uk)



**"Examine the key elements 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 keep the phone ringing, day-in, day-out**

**There is an opportunity in your area right now. Do not let it pass you by. Call Dugan Ayles on 0870 350 2337 or email [dugana@fdsltd.com](mailto:dugana@fdsltd.com)**

