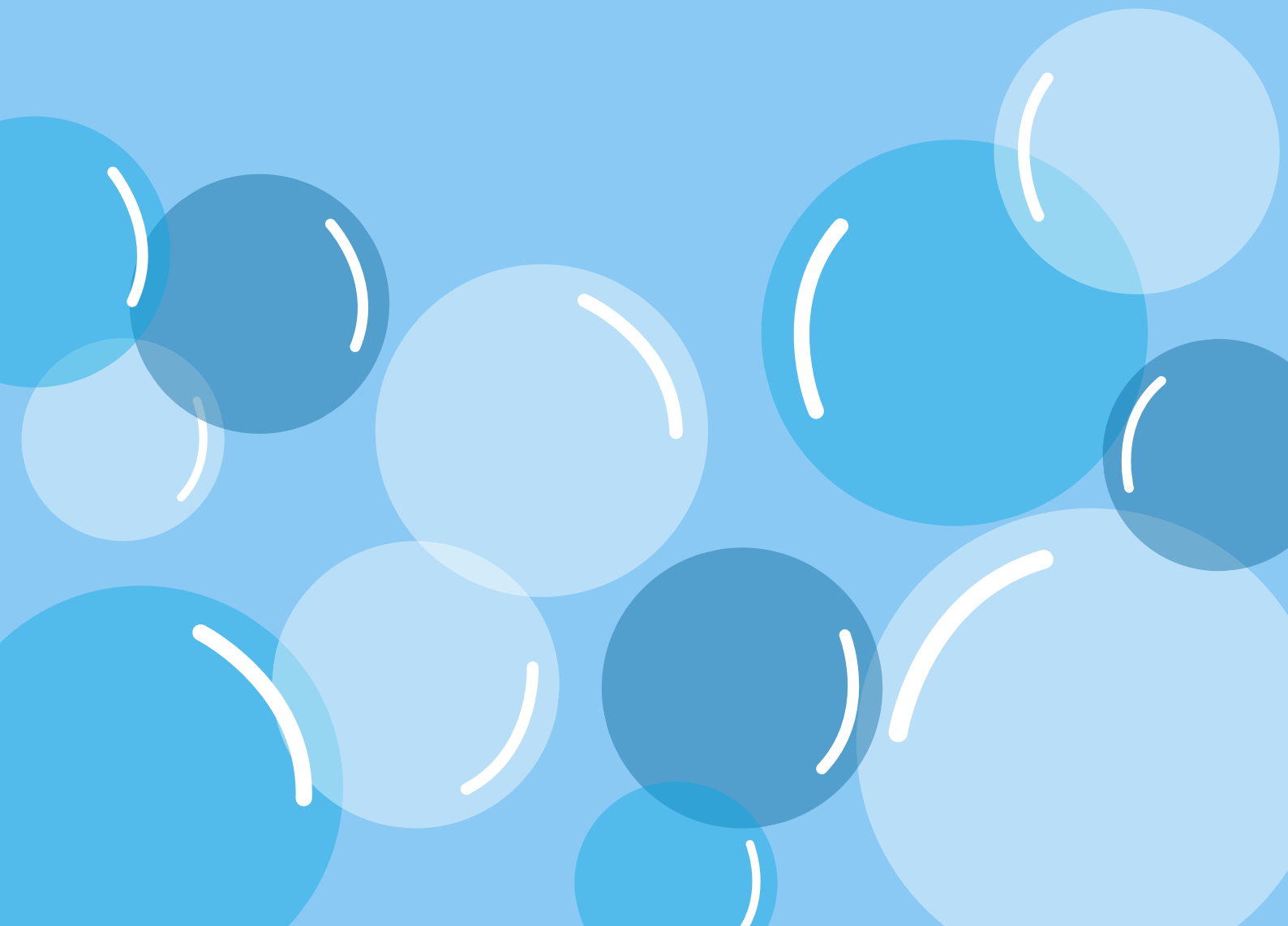




Sparkle Cleaning

Where our team are family
and family comes first



Our Core Values

Keep it Simple

Some cleaning companies over complicate what needs to be done using several different chemicals when one will do, that's why at Sparkle Cleaning we Keep It Simple parring down the chemicals to only a handful and we also give you a checklist that has been agreed with the client so you know exactly what is expected of you.

Family Comes First

When you join the Sparkle Team we think of you like family. This means that we work hard together and support one another. If you have an issue never be afraid to ask for help.

Add Value

Our clients pay for a service but the service they pay for should be the bare minimum we offer. We look to Add Value wherever possible, whether it's plumping pillows, learning names or wishing people a happy birthday.

Make Money

We need to have a win/win between us, the clients and staff. What we charge and what we pay must be fair to all.

Have Fun

Work should be as fun as possible which is why we do family fun days and Christmas parties to bring the whole team together. At Sparkle Cleaning we work hard and Have Fun together.

Finances

Buying into the Sparkle Cleaning System creates a legacy for you and your family by becoming a business owner, gaining control of your financial future and learning how to successfully run a business.

Franchising is one of the best ways to learn how to run a business as franchise owners experience significantly greater success than independent business owners.

Figures published by the British Franchising Association show that over 90% of franchisees become successful compared to only 40% of successful independent businesses within the first 3 years.

The table below show the potential profit for franchisees over the first 2 years:

Year	Projected Turnover	Profit %	Profit £
One	£60,000	14%	£8,500
Two	£160,000	12%	£20,000

Funding

A Sparkle Cleaning Franchise fee is £10,000 and support is available to help with funding. We also recommend between £5,000 - £10,000 of working capital based on the financial situation of the individual and the desired size you wish to grow your franchise.

The Package

A Sparkle Cleaning Franchise gives you everything you need to build your business based on experience and expert alliances. A Sparkle Cleaning Franchise costs just £10,000 with additional working capital required.

Your Territory

Each Sparkle Cleaning Franchisee has their own localised territory comprising of approximately 1,500 business within our identified target market. This means that you can be assured that no other Sparkle Cleaning Franchisee will be marketing within your assigned area.

Training

We ensure all Sparkle Cleaning Franchisees are fully prepared to launch with the following training:

- 30 Day Pre-Planning
- 5 Day Franchisee Training at Sparkle Cleaning HQ
- Weekly Mentoring
- Monthly Coaching
- Quarterly Training Sessions
- Support Training Videos

Equipment

Your franchise package includes access to all essential Sparkle Cleaning equipment at deals that have been negotiated with master suppliers using an order calculator to make sure you are never overstocked and to keep cash flow in the best position possible. This means that as soon as you launch your Sparkle Cleaning Franchise you'll have the kit and equipment to start servicing clients.

Marketing

When you join the Sparkle Cleaning Franchise Community you'll get full access to trade under the Sparkle Cleaning Brand. This includes access to all of our marketing materials including business cards, banners, leaflets etc.

To make sure you fully utilise all of the marketing available to you, Sparkle Cleaning HQ will work alongside you to develop a marketing plan for your territory exploring both online and offline marketing with proven strategies including:

- A dedicated website page for your territory
- Google Business listing
- Social media plans
- PR support

Operations

When you join the Sparkle Cleaning Family you will be assigned a dedicated mentor to support you launch your new business. They will work alongside you to give you the support, guidance and help you need to grow your successful business.

They will be in regular contact through review calls and Zoom meetings to help you set ambitious targets and make sure you never feel alone.

Next Steps

The Sparkle Cleaning Franchise recruitment process provides you with all the information you need to make the best decision for you. We have an obligation to our existing franchisees to make sure we recruit franchisees who share our values and goals.

At Sparkle Cleaning we look for people who always put their family first, share our values and who are looking to grow their own successful business.

Step One - An introduction to Sparkle Cleaning

Get in touch and have an initial chat where one of our Sparkle Cleaning Franchise team will give you an insight into Sparkle Cleaning as a brand and what you can expect from your investment.

Step Two - Discovery Day

The second stage is your opportunity to attend a discovery day and learn all about the business and finances as well as meet current franchisees and spend some time at Sparkle Cleaning HQ.

Step Three - Getting Started

As part of your training package, you'll spend 5 days at Sparkle Cleaning HQ giving you everything you need to successfully start your own franchise. In addition, you'll receive lots of supporting information in the lead up to this such as podcasts, videos and webinars that will help you prepare before you get started.

You'll also benefit from ongoing support from your franchise mentor as well as quarterly training and monthly coaching sessions and workshops.



Sparkle Cleaning

Call: 0300 012 0021

Email: franchise@sparklecleanup.com

Website: www.sparklecleanup.com/become-a-franchisee/

