

FRANCHISE ALERT #: 17 CLEANING FRANCHISES

WHAT FRANCHISES ARE IN THIS AREA: Just about anything that needs cleaning. What can you think of from either a commercial/business standpoint or that of a homeowner/individual which needs cleaning?

Here's a starter list - Cars, swimming pools, dogs, clothes, houses, parking lots, offices, barbeque grills, exteriors of buildings, HVAC systems, restaurant kitchen hoods, windows, carpets, ... and so on.....

OWNER'S ROLE:

Owner/operator or management on a full-time basis.

A very few offer a semi-absentee, manage-the-manager role from the start but this is rare. Occasionally there may be a Master Licensee role.

SKILLS REQUIRED: No Industry Experience Required!

Successful franchisees who own dry cleaners don't come from the clothing industry although their businesses clean clothes. People who own car washes don't come from the automotive industry. You get the point. Remember that franchises provide both initial and ongoing training specific to their business and industry.

Of high importance are people skills. In particular, supervisory skills of blue-collar workers is a key to success with a cleaning service. People with strong leadership and people management skills typically do well in a cleaning franchise.

Also key to success is the ability to go out and get the business or to supervise the sales function.

Other skills include business owner mindset; positive, can-do attitude; business management; customer service; and the ability to execute a business and a marketing plan.

NOTE: Just like restoration businesses and other "Steady Eddie" franchises, cleaning services can be so very attractive from an investment standpoint. Why is this? They are in demand regardless of external factors like the economy, politics, world events, and technology advancements. In addition, they can have fat profit margins since they are service businesses which don't include the buildout and operational costs of a retail location. Most can be home-based businesses, and offer the convenience of being mobile. Customers love businesses that come to them.





UNIQUE CHARACTERISTICS:

Like restoration franchises, cleaning services can't be ordered online, dropped off at your doorstep, or made overseas to be imported at a lower cost.

Getting the dog washed, having the maids come over, or getting your rugs done are all part of our everyday lives. The same is true for restaurants that have to have their kitchen hoods cleaned, and their parking lots pressure washed. Cleaning is routine; it is often outsourced; and it is "affordably" priced.

Cleaning is a people business. It is a relationship business with both your customers and your team members.

MINIMUM FINANCIAL QUALIFICATIONS:

In general cleaning franchises have a modest investment level starting around \$100K.

At the low end, you'll want to have \$65K in non-financed liquidity and a Net Worth of \$100K.

At the high end are location-based car washes which require \$300K - \$500K in non-financed liquidity, and the ability to make a total investment of \$2M - \$3M+.

HOT MARKETS: All across North America

NEXT STEP: 3 options

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It's my pleasure to provide insightful economic data and information to you about [cleaning franchises!](#)



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Learn. Launch. Live Your Dreams.



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