

# Blockbuster



Dublcheck  
18 years of success

Dublcheck  
Guaranteed Turnover

Dublcheck  
18 years in franchising

Dublcheck  
No Selling Required

Dublcheck  
18 years setting people up in business

**Dublcheck:**  
your opportunity to join a massive industry worth over £3 billion

## franchising

# Guaranteed turnover

WITH DUBLCHECK'S 18-YEAR TRACK RECORD OF GETTING SALES FOR FRANCHISEES, THIS IS YOUR OPPORTUNITY TO JOIN A MASSIVE INDUSTRY WORTH OVER £3 BILLION

**S**ix years ago Julie Berry got itchy feet. She'd been working for 12 years in office purchase at an Aldi regional office and was feeling distinctly office bound.

"I also had two small children and balancing that with a full-time job wasn't working out," says Julie. "I'd run my own business selling books before and I hankered after the freedom it had given me. I really wanted something that would work better around my family commitments."

Julie headed to a franchise exhibition in Manchester, children in tow, with the aim of investing in a soft-play enterprise, but it was the Dublcheck stand that caught her eye. She explains: "As I left I thought, 'They're right, people do always need cleaners'. So I did a bit more research and, after a couple of meetings, decided to become a Dublcheck franchisee."

### GUARANTEED INCOME

The main thing that attracted Julie to Dublcheck was the fact the company provides all the initial clients to franchisees. "Getting clients is the hardest bit," says Julie. "Knowing that I'd have a guaranteed income really swung it for me. That they only deal with commercial enterprises too also appealed. Business premises will always, always need to be cleaned, most likely on a daily basis."

Julie went in at the minimum investment level, which meant she was completely hands-on. Six

months later she took on her first employee - and now has 11 people working for her. "Because of the children there are jobs I can't do, such as early mornings," says Julie. "I now work around 30 hours a week and spend about 10 per cent of that time cleaning, usually to cover for someone if they're on holiday. I also like going to new premises I take on and clean them first time round, so I can get a good idea of what needs doing and how long it takes."

The rest of her time is spent running the business, which she loves: "I do the paperwork, get new work in and go to networking meetings. I love connecting with other businesses. I'm also the treasurer of Rochdale Borough Women's Enterprise Network, which helps other women start up in business."

About two years ago Julie felt it was time to expand the business, so she invested another £24,000 into Dublcheck - and the business blossomed. "A lot of the work came in through word of mouth, but Dublcheck brought me in loads more too," she says.

### WORK-LIFE BALANCE

In Julie's first year she turned over £12,000 and now turns over £60,000. She has 25 contracts with different businesses and has kept all her original clients. "I'm one of the smaller franchisees," she says. "There's a lot more work out there, but I don't want to take on too much. I want to balance it with my family. I'm at a break even point now, a good level. I pay myself and my staff a salary, but from here on in it's all profit."

Initially, Julie found the thought of employing staff quite scary. "I'd only ever shuffled papers before," she says. "It was a brand new experience, but a really good one. I employ people by word of mouth, but I've taken staff on from the job centre too and they've been excellent. I like helping people into work and we're a good team - all my employees have been with me for over 12 months."

Julie adds: "It's hard to make a decision to give up your job and a

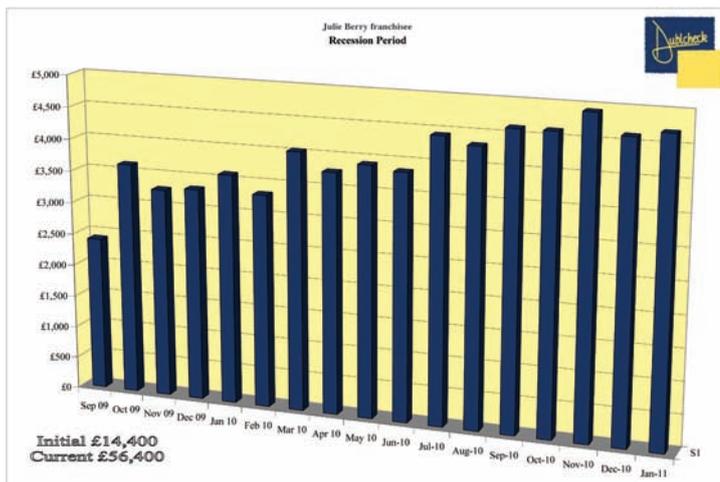
secure income, but Dublcheck is a great team. Any queries and they're just a phone call away - for anything from accounts to sales. They allow me to get on with things, but the support is there if I need it. I've got a really good relationship with other franchisees too - we phone each other up if we've ever got any questions."

Julie underwent initial training in commercial cleaning and business management, as well as having a mentor when she started. "I went to the franchise exhibition in Manchester recently to help out - it's good to give back. I haven't mentored anyone yet, but they suggested I might and I thought, 'Oh crikey!' But as just another one of the fantastic challenges being a Dublcheck franchisee brings, it would be a brilliant thing to do." **MM**

### FOR MORE INFORMATION

■ For more information call **0800 317236**

**FREE INFO NO: 4048**



Carol Stewart-Gill:  
Founder  
and Chairman



Dublcheck's head office team



#### BENEFITS OF DUBLCHECK ARE:

- 18 years' experience of setting people up in business.
- Low-cost entry.
- Invoicing and cash collection.
- Recession proof utility business.
- Rapid return on investment.
- Low overhead requirement.
- Feeling part of a team.
- Training and ongoing support from head office.
- A mentor franchise to guide and assist.

#### SUMMARY

**Number of franchisees:** over 100.

**Franchise fee:** £9,950-£190,950.

**Franchisee profile:**

committed people-to-people individuals, from all backgrounds, who, combined with Dublcheck's guaranteed turnover, can deliver a service second to none in their chosen territory, either hands-on or fully managed and supported by the Dublcheck brand.

**For further information contact Carol Stewart-Gill on 0800 317236, email [franchise@dublcheck.co.uk](mailto:franchise@dublcheck.co.uk) or visit [www.dublcheck.co.uk](http://www.dublcheck.co.uk).**



#### NO SELLING REQUIRED

Dublcheck is the franchise where you don't need to do any selling, unless you want to, because Dublcheck obtains all the business for franchisees so they know exactly what turnover they are going to achieve.

This enables franchisees to concentrate on looking after their customers and building strong relationships, instead of wondering where the sales are going to come from. "It's like a brick building business - once you have one contract then the next and so on you keep building and you know exactly what you are going to invoice every month," says Carol Stewart-Gill, founder and chairman of Dublcheck.

The UK commercial cleaning sector is worth more than £3billion and Dublcheck has seen a substantial increase in turnover in the current 'doom and gloom' economic climate. Why? Because everywhere you look buildings need cleaning. The Dublcheck system puts its new franchise owners on the road to success by actually getting the business for them. Commercial cleaning is one of the best industries to join as a franchisee because the market is more robust and recession resistant than many others due to the fact the build-up of dirt never stops and every building, office and shop needs cleaning regularly.

Founded in 1993 and awarded The 20th Fastest Growing Private Company in The UK, according to Richard Branson's Virgin Fast Track 100 and The Sunday

Times, Dublcheck has over 100 franchisees and is looking for more capable and motivated people to join the national network and benefit from the proven and successful business model.

You can start with a minimum turnover package of £14,400 per annum if you want to run your business and start small while retaining the security of your current job, or you can purchase up to £500,000 of annual turnover (with no upper limit) if you want to run a substantial managed business. The variable investment levels offered by Dublcheck give franchisees the flexibility to run either a hands-on business, a partly managed venture with some hands-on duties or a wholly managed business, depending on their skills, ambitions and 'life balance' requirements.

In addition to providing guaranteed turnover, Dublcheck franchise owners have the tools and knowledge they need to uphold the values of the Dublcheck brand, which has resulted in a 90-plus per cent client retention rate. For your initial investment you will receive an initial training course, ongoing training and support, access to branded uniforms, sales and marketing tools, and stationery. All invoicing and cash collection is managed electronically by Dublcheck, allowing the franchise owner to concentrate on developing lasting client relationships.