

franchising

Earn as much as you want

PETER AND DENISE HOWELL WERE ATTRACTED TO THE DUBLCHECK CLEANING FRANCHISE BECAUSE IT'S A LOW RISK OPPORTUNITY WITH A GUARANTEED TURNOVER SCHEME

Dublcheck has not only managed to maintain its position as one of the UK's fastest growing companies over recent years, but to actually achieve an increase in turnover throughout the recession - no mean feat in the current economic climate.

When Peter Howell was made redundant from the logistics company he worked for in 2012, he saw in Dublcheck an opportunity to utilise his management skills with a

well established business that was clearly thriving. He even got his wife Denise on board as well.

RIGHT CHOICE

"We chose Dublcheck for a number of reasons," Peter says. "One, it was not reliant upon our own contribution. Two, with a turnaround in the economy there would be a potential increase in cleaners

required and, three, after talking to the team we felt this was the right choice for us."

Founded in 1993 by Carol Stewart-Gill, Dublcheck is one of the best known cleaning franchises in the UK. Providing premier cleaning services for offices, showrooms and health facilities throughout the UK for over 20 years, the company is recognised as one of the leading franchised commercial cleaning organisations, and has hundreds of highly successful franchises operating across the UK.

Peter had been a technical manager for a logistics firm for over 20 years, before the downturn in the economy made him one of the many victims of the recession. Meanwhile his wife Denise, who had set up her own sandwich shop six years previously, was finding the recession eating into her profits as more and more regular customers disappeared.

Peter took redundancy in the middle of 2012, aged 51, and Denise also decided to take the plunge and move onto pastures new. Before the end of the year the husband and wife team had decided to become part of the Dublcheck franchise network.

Peter says the Dublcheck franchise seemed to provide a low risk opportunity, as well as offering challenging management roles: "We decided that we were looking for a business that could utilise both my management experience and Denise's customer focusing experience.

"We also wanted a franchise that would give us an initial boost, as we had no experience in franchising. We wanted a business that could also grow as we did. Dublcheck was the ideal franchise for us as it fitted into all categories."

The couple joined Dublcheck at the end of December 2012, with a view to starting their business in early 2013. As promised, Dublcheck fulfilled its guaranteed level of turnover, which was well within the agreed term for the couple, with £50,000 as the starting turnover. The guaranteed turnover model offered by Dublcheck was undoubtedly a plus point for both Peter and Denise.

MARKET LEADER

"Dublcheck has the experience and stature you would expect from a market leader and, unlike many of our competitors, we operate a guaranteed turnover scheme," Carol explains.

In addition, she points out that franchisees are given the tools and knowledge they need to uphold the values of the Dublcheck brand, which to date has resulted in a 90 per cent-plus client retention rate. Franchisees receive an initial training course, ongoing training and support, access to branded uniforms, products, sales and marketing tools, and stationery. All invoicing and cash collection is



Peter and Denise Howell joined Dublcheck in December 2012 as franchisees

managed electronically by Dublcheck - allowing franchisees to concentrate on developing lasting client relationships.

Peter says he was pleased with the initial training and documentation, adding that the company's support includes a mentoring system, central invoicing service and an intranet facility. The change in direction for the couple is slowly starting to reap rewards. "Our current turnover is now up to £67,000," Peter adds proudly.

Peter is just one of many franchisees who has made the switch from a management role in a large

THE BENEFITS OF DUBLCHECK

- 20 years' experience.
- Low cost entry.
- Invoicing and cash collection.
- Recession proof utility business.
- Low overhead requirement - can operate from home.
- Dublcheck is a UK company that's wholly owned by its founder and chairman.
- Dublcheck has been awarded the 20th fastest growing private company in the UK by Virgin Fast Track and The Sunday Times.
- Professional white collar management franchise or operational franchise.
- Everywhere you look buildings need cleaning.
- Over 100 franchisees in the UK.
- 92 per cent customer retention rate.
- Hundreds of fantastic franchisee testimonials.
- A massive market that keeps on growing.



Carol Stewart-Gill, founder of Dublcheck

private company to becoming his own boss. As one Dublicheck franchisee says: "Facing redundancy in my 50s was unsettling. A management franchise was ideal because it enabled me to utilise my previous management experience. I love the fact that the harder my team and I work, the higher the rewards."

It is a sentiment echoed by Peter, who enjoys being able to use his experience as a technical manager: "I think Dublicheck is suitable for all types of franchisees, either hands-on, managing or a bit of both. You can enter into the franchise system at any level and it was an advantage having 20 years' experience to fall back on - although the biggest change for me was the physical aspect of the job. It made a big change not to be stuck behind a desk the whole day."

START SMALL

Franchisees can start small, with the minimum turnover package of £14,000 per annum for those who want to run their business while retaining the security of their current job. Or they can purchase up to £500,000 of annual turnover (with no upper limit) if they want to run a substantial managed business.

The variable investment levels offered by Dublicheck 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 work-life balance requirements.

As Carol Stewart-Gill emphasises: "With Dublicheck you can earn as little or as much as you

want, as there is no upper limit on the number of contracts you can operate. Cleaning is a massive industry to be in."

In fact, cleaning is the UK's largest single industry, with the commercial cleaning sector being worth more than £3 billion. In the current environment of financial uncertainty, any business with guaranteed turnover, guaranteed profit and guaranteed growth sounds like a pretty good bet. **MM**



Founder and chairman Carol Stewart-Gill: "Franchisees are given the tools they need to uphold the values of the Dublicheck brand"

WHAT DUBLICHECK'S FRANCHISEES SAY

"In 2011 I took my turnover up to £250,000 and I've achieved 10 per cent growth year on year, even through this so called recession."

Larry Bainbridge

"When joining Dublicheck I was attracted to its guaranteed turnover promise and I'm pleased to say the proof is definitely in the pudding."

Graham Coulston Herrmann

"The personal benefits of owning our Dublicheck franchise are fantastic. We have a three year old daughter and, as we work from home, it offers excellent flexibility."

Jolanta Lavernova

"Since I became a Dublicheck franchisee my work/home life balance has improved a great deal. I spend more time with my wife Sue and see more of my six grandchildren - time is precious."

Len Donnelly

FOR MORE INFORMATION

Call **0800 317236**, email **franchise@dublicheck.co.uk** or visit **www.dublicheck.co.uk**

More Info - www.makingmoney.co.uk/r/4048

"Dublicheck has been providing premier cleaning services for offices, showrooms and health facilities throughout the UK for over 20 years"



Franchisee Len Donnelly wins a trip to Las Vegas



THREE ACTUAL AUDITED DUBLICHECK FRANCHISE ACCOUNTS

Case A (this business is managed with 95 per cent of the cleaning done by employed cleaners)

	Turnover	Net Profit	% Profit
Year 1	£63,000	£17,000	27%
Year 2	£104,000	£33,000	31%
Year 3	£128,000	£54,000	42%

Case B (this business is 50 per cent managed and 50 per cent hands-on cleaning)

	Turnover	Net Profit	% Profit
Year 1	£25,000	£6,000	24%
Year 2	£38,000	£20,000	52%
Year 3	£45,000	£25,000	55%

Case C (this business is 100 per cent hands-on at the start, moving to 95 per cent in year three)

	Turnover	Net Profit	% Profit
Year 1	£17,000	£8,600	50%
Year 2	£18,200	£9,500	52%
Year 3	£25,000	£10,300	41%