

## franchising

# Tidy profits

THE DUBLCHECK SYSTEM HAS ALLOWED GRAHAM AND JEN COULSTON-HERRMANN TO BUILD A THRIVING COMMERCIAL CLEANING FRANCHISE

**F**ounded in 1993, Dublcheck is the UK's leading franchised commercial cleaning company and has been recognised as the 20th fastest growing private business by Virgin Fast Track and The Sunday Times.

With over 100 franchisees in operation, Dublcheck remains a wholly owned British company.

### SECURE FUTURE

Founder and chairman Carol Stewart-Gill says: "If you put in the effort and follow the Dublcheck system, huge rewards can be realised. Franchisees can look forward to a safe and secure future and a great opportunity to create a large business and valuable asset."

Dublcheck is a franchise where you don't need to do any selling, unless you want to. All the business is obtained on behalf of franchisees, so they know exactly what their turnover will be.

You can start with a minimum turnover of £14,950 per annum if you want to run a hands-on business, starting small while retaining the security of your current employment, or you can purchase a franchise worth £500,000 per annum by operating a management business.

When you invest in a Dublcheck franchise, the company's experienced head office team will not only walk you through a comprehensive training course, but will also obtain cleaning contracts on your behalf.

"The commercial cleaning sector is a massive industry worth over £3 billion," Carol says. "Just think of all those buildings out there that need cleaning. This is an exciting opportunity for franchisees because the growth and profit potential can be maximised using the experience, knowledge and systems we have developed."

### HOME-BASED

Graham Coulston-Herrmann is a Dublcheck franchisee based in Lancashire who runs his business from a home office.

After working for the Lancashire Constabulary for 30 years, Graham started his business with wife

Carol Stewart-Gill:  
Dublcheck's founder  
and chairman



Jen, who was also a police officer, in August 2012. Customers currently include car showrooms, offices, health practices and shops.

The couple chose a Dublcheck franchise after seeing the company at a franchise exhibition.

Graham explains: "Having been responsible for customer service within the police, I was attracted to Dublcheck because of the business' customer focused approach. They were also very friendly and approachable - it felt almost like joining a family."

He describes Dublcheck's initial training as excellent: "It covered the practicalities of running a cleaning company, as well as the issues a start-up

business has to consider, including payroll, sales, invoicing, surveying and pricing jobs."

Graham was mentored by an experienced Dublcheck franchisee during his first 12 months of trading, who helped him with everything from sales to human resources issues.

"Running our own business has been a significant change from our previous lives in public service," Graham says. "You need to always be available to resolve issues, either for staff or clients.

"Nevertheless, Our business has grown steadily. We had a turnover of £40,000 in the first year and £117,000 in year two. Our current projection is for £200,000 at the end of this trading year.



Graham Coulston-Herrmann runs his Dublcheck franchise with wife Jen

### KEEN CYCLIST JAMES SLATTER HAS JUST FINISHED HIS FRANCHISEE TRAINING COURSE

"Thank you very much for our training week. It was a pleasure to take guidance from yourself and the amazing team that surrounds you.

"It is such a rare occurrence nowadays to encounter such a well-knit group of individuals, who clearly work better together than any family could be expected to.

"You have all renewed our confidence and given us the tools to make a vast difference in our journey ahead."



**THREE ACTUAL AUDITED DUBLCHECK 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%

**FOR MORE INFORMATION**

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

**FREE INFO NO: 4048**

"Our business model is simple in that once we gain a new client we ensure that, wherever possible, we retain that client forever. Our motto - we double check your cleaning standards, so you don't have to - has ensured we have only ever lost a small number of clients because of money saving or where premises have closed down."

12 months ago Graham attended a sales kick-start event organised by Dublcheck head office, which showcased marketing plans and ideas from across the franchise network. As a result, his business continues to prosper.

"We have recently taken on a full-time supervisor, so that I can concentrate on growing the business and so that, as we grow, the ethos of customer service and close relationships with the staff is not lost," Graham says.

"Becoming a Dublcheck franchisee has allowed someone with no business experience to grow a successful business. I aim to double the size of the business over the next two years. In order to achieve this, we will continue to do the basics well and build a strong and loyal customer base supported by a happy and loyal workforce." **MM**

**WHAT DUBLCHECK'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 the so called recession."

**Larry Bainbridge**

"When joining Dublcheck 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 Dublcheck 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 Dublcheck 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**

*Juliana's franchise has grown in line with her ambitious plans*

**GUARANTEED TURNOVER**

Former teacher Juliana moved from Spain to the UK at the beginning of 2014. Her relationship with Dublcheck began in February of that year, when she began researching which business to invest in. By July Juliana was completing Dublcheck's training course, having invested £15,000 in the business.

"What grabbed my attention was that Dublcheck would be able to give me a guaranteed turnover," she says. "I was looking for a low risk business I could start up and franchising seemed the obvious route."

"Dublcheck were able to get me business just one and a half months after I did their training course and by month three I was already achieving the guaranteed turnover. We put in another lump sum in July and then in November put in a bit more, which brought our investment up to a total of £26,000, because it was going so well."

The 'we' in question is Juliana and her husband, a full-time site manager who has been called upon on occasion to ensure contracts are finished.

Juliana's franchise has grown in line with her ambitious plans. "It's all happened fairly fast, considering we only moved to the UK in January 2014," she admits. "By September 2015 the plan is to have 10 part-time employees on board, who will have taken over the cleaning completely."

Juliana is currently selecting a team that will enable her to transform her business into a management company.

"With Dublcheck, 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," she says. "We've told so many of our friends about Dublcheck that some of them are now considering doing the same thing."