

franchising

Guaranteed turnover

THE DUBLCHECK FRANCHISE HAS ALLOWED PETER AND PRU DAVIES TO BUILD A BUSINESS TO SUIT THEIR SPECIFIC NEEDS



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

With over 100 franchisees in operation, Dublcheck remains a wholly owned British company. Founder and chairman Carol Stewart-Gill says with confidence: "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 a valuable asset."

GUARANTEED TURNOVER

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



Pru and Peter, Dublcheck franchisees, with founder and chairman Carol Stewart-Gill at the gala dinner

annum by operating a management business. And opportunities are endless, as there is no upper limit.

The variable investment levels offered by Dublcheck allow franchisees the flexibility to operate a hands-on venture, a partly managed enterprise or a completely managed business. These tiers enable franchisees to operate a successful business

according to their personal skills, ambitions and lifestyle requirements.

Whatever your background, investing in a Dublcheck commercial cleaning franchise can make you a success. Having been in the business of setting people up in the commercial cleaning sector for 20 years, Dublcheck knows how to deliver. When you invest in a franchise, the company's committed head office team will not only walk you through a comprehensive training course, but will also go that extra mile by obtaining 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."

Peter and Pru Davies weren't necessarily looking to set up a cleaning franchise when they sold the greengrocer's business they had run for 12 years - so it might come as a surprise to find

they are still running the successful Dublcheck enterprise they first invested in 19 years later.

Says Peter: "We knew we had to sell our greengrocer's business as times were changing, supermarkets were growing bigger and our business no longer seemed financially viable. So we began looking around for something else to do.

"We went to a few franchise exhibitions, when we came across Dublcheck. What appealed to us was that the company provided the initial contracts, so we would have business right from the start and would be able to start work immediately. We soon realised how many opportunities were out there in the cleaning sector - you can't beat it."

IMMEDIATE SUCCESS

After setting up in their franchise with the support and guidance of the Dublcheck team, Peter and Pru found immediate success.

The couple started off with a low level of investment, with their business turning over a modest £12,000 per annum, and they soon built up a regular, loyal clientele. Today they are happy with the level they have reached of around £6,000 per month of business.

"It may not sound like a great leap from where we started, but it's perfect for us," Peter explains. "The opportunities were always there for us to grow as big as we liked, but we wanted to keep our business fairly small and just be comfortable. Whichever level you want to go to, it's your choice.

"Where we are at now is just right for us. We've put two children through university, we can go on holidays and buy a nice car when we need to. I'm happy with the way our company is ticking over."

In fact, Peter was so pleased with the way his franchise was going that after just over a year of trading he suggested his brother Paul and his wife Barbara invest in the brand. They took the leap and have gone on to build a very successful business.

Carol says the ability for franchisees to choose their own level of investment is one of the reasons so many people decide to join the network: "It's a system that attracts people from all walks of life. Potential franchisees who want to operate a smaller franchise can maximise profits by looking after the clients themselves. Alternatively, they can follow the route of many of Dublcheck's management franchisees and grow a substantial business where employees perform all the work."

It was the choice of one former managing director, who since taking on a Dublcheck franchise grew his turnover from a starting point of £48,000 per annum to £400,000. Graham Hey 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 are." Graham went on to sell his franchise for a considerable profit.

Peter Davies, now 57, prefers instead to keep the size of his business exactly as he and his wife want it so they can focus on their stress free, happy lifestyle. The couple's franchise currently has an annual turnover of £77,000, which Peter says is more than enough for him and his wife.

Peter still regularly takes calls from prospective franchisees who are interested in becoming part of the Dublcheck network. "Sometimes they're surprised when they hear that we've been doing this for 19 years and we're not turning over £5 million a year," he jokes.



Dublcheck founder and chairman Carol Stewart-Gill

"But with this company, you could probably do that if you wanted. It's just that we chose to keep the business at the level that is right for us."

The other point Peter makes is that he never feels under pressure by Dublcheck to perform or get new clients.

"Dublcheck are good in that they do not keep pushing you to hit certain targets or goals," he says. In fact, Peter's communications with the company - which is thorough when necessary - is minimal, with emails when required and support readily available if needed. The fact the company takes care of invoicing is welcome, but these days the business almost seems to take care of itself, Peter says.

Another reason so many people invest in a Dublcheck franchise is the strong support package on offer, says Carol.

"Our support package eliminates the need for franchisees to have expensive overheads," she explains. "There is also a mentor allocated to all new franchisees."

Having been a mentor in the past, it's something Peter believes in: "It's great that prospective franchisees can speak to any of the existing franchisees if they want to, asking questions about how the business works and the day to day details of running a cleaning franchise," he says.

Carol adds: "The Dublcheck Mentor Support Programme means people starting out can be allocated an experienced and successful franchisee to act as a guide during their progression to being a successful business owner. Who better to show you the ropes than someone who has done it themselves?"

20TH ANNIVERSARY

Dublcheck celebrated its 20th anniversary with a gala dinner in Chester last year and it won't be long until Peter will be celebrating another milestone - his own 20th anniversary with the company.

"I've still got clients who signed up with me when we first started," Peter says. "There aren't many clients you can say that about."

Now that's some staying power. **MM**

FOR MORE INFORMATION

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

FREE INFO NO: 4048



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 Donnell