

## franchising

# Valuable asset

THE VARIABLE INVESTMENT LEVELS OFFERED BY DUBLCHECK ENABLE FRANCHISEES TO OPERATE SUCCESSFUL BUSINESSES ACCORDING TO THEIR PERSONAL SKILLS, AMBITIONS AND LIFESTYLE REQUIREMENTS

**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.

### REWARDS

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 a 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. And opportunities are endless, as there is no upper limit.

When you invest in a Dublcheck franchise, the company's experienced head office team will not only walk you through a comprehensive training

Carol Stewart-Gill:  
Dublcheck's founder  
and chairman



### BUSY TIME

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."



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."

### OPPORTUNITY

Larry had always wanted to run his own business, but a successful career as a finance director for another cleaning company meant the motivation to take that risk just wasn't there. But when he was made redundant in 2009 aged 50, he saw the perfect opportunity to live out his dreams.

Larry spent a year researching the franchise industry on the internet and by attending franchise exhibitions, before opting for a Dublcheck franchise.

"I had past experience in the cleaning industry, so it was an area I understood," he says. "I also liked the fact Dublcheck obtains the business for me, so I knew exactly what turnover I would get."

Larry invested part of his redundancy money and borrowed from NatWest to finance the rest. "It

**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%

*“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”*



Larry Bainbridge with wife Carol

**FOR MORE INFORMATION**

■ Call **0800 317236**,  
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**FREE INFO NO: 4048**

was very easy to raise the money, as Dublcheck are so well respected," he explains.

Once Larry had been accepted, Dublcheck provided him with a week's training at head office that covered all aspects of the business. Then he was ready to go. At 40 per cent growth, Larry found his first year as a franchisee fruitful enough, but things took off when he opted for a second franchise.

**ESTABLISHED**

He says: "Dublcheck provides mentors to help you through, but my mentor decided to put his franchise up for sale, so I went for it. It had been established for about five years, so it already had a strong customer base and a team of experienced staff.

"Taking on the extra responsibility paid off. With an existing Dublcheck business, I had turnover from day one and didn't have to work to develop new business, so not only was it a money-spinner, it was also a completely different experience to my first franchise. The Dublcheck team were incredibly professional and efficient, so the business handover went really smoothly."

If Larry has any regrets, it's that he didn't get into franchising earlier. "The highs and lows are greater than a staff job and that makes it exciting. I like the fact I can influence my living standards by the amount of work I put in. That just doesn't happen in paid employment." **MM**

**THINKING BIG**

Aged just 30, Scott and his fiancée Stacey took on a Dublcheck franchise in June 2014 with an initial low investment and have grown it from a part-time concern generating around £400 a month into a business with a £3,500 monthly turnover and 10 staff.

"We wanted something we could both work on together," Scott explains. "Although we were both working [Scott as a commodities trader and Stacey as a teacher], we wanted to ramp things up a bit and start earning more for our future as a young family with three children.

"We'd scoured the market for around 18 months looking for business opportunities, but couldn't find anything that didn't involve coming up with a huge lump sum, until we came across Dublcheck."

After visiting Dublcheck's head office, where Scott and Stacey talked to the team and left with the phone numbers of other franchisees to speak to, it was only a short step to joining the network.

"As was suggested at head office, I contacted Dublcheck franchisees who were at different stages of running their businesses and with different turnovers and plans for the future to talk through some of the pros and cons," Scott says.

"What I got wasn't: 'We're earning millions'; it was: 'It's hard work, but the rewards are there and the opportunities are there'. I got reality and that's what I was looking for."

Joining on the lowest investment band of £9,950 proved a godsend for the couple, who wanted to set up in business with a low risk factor and - initially at least - keep their jobs, so they could run Dublcheck as a part-time business.

Within three months of taking on the franchise, Scott and Stacey won a contract to clean a high



school with four staff. Scott estimates that now they are winning a new contract every couple of weeks.

"At first we thought it would just be a locally-run business, but it soon became clear we were prepared to travel outside our area to win contracts," Scott says. "You've got to go for it if you're going to run a business. You can't just sit around at home waiting for the phone to ring."

Scott is clearly not the type to do that. In fact, his plans to grow the business are nothing if not ambitious.

He says: "By the end of June this year we'll have been trading for around a year and the plan is to have an annual turnover of £100,000 and a workforce of between 22 and 25 people. I'm thinking big, but that's because it's a good business with lots of opportunities."