

# Guaranteed turnover

■ That's the pledge that sealed the deal for Dublcheck franchisee Juliana

**T**hat so many Dublcheck franchisees find success early on in their businesses is something the company's founder, Carol Stewart-Gill, cannot emphasise enough.

"Commercial cleaning is one of the best industries to join as a franchise owner because it's more robust and recession resistant than most others," she says. "Every building, office and shop needs regular cleaning."

## Busy time for new franchisee Juliana

"Yes, I've been a bit busy," she laughs when Making Money finally manages to catch up with her. The 38-year-old former teacher moved from Spain to the UK at the beginning of 2014 and says her relationship with Dublcheck began as soon as February, when she began researching which business to invest in - just one month after arriving on these shores.

By July Juliana was doing Dublcheck's training course, having invested £15,000 in the business.

"What grabbed my attention was that Dublcheck assured me they would be able to give me a guaranteed turnover," she explains. "I was looking for a business I could start up with a low risk and franchising seemed the obvious route to success, as I would have all the help setting up my own business."

"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."

So did Juliana carry on at this level, pleased to have achieved her initial goal? No, she reinvested. And fast.

"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," she says.

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

"He's been very supportive," Juliana explains, whose past career included being a teacher, then a sales manager for a financial institution. But her switch to becoming a Dublcheck



franchisee was not without some careful consideration, she stresses.

"I did a lot of research about the company, having come across it on the internet, and spoke to a lady who was a franchisee, who said the company were very supportive," Juliana says. "Then she told me about the guaranteed turnover and I think that's what clinched it.

"In the beginning I didn't know how far I would take it, but meeting other franchisees, talking to them and seeing how they've grown their businesses is what helped me make the decision."

### Ambitious plans

Juliana's franchise has grown quickly, in line with her ambitious plans, and unsurprisingly she has big ideas for the year ahead.

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

Accordingly, Juliana is, as we speak, going through CVs and selecting a team that will enable her to transform her business into a management company.

"I think the attitude of the company is one which draws people to them," she says. "All the employees at Dublcheck's head offices are so friendly and supportive - they always make sure that if you call with a problem it's sorted out as soon as possible."

Initial investment in the franchise varies from £9,950 to £190,000 and after an initial training course franchisees receive ongoing training and support, branded uniforms, products, sales and marketing tools and stationery.

"Central to Dublcheck's 21-year success story is its dedication to ensuring franchise owners have all the tools and knowledge they need to uphold the values of the Dublcheck brand, which has resulted in a 90 per cent client retention rate," Carol Stewart-Gill says.

"With our experience and track record, we can safely say that if you put in the effort and follow the system, the rewards with Dublcheck are there. We guarantee the contract value for the first year, so if you lose a contract for any reason other than non-performance Dublcheck will replace it free of charge."

Carol adds: "Dublcheck started as a conventional cleaning company and



still services many happy customers, but the only way to grow and maintain our very high standards is to utilise the benefits of a franchise structure. It is the partnership between franchisees and franchisor that is the edge Dublcheck enjoys over our competitors."

### No upper limited

It's a strategy Juliana agrees with wholeheartedly: "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. We've told so many of our friends about Dublcheck that some of them are now considering doing the same thing."

Is Juliana looking to expand further after she's achieved the planned level of business by September? Unsurprisingly, her answer is a resounding yes. Juliana may have only relocated a year ago, but she appears to be doing a pretty good job of creating a business that will last. **MM**



Carol Stewart-Gill:  
Dublcheck's  
founder

#### 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%