

*Houseproud Cleaning
offers weekly cleaning,
fortnightly cleaning
and once-off cleaning
services at surprisingly
affordable rates.*



1300 880 198



houseproud cleaning

www.houseproud.com.au



Houseproud Cleaning

**Delivering Professional
Cleaning at Affordable Rates**



AT A GLANCE

WHO: Houseproud Cleaning

WHAT: Houseproud Cleaning offers weekly cleaning, fortnightly cleaning and once-off cleaning services at surprisingly affordable rates.

WHERE: Australia

WEBSITE: houseproud.com.au

Houseproud Cleaning is the premier provider of domestic and commercial cleaning to customers who place a value on excellence and attention to the minutest detail. Ever since it was established it has adhered to the highest standards both in its service levels and the quality of cleaning materials that it uses. Its core values of honesty and integrity have resulted in rapidly increasing business volumes and the trust of customers.

Each person who wears the Houseproud uniform is trained to provide cleaning services of the highest order. Additionally, every cleaner is selected after a thorough process of checks and references. The company has a wide coverage area and its services extend to Sydney, Brisbane, Melbourne, Adelaide, Perth, Gold Coast, Newcastle, Hunter Valley, Central Coast and Wollongong.

Houseproud Cleaning's founder and director, Paul Mitchell, has built the business from scratch to a level where it is now possibly the most sought-af-



ter cleaning company in the areas in which it operates. He describes how he got into the business and the steps that he has taken to achieve success, “I started in 1999 and went cleaning myself. We started the business with nothing and 17 years later we have got a hundred thousand customers on the database.

“We have 115 franchises. Every dollar that we made we put back into marketing and training. In the first five to seven years we were growing at 40% a year and then for the next five years we grew at 30% a year. Now we are growing at a rate of about 20%.

“We went after the high-end market. When I looked at the overall market

at that time there were 350 cleaning companies in Sydney. Most of them were in residential cleaning. People care about their house in a way that they don’t care about their office and they are prepared to pay.

“I say to my staff that we can’t bid against \$25 an hour. We charge \$40 and \$50 for once-off cleaning. Essentially what it comes down to is providing the best service in the market and then people will pay.”

Types of Cleaning on offer

One of the main reasons for the success of Houseproud Cleaning is that the company offers a wide range of cleaning services. Although they are



certainly not the cheapest in the market, they provide services that give the most value for the money that a customer is spending. The company cleaners are extremely prompt and will arrive at a client's house precisely at the appointed time.

Most cleaning work is done with non-toxic, chemical-free citrus-based products that ensure that the customer's family is not exposed to anything that may cause harm. Work is completed well within the timeframe that is committed and always meets the expectations of the customer.

The range of services includes carpet cleaning, spring cleaning, pressure cleaning, moving cleaning and

strata cleaning. An important reason for the high degree of customer satisfaction is that Houseproud Cleaning does not have any hidden fees. The feedback that the company consistently receives says that clients are pleasantly surprised to learn that Houseproud Cleaning charges an extremely low amount for the excellent quality of cleaning work that it delivers.

Houseproud Cleaning franchise

The company has rapidly built up its franchise network and this has resulted in its rapid expansion. It offers a system of success to people of all backgrounds and experiences. The





Houseproud Franchisees at the Annual Awards night 2014.

brand loyalty that Houseproud Cleaning enjoys is unparalleled in the cleaning industry.

Many of the company's franchisees have never owned a business before and have done very well financially after joining the Houseproud family. Prospective franchisees find the low fee of \$17,990 to be very attractive as it enables them to get an entry into a business that assures them of consistent work and a regular income.

On an average, franchisees earn \$ 1400 per week. This figure is based on franchisee sales figures for October 2015 and for franchisees that range from part-time operators to a business with over five contractors. Another attraction is that Houseproud Cleaning charges a single monthly fee, which is a percentage of income. Other cleaning agency franchisors charge separate administration and

marketing fees that can add up to a substantial amount and eat into the franchisee's income.

The franchise contract is for a period of 5 + 5 years and there is no contract renewal fee.

Houseproud Cleaning provides its franchisees with exclusive territory rights. Any work that is available in the geographical area is first allotted to the franchisee who is responsible for that particular location. The right of first refusal is available for the first two years of the business.

Franchisees also receive uniforms, cleaning equipment, and cleaning products. They are able to save on costs by ordering supplies of cleaning products through the company's head office as this entitles them to a substantial discount.





houseproud cleaning

Houseproud Cleaning allows franchisees to purchase a second franchise if the first one has done well.

Franchisee training

Houseproud Cleaning has devised a two-week training program that offers a detailed insight into usage of cleaning equipment. Franchisees are also instructed on how to run their business successfully.

There are specially designed modules that provide details on how to quote for a job, the way to market the cleaning service in the allotted territory and customer service. Many franchisees who are first-time businesspersons find the courses on bookkeeping and administration provided by the company to be especially useful.

An added benefit that franchisees

receive is that the training does not end after the initial two-week period. The management of Houseproud Cleaning closely monitors each franchise and provides regular feedback and support.

Speaking about the success of the franchise program of the company, Paul Mitchell says, "People go to Houseproud because of our branding. I interview our franchisees directly. Everyone in the franchise network has a relationship with the franchisor. I go out and see them every three to six months personally as well. For example, I had five meetings out in the field yesterday.

"In our business, it is very important to know what is going on. We are able to make a success of our franchise business because they trust us and find us easy to deal with."

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