

A modern living room with a grey sofa, a white coffee table, and a large rug. The room is bright and clean, with natural light coming from a window on the left. The sofa has a geometric patterned cushion. There are two potted plants, one in a dark woven basket and one in a white pot on a metal stand.

# PROCLEAN<sup>®</sup>

**A Professional Clean For A Healthier Home**

**TRANSFORMING SPACES, ONE CLEAN AT A TIME**

Your Path to Success with a ProClean Franchise

**FRANCHISE PROSPECTUS**

[www.procleanbathandwilts.co.uk](http://www.procleanbathandwilts.co.uk)





# EMPOWER YOUR FUTURE:

## OWN A PROCLEAN FRANCHISE AND REAP THE REWARDS!

### PROVIDING A PROFESSIONAL CLEAN FOR A HEALTHIER HOME

Are you ready to dive into an exciting opportunity?

Welcome to the ProClean franchise — where entrepreneurship meets success! Picture yourself as the proud owner of your very own professional carpet and upholstery cleaning business, supported by a team that's got your back every step of the way.

Whether you're a seasoned pro hungry for a new challenge or someone dreaming of owning your first business, ProClean is your ticket to making it happen. Get ready to explore the amazing perks and possibilities waiting for you as part of our franchise family!



# KEY FRANCHISE BENEFITS

The ProClean franchise offers a multitude of benefits, making it an attractive business for you to invest in. Here are some key advantages:

- **High Demand:** Carpets and upholstery are in almost every home, office, hotel, and various commercial spaces, creating a constant demand for professional cleaning services.
- **Recurring Revenue:** Many customers opt for regular carpet cleaning to maintain cleanliness and prolong the life of their carpets, providing franchise owners with a steady stream of repeat business.
- **Low Overheads:** Your business can be run from home, reducing overhead expenses.
- **Training and Support:** The ProClean franchise provides comprehensive training programs, ongoing support, and access to proven marketing strategies, equipping you with all the tools you need to succeed.



**PROCLEAN®**  
A Professional Clean For A Healthier Home



A photograph of a carpeted floor. In the upper right, a portion of a bed with a floral patterned sheet is visible. In the lower left, a hammer with a wooden handle and a metal head lies on the carpet. Centered on the carpet is a circular gold seal with a black border. The seal contains the text 'SATISFACTION' at the top, '100%' in the center, and 'GUARANTEED' at the bottom, with three stars on each side of the percentage.

# ABOUT US

At ProClean, we're dedicated to delivering top of the range carpet and upholstery cleaning services, ensuring our customers receive exceptional results every time. Armed with cutting-edge equipment and leveraging the latest advancements in cleaning chemistry, we take pride in our ability to achieve outstanding outcomes.

**Our commitment to excellence** extends beyond just our tools and techniques. We stay at the forefront of industry advancements by regularly participating in training courses, allowing us to continually refine our skills and stay updated on new methods and technologies. This ongoing pursuit of knowledge is fundamental to our ability to provide consistently superior service.

**Customer satisfaction** is our priority, and we stand behind our work with a satisfaction guarantee. In the rare event that a customer isn't completely satisfied (which has yet to occur), we offer a return visit or, if preferred, they don't pay at all.

**Beyond the cleaning** itself, we cherish the relationships we build with our clients. Since we often see them multiple times a year, we have the opportunity to connect with different individuals and hear their fascinating stories. It's one of the many reasons we love what we do—meeting incredible people and making a positive difference in their lives.



# CORE VALUES

At ProClean, these values serve as the guiding principles that define our culture, drive our decisions, and shape the future of our franchise community.

## **Supportive Collaboration:**

Our franchise network is built on a foundation of teamwork, where we work together towards common goals.

## **Integrity and Transparency:**

We operate with transparency, honesty, and a commitment to ethical business practices, building trust with our franchisees and customers.

## **Comprehensive Training and Development:**

Through comprehensive training programs, we empower individuals to navigate the challenges of owning a business to achieve long-term success.

## **Community Impact:**

Our franchisees are encouraged to engage with and contribute to their local communities, creating a positive and lasting influence beyond the business realm.

## **Customer-Centric Approach:**

We prioritise the needs and satisfaction of our customers, working collaboratively with franchisees to deliver exceptional services and experiences.

## **Continuous Improvement:**

We actively seek feedback, evaluate our processes, and strive for excellence in all aspects of our operations to ensure the ongoing success of our franchisees.

## **Positive and Supportive Culture:**

We cultivate an environment where franchisees feel valued, motivated, and confident in their ability to achieve both personal and business success.

# OUR VISION

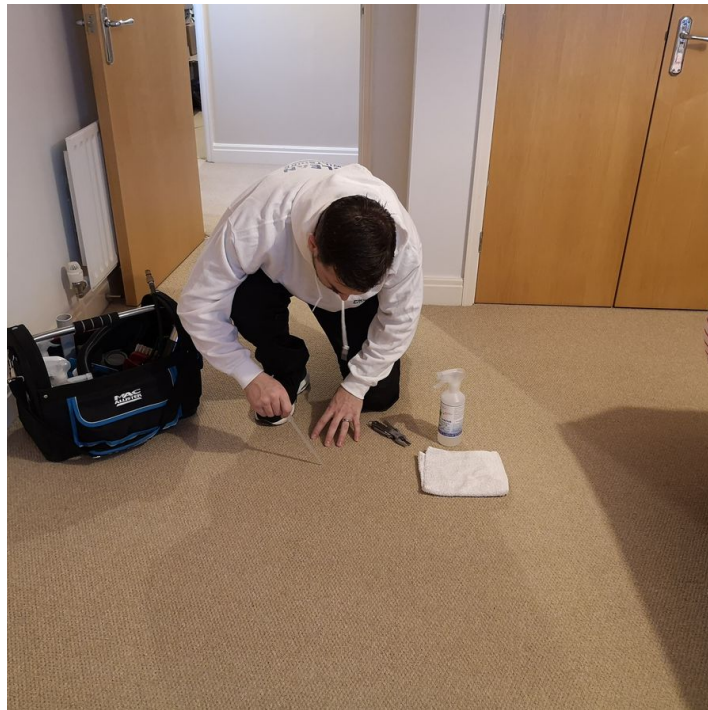


At ProClean we envision a future where every home and business enjoys a clean and healthy environment.

OUR VISION is to become the foremost provider of professional carpet and upholstery cleaning services, setting the standard for excellence and innovation in the industry.

We aim to revolutionise the way people perceive cleaning services by offering not just a functional solution, but an experience that exceeds expectations. Our franchise will be synonymous with reliability, efficiency, and unparalleled customer satisfaction.





“

Thank you Jaimie for doing such a superb job! You really transformed our Mum's house! Carpets look amazing, and you obviously took great care in the general cleaning too. Highly recommended!!  
Julian Ward - Feb'24

”



# TRAINING AND SUPPORT

Our primary concern revolves around ensuring you are well-equipped with the training needed to establish a solid foundation for long-term success.

Meticulously designed comprehensive manuals, compliance protocols, and training programs have been developed, encompassing everything from effective marketing strategies and operational practices to proficient accounting, technological integration, and other critical components of running a prosperous venture.

We genuinely believe that your accomplishments translate to our own achievements. This is why our commitment remains steadfast in providing you with the essential instruments, resources, and expertise to thrive in the carpet and upholstery cleaning industry.

## **Operations and Procedures:**

- Detailed overview of daily operational processes
- Standard operating procedures for various tasks

## **Product/Service Knowledge:**

- Comprehensive understanding of the products/services offered

## **Equipment and Tools:**

- How to use the equipment
- Equipment safety

## **Marketing and Branding:**

- Brand guidelines, marketing strategies and campaigns

## **Customer Service:**

- Providing exceptional customer experiences

## **Financial Management, Technology and Systems:**

- Managing expenses and revenues
- Online platforms and tools

## **Business Development:**

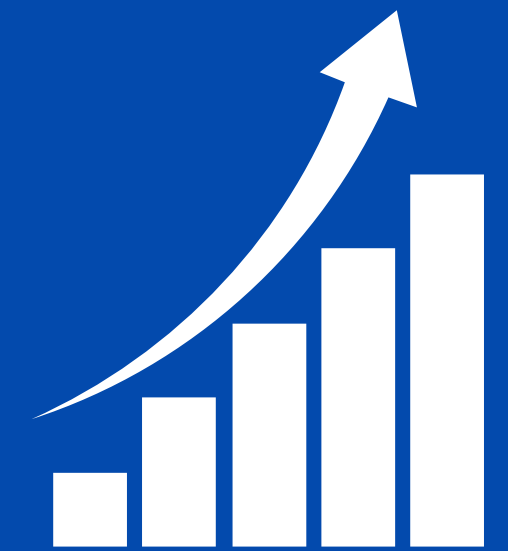
- Identifying growth opportunities in the local market to expand your customer base

## **Continued Support:**

- Ongoing training opportunities and updates
- Access to resources, manuals, and support



# THE UK CARPET & UPHOLSTERY CLEANING MARKET



**\$55.16  
BILLION**

The global carpet & upholstery cleaning services market size was valued at USD 55.16 billion in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 5.3% from 2023 to 2030.

**£54.5  
BILLION**

In the UK, the cleaning industry as a whole is worth £54.5 billion to the economy (British Cleaning Council). Further research by the BCC showed that in 2020, there were 1.6 million workers in employment within the industry, making up nearly 5% of the workforce across the UK.

## WHAT IS FUELLING THIS GROWTH?

Increased awareness about hygiene especially post-pandemic, rising allergies and health concerns, the prevalence of pets and kids in houses, coupled with the need for longevity and maintenance for carpet and upholstery is pushing the market.

Furthermore, with the growth of the commercial sector, including hotels, retail stores, showrooms, office buildings, and healthcare facilities, there is a growing demand for carpet & upholstery cleaning services. Due to the aesthetics, safety, cost-effectiveness, and sound absorption qualities of carpeted floors, several commercial spaces have moved towards this trend, likely driving the market growth.



# THE INVESTMENT & EARNING POTENTIAL

**FRANCHISE FEE: £9,995 + VAT**

**SETUP COSTS: £12,000**

**ONGOING FEES: 10% OF TURNOVER**

- Comprehensive training will be provided in all aspects of the business, covering the day-to-day operations as well as in-depth knowledge of all ProClean products and services
- Processes, systems and templates to run the business
- Ongoing support and regular business updates from our highly experienced management team
- Branded Uniforms
- Website presence
- Brand identity / marketing collateral
- Ongoing support and advice
- Operations manual which covers all areas of running your business

This is the potential profits we would expect you to achieve in the first three years. We will discuss this with you in greater detail at your franchise meeting and will provide a full breakdown of the figures.





# HOW TO JOIN OUR FRANCHISE PARTNERSHIP

We are seeking individuals who share our ambition to build a business that prioritises creating a better future, as we strive to achieve national coverage.

Previous business experience is not a prerequisite as we are committed to providing comprehensive support and training to all our franchisees.





# GET IN TOUCH TODAY!

Contact us now if you would like to find out more about this fantastic opportunity.



01225 683687 or 07757 210 761



info@procleanbathandwilts.co.uk



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