

For a brighter future  
**Franchise with us**



**Green Fox**  
your local commercial cleaning company



# The right choice

## Why Green Fox?

At Green Fox, we appreciate that one of the most important decisions you will make in your lifetime is to start your own business. The Franchisors, Paul and Daniel Barrett started in the business world as Franchisees themselves, so have already taken the journey that you are considering and know exactly what is needed to make you succeed.

A Green Fox Franchise offers you the opportunity to invest in a turnkey business, in order that you can hit the ground running with a proven and highly successful business model. At Green Fox, we pride ourselves on providing an unrivalled local commercial cleaning company, with local franchisees providing this service on their exclusive territory.

## Key Benefits

Choosing a Green Fox franchise comes with these great benefits:

- ✓ **Strong Brand Image**
- ✓ **Flexible Working**
- ✓ **Ongoing Support**
- ✓ **Discounts on Equipment and Products**
- ✓ **Exclusive Protected Regions**
- ✓ **High Earning Potential**
- ✓ **Proven Marketing Plans**
- ✓ **National Website with Full Optimisation**

## Potential Revenue

The below figures are a conservative estimate of what a Green Fox Franchisee could expect to earn. It is important to note that this is for illustrative purposes only, and you will get out what you put in. These figures could be much higher.

Year 1		Year 2		Year 3	
INCOME		INCOME		INCOME	
Total Sales	£90,000	Total Sales	£225,000	Total Sales	£360,000
Net Profit	£11,700	Net Profit	£33,750	Net Profit	£61,200
Net Margin	13%	Net Margin	15%	Net Margin	17%







# Is this the right franchise for you?

- ★ **People who are looking for a full-time opportunity:** You can choose how many hours you put in, according to your earning targets but this is a full-time opportunity.
- ★ **Positive can-do attitude:** We want people that believe they will succeed. If you think you can, you're right. If you think you can't, you're also right.
- ★ **Confident and driven:** We are looking for people who believe in their ability to make their territory a profitable and successful business.
- ★ **Physically fit for the role:** While generally the cleaning is handled by employed staff, you may need to fill in from time to time and get your hands dirty, so being physically fit for the role is essential.
- ★ **Basic knowledge of social media and online applications:** As much of the business marketing stems from online lead generation, social media and being online, it's important to have some level of online savviness and IT literacy.

- ★ **Entrepreneurs who want to be part of developing an exciting new national cleaning brand:** Our goal is to be known nationwide as a high-quality commercial cleaning company and we need ambitious people to drive this.
- ★ **Knowledgeable about their local area:** In terms of businesses, demographics etc so that they can set up and market their services in the best way for their local market.
- ★ **Efficient in problem solving and determined to overcome business obstacles:** We're looking for the right person with the right attitude and a solution based mindset.
- ★ **Looking for quality and excellence in everything that they do:** Our services are high quality and well respected in the regions they operate, we will expect a commitment to doing the same within your local area.
- ★ **Skilled communicators, empathetic and leaders:** This is key to maintain strong relationships with often busy clients, motivating staff and understanding people's issues and building rapport along the way.
- ★ **Happy to work independently in a growing network:** You'll have opportunity to discuss the business with like minded individuals.
- ★ **Ideally located within their territory, but not essential:** You'll need to get around your area easily and know your community well so while individuals outside their territory will be considered, it's beneficial to run the business locally.
- ★ **Full driving licence and own transport:** You will need your own reliable transport to travel between sites and get around your territory efficiently.



# The franchise package

## ✓ Licence

**As part of your investment into Green Fox Cleaning you will receive the following:**

- The **licence** to run within an **exclusive region** of the UK, defined by the postcodes within that region. Each region is mapped to contain a minimum of 50,000 businesses.
- **24/7 access** to Online Operations Manual to guide you at every step of your business development.
- This is a **full-time opportunity**, but the business allows you to be as flexible as needed.
- Full access to our **bespoke online CRM system** and usage of our **trademarked brand**.
- Your own micro-website/pages dedicated to your region along with your own Green Fox Cleaning email address.

## ✓ Training & Support

**Training and support in all aspects of setting up and running your own Green Fox Cleaning Company business including:**

- Initial and ongoing operational processes, sales and marketing, customer service and other key business matters.
- One week initial training followed by on-going training.
- Additional one week cleaning industry professional body accredited training course.
- Email and phone support provided by Company Directors, Paul and Dan and their experienced team.
- Business training days each year (master classes/refresher training).
- Ongoing professional development.
- Industry news and updates to keep you in sync with the sector.

## ✓ Equipment, Marketing & Insurance

- **Client Starter Pack** – All equipment, products, materials and staff uniform included for your first contract.
- **£1000+ marketing materials** to operate Green Fox Cleaning business model.
- **£3000+ spent on pay-per-click, lead generation and local launch support** over a three-month period to get you up and running.
- Your **1st years insurance included**.
- **Discount** from our reliable equipment and products supplier of environmental friendly products which have been tried and tested.

★ A low initial franchise fee of just £10,000 with no VAT to pay.

★ A fixed low 5% franchise fee – probably the lowest in the country for a commercial cleaning company.







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*In the first month alone I gained my first 5 new clients, beating other established cleaning companies in the tendering process....*

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## New challenge...

*After finishing my career I was looking for a new challenge but wanted the security of an established business with the support in place to help me successfully launch my own business so I chose a Green Fox Franchise. From the initial training to the ongoing support I couldn't have asked for more from Paul and Dan. They have been so supportive, encouraging and have provided me with the confidence and knowledge I needed to progress.*

*In the first month alone I gained my first 5 new clients, beating other established cleaning companies in the*

*tendering process. Any time I have needed advice regarding the day to day running of the business Paul and Dan have just been a phone call away. Having all of the policies, procedures and IT systems needed already in place also makes such a huge difference. I am so glad I chose Green Fox and am really enjoying running a successful business.*

**Kerry Rudge – Franchisee (Southampton area)**

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**Get in touch today  
and change your future**



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**Contact us NOW to start your new franchise**

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