

KILTED CLEANERS: JOIN THE CLAN

Kilted Cleaners franchise partner information pack

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About Kilted Cleaners

How it all started



Kilted Cleaners was launched in Adelaide in 2020 by former marketing professional and successful entrepreneur John Durrant.

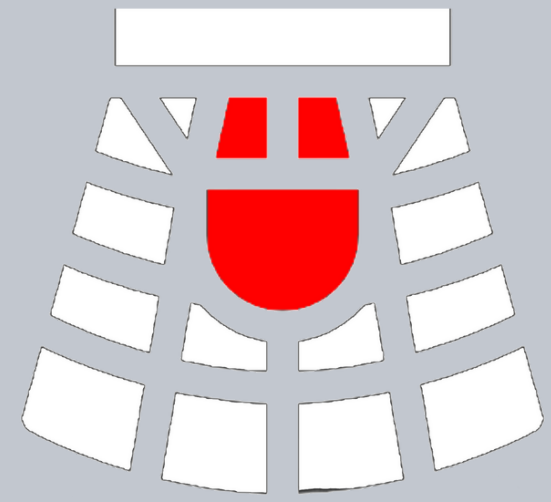
John formed the business after deciding to try something new following more than 20 years working in PR & marketing and running his own successful marketing agency in Scotland.

Kilted Cleaners has experienced huge growth since its launch and the business now enjoys considerable market share in the Adelaide region.

Having proved the concept and built its' reputation, the focus now is to expand Kilted Cleaners into all Australian states.

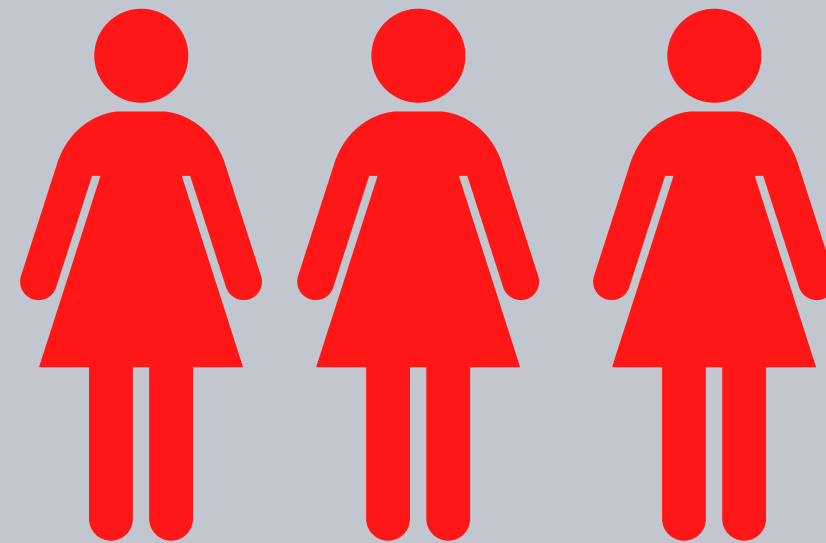
Kilted Cleaners is an instantly recognisable brand. We always wear our distinctive tartan kilts whilst working, making us one of the most unique service businesses in Australia.

OUR CUSTOMERS



\$217

Average customer spend



Our typical customer is a female homeowner, aged 40-60

77%

of our customers rebook after their first clean

OUR CUSTOMERS

ANOTHER HAPPY CUSTOMER

Absolutely fantastic!
Brilliant clean of my windows. Efficient, friendly and a really lovely couple 😊 and yes, he wore his kilt! I will definitely call on these guys again! ★★★★★



Pauline Fabrici, West Lakes

Going above and beyond to maintain our reputation.

Kilted Cleaners has built a loyal customer base in the wider Adelaide region.

Our average customer spend is \$217.

Our typical customer is female, aged between 40 and 60 and is a homeowner. More than 77% of our customers book another job after their first clean.

Consistency is the key to our success.

Our customers tell us they use us because they love that we are friendly, accommodating and provide a consistently high level of service.



WHAT YOU'LL DO AS A KILTED CLEANERS FRANCHISE PARTNER

Our core services are: Window cleaning, solar panel cleaning, pool fence cleaning and pressure cleaning. We also offer gutter cleaning in winter months.

As a Kilted Cleaners franchise partner you have the flexibility to offer all or some of our services, with the exception of window cleaning, which must be offered. Working at heights isn't for everyone so we give you the option to omit solar panel cleaning from your service offering.

PRICING

Our prices have been set to give you huge earning potential. There is some flexibility to amend prices to suit your business, which can be discussed when you decide to become a Kilted Cleaners franchise partner.

Our base price for a standard 3-bedroom single-storey property window clean is \$169. All of our prices are set out on our social media platforms and website. Customers are able to get an instant quote and book online through our website. We are the only Adelaide window cleaning business that offers an instant online booking system.

This gives us a huge advantage over our competitors who typically ask customers to leave details on a website for a callback. Clear, transparent, instant online quotes give us a far better conversion rate than our competitors.



WHY FRANCHISE WITH KILTED CLEANERS?

As a Kilted Cleaners franchise partner you will become a business owner with the backing of a recognised brand boasting strong customer loyalty and massive growth. Franchise partners get the following:

VEHICLE BRANDING

You will get free branding for your vehicle to make you instantly recognisable as a Kilted Cleaners business.

YOUR OWN TERRITORY

Pick your own. Our areas have been divided equally to ensure all our franchise partners have access to hundreds of thousands of potential customers.

TOOLS & EQUIPMENT

Everything you need for the work as well as all the chemicals and consumables needed for your first 12 months in business.

INTENSIVE TRAINING

You'll benefit from an initial intensive training course and ongoing support as needed.

WEBSITE

We've invested a lot in a quality website that generates quality leads. You'll get your own profile page on the site.

FREEPHONE NUMBER

A freephone number and enquiries handled by our team so that you can focus on doing the work, not taking calls all day!

MARKETING SUPPORT

Marketing is crucial to create a successful business. We help with this by running continuous Google and social media ads for you, as well as occasional billboard and radio ads.

HELP & ADVICE

Running your own business is challenging but we'll make it easier for you with ongoing business support. You're not doing this alone.

FUTURE SALE

You have the option to resell your franchise territory and make a profit after 12 months. We can even help with the sale!

BRANDED WORKWEAR

As you probably know, we wear kilts whilst we work. You'll get all of the branded workwear you need to look the part, including a kilt, branded shirts and branded hoodies.

ACCOUNTING SOFTWARE

We know what a headache it can be dealing with accounts, receipts, cashflow and turnover. You'll get your own Xero account to make this easy.

BOOKING SOFTWARE

You'll benefit from our automated booking systems, meaning you'll have more time to do the work and earn more money!

HOW MUCH DOES A KILTED CLEANERS FRANCHISE COST?

Your complete ready-to-go Kilted Cleaners franchise partner package costs \$9,499+GST. This covers everything you need to launch and run your business.

As a Kilted Cleaners franchise partner you will also pay a small monthly fee to cover marketing and advertising, accounting and admin. Most franchise companies charge their franchise partners what we consider to be astronomical monthly fees (often in excess of \$1,000 per month).

We want to give our franchise partners the best possible chance of success, so we keep our flat monthly fee to \$649+GST. This represents a fair cost for both you as the franchise partner and us as the franchisor.

As an added bonus, if you become a franchise partner before May 1st, you won't pay any fees for the first three months! That's a saving of \$2,141!



GET STARTED FOR JUST \$1,000!

If the upfront cost is too much for you, we also have a pay-as-you-go option that allows you to start your Kilted Cleaners business for just \$1,000!

On this plan, you'll still get the main benefits of running your own Kilted Cleaners business, without the bigger upfront cost.

For just a \$1,000 startup cost, we'll give you the uniform and all the training you need to get started.

You'll pay a flat fee to us for each job you complete. The fees are outlined on the next page. These are based on a 30% flat rate for each job you complete.

On this plan, you won't have to pay a monthly franchise fee to us and you'll have the flexibility to set your own marketing and advertising spend.



PAY-AS-YOU-GO FEES

JOB PRICE	OUR FEE	YOU GET
\$169	\$50	\$119
\$189	\$56	\$133
\$229	\$69	\$160
\$279	\$84	\$195
\$389	\$117	\$272
\$499	\$150	\$349

**GET
STARTED
FOR JUST
\$1,000!**

FRANCHISE OPTIONS

SOME OF THE MAIN BENEFITS FOR EACH OPTION

FRANCHISE OPTION	FULL TRAINING	INCLUDED ADVERTISING	UNIFORM	BOOKING & ACCOUNTING	WEBSITE
FULL FRANCHISE	✓	✓	✓	✓	✓
PAY-AS-YOU-GO	✓		✓		



A DAY IN THE LIFE OF A KILTED CLEANER

Here's what a typical day may look like for you in your new business.

- ▶ **7am:** You load the vehicle with your tools and equipment for the day as well as your freshly washed microfibre cloths.
- ▶ **8am:** Your first job of the day is a standard 3-bedroom single storey window clean near your home. Job done and it's on to the next one!
- ▶ **10.30am:** Job 2 is a bit more complex. It has security window screens and two skylights. You use a ladder to access the skylights and remove sliding windows to clean both sides where there are security screens.
- ▶ **1pm:** You've arranged to meet a mate for lunch so it's down tools before the last job of the day at 3.30pm. A perk of running your own business!
- ▶ **3.30pm:** The last job of the day is a 80 sq m paver clean. You finish the job in under 2 hours and pack up for the day.
- ▶ **6pm:** You're back home having earned \$990 in a rewarding and enjoyable day's work!

ABOUT YOU

Running a business isn't for everyone. Here are some of the traits you'll need to succeed as a Kilted Cleaners franchise partner.

AMBITIOUS

We're committed to growing Kilted Cleaners into Australia's best cleaning company. We only want to work with people who are as ambitious as us.

ATTENTION TO DETAIL

You'll need to be a stickler for the little details.

STRONG WORK ETHIC

Running your own business means if you don't do the work, you don't get paid!

GOOD COMMUNICATION

You'll be dealing with customers on a daily basis. It's imperative that you communicate well.

ORGANISED

You'll need to be organised to schedule jobs in different areas at different times.

NEXT STEPS

Ready to chat to us about your Kilted Cleaners franchise?
Get in touch with John for a confidential, informal chat
today.



John Durrant

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