

# *Safeclean*<sup>®</sup>

BY  GUARDSMAN

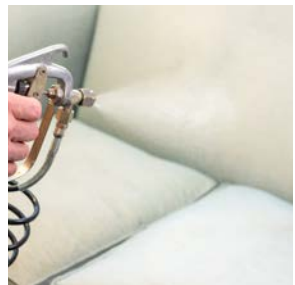
## BE THE BEST OF THE BEST

Established 1965

# RECRUITMENT PROSPECTUS

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START YOUR OWN SPECIALIST CLEANING BUSINESS WITH ONE  
OF THE UK'S MOST ESTABLISHED AND RESPECTED FRANCHISES



# BUILD YOUR OWN BUSINESS WITH GUARANTEED WORK



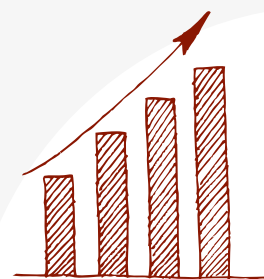
## Healthy earnings

Owner/Operator **£65.5Kp/a\***  
Owner/Manager **£133Kp/a\***



## Guaranteed work\*\*\*

Warranty work avg. **£1.3Kp/m**  
**+ £700p/qtr** SLA bonuses\*\*



## Take control

Create a future where  
YOU profit from  
YOUR hard work

\* average sales figures from top 30% of franchisees working as owner/operators & owner/managers in 2024

\*\* network average for 2023. The amount of guaranteed warranty work and the SLA bonus will vary.

\*\*\* Work is only guaranteed subject to active contracts, retailer estate, KPIs and SLAs being achieved



“I’m known as the local specialist, the person to call in a cleaning emergency”

**Kim Emmett-Gidney**  
**High Wycombe**



“With multiple techniques and products, I’ve got so many different ways to earn money”

**Stephen White**  
**Peterborough**



“I love it when my customers are happy with my work and give me 5\* feedback”

**Manj Hansra**  
**Chigwell**

# BE THE BEST OF THE BEST



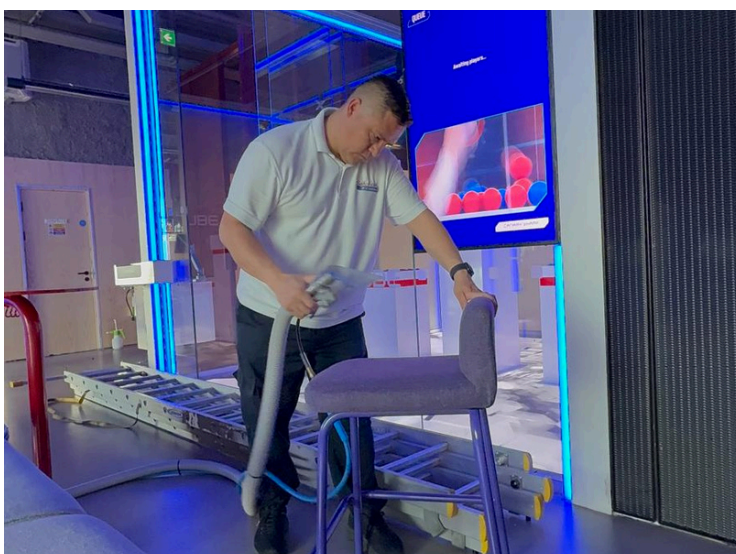
“I enjoy the freedom and flexibility of running my own business, but with the full support I receive from the Network Support team .”

**Elliott Hollyman**  
**Portsmouth**



“I am the top performing owner/operator for Safeclean, and I've only been working for the Safeclean franchise for 8 years”

**Elliot Wright**  
**The Cotswolds**



“I've been working as an operative for 10 years, and the opportunity arose for me to buy my own franchise, this will enable me to benefit directly from my own hard work for future financial stability”

**Paul Garcia**  
**Ilford**

Successful franchisees strive to be the best of the best: they are great with people, have a can-do attitude, value being part of the network and take immense pride in their work.



# OUR 5 CORE SERVICES

When you start your new business our support team will set you up to become an expert, with the equipment, chemicals and specialist training to clean the widest range of soil & stains across a variety of furnishings and floorings in homes and businesses in your local area.

No previous cleaning experience required.

## **Safeclean's 5 Core Services focus on:**

### **Upholstery Cleaning**

Safeclean know every fabric and fibre need a different chemical approach and process, but we know exactly what we need to do to get your upholstery looking as good as new.

DIY cleaning solutions will never achieve the results that a fully trained and equipped Safeclean expert can deliver.



### **Carpet Cleaning**

Safeclean, with 60 years experience, know exactly how your carpet needs to be treated.

Whether it's a regular professional clean to increase the longevity and hygiene of your home or treating a tough stain that just won't budge, we are here to help.



### **Rug Cleaning**

Households with young children and pets will find their rug needs a clean more often, and as with all kinds of cleaning there are important things to consider, the rug fibres, its age and conditions, these determine the best strategy for a successful clean.

Safeclean technicians pride themselves on the level of customer service they offer, assessing the situation to then deliver the best results.



# OUR 5 CORE SERVICES



## **Stain Removal**

Safeclean are stain removal specialists. Safeclean specialists are the go to solution on furniture protection plans across Europe to rescue carpets and upholstery, adjusting losses for insurers. We have a systematic, scientific approach, guaranteeing the best chance for fast, safe and effective removal. The insurance market provides warm leads to convert these customers to your own private database and market.



## **Protection Treatments**

We visit homes and apply a stain protecting solution to sofas and carpets. The solution will form an invisible layer that will not change its look or feel.

Furniture protection formula is designed for a specific fabric, and when applied forms a chemical bond with the fabric fibres. This creates a protective layer against spills, stains, soiling and fading.



Once you have mastered these 5 Core Services you may wish to add additional services and specialist equipment and employ technicians to further grow your business into a multi-van operation.

These may include:

- Mattress Cleaning
- Curtain Cleaning
- Hard Floor Cleaning
- Infection Control

**Your network support team will guide you every step of the way.**

**Contact us anytime for support & guidance**

[jo.reynolds@safeclean.co.uk](mailto:jo.reynolds@safeclean.co.uk) or [jamie.copas@safeclean.co.uk](mailto:jamie.copas@safeclean.co.uk)



# THE BEST OF BOTH WORLDS



*“Be in business for yourself, but not by yourself. I have ran my business for 28 years and have a multi van operation”*

**Martin Jordan, Management Franchisee  
Safeclean Derby**

Enjoy complete control over your income, backed by a leading brand and the systems to help you succeed. With 60 years in the cleaning business, operating under the Safeclean brand gives you instant credibility with your customers from day one.

Over the last 18 months we've invested heavily in revamping our systems and support, with significant input from highly experienced franchisees. The result is an industry-leading package of training and support ready for you, delivered by a combination of our head office experts and experienced franchisees too.



# A DAY IN THE LIFE OF A SAFECLEAN SPECIALIST

## **Dave Harrison -Sole Trader Safeclean Nantwich & Wrexham**

The beauty of being a Safeclean franchisee is my life fits entirely around it - I am not tied to 9 to 5 routines, so every day is different.

But it always starts with a cuppa and checking my emails for any enquiries or jobs that may have come in overnight, then it's time to hit the road.

My territory covers a large area, so I always allocate my work to whereabouts I have chosen to be on that day, thus maximising the use of my time and resources. I look to do around 4 calls per day, sometimes more, as I often get a call during the day where I have been found through Safeclean's website or my own social media/internet platforms and each day always a mix of Guardsman work and private calls - there's always plenty to do!

But I'm always home at a reasonable hour where I spend about 60 mins invoicing/updating calls and dealing with any other enquiries that may have come in.

I have plenty of hobbies and interests - and now I have time for them.

I investigated several franchised opportunities but somehow I kept coming back to look deeper at Safeclean - Unlike most others I could start earning from day one with the Guardsman calls, the investment required was very competitive, you are genuinely part of a team, the training is comprehensive and thorough, and help and support in any aspect of the business is a phone call away.



# BECOME KNOWN AS THE BEST IN THE BUSINESS

"We offer franchisees professional, friendly guidance and support throughout their journey, from technical training to sales and marketing. We take great pride in helping people from start-up to when they decide to expand and bring on their first employee. We are members of the NCCA and established members of the BFA - with a focus on innovation, quality, and customer care, Safeclean continues to expand its

presence in the UK, delivering unparalleled cleaning solutions to residential and commercial clients alike. As an ethical franchisor, Safeclean is always transparent when it comes to our business."



**Will Taylor**  
**Head of Network Services**

**Over 20% of our franchisees were referred by existing franchisees**



"I started my Safeclean business in 1985 and look forward to many more years"

**Richard Bent**  
**Ealing & Central London**



"With regular repeat customers, referrals and warranty work, my business is in high demand"

**Paul Charlton**  
**Newcastle & County Durham**



"This business is not for the faint hearted. But keep your customers happy, do a great job and you will succeed"

**Adam Roy**  
**Kernow**



# WHY CHOOSE SAFECLEAN OVER OTHER FRANCHISES?

With many franchise options available in the cleaning sector, it's important to choose one that offers real security, genuine earning potential, and long-term support. Here's how Safeclean stands apart from the rest:

- **Safeclean has Years of Experience** - 60+ years, established 1965
- **One licence fee** for entering both the domestic and commercial sector where some other franchises charge a licence fee for each sector
- **Franchisee Satisfaction** - 80% of our franchisees in the last 5 years have joined through referrals
- **Innovation & Expansion Support** - ongoing system upgrades and multi-van pathways
- **Infection Control Certification** - Proven solutions, incl. COVID-19 efficacy
- **Recession Resilience** - warranty and insurance work provide stability

*Will Taylor, Head of Network Services says: "We've designed Safeclean to be different. It is a tried and tested, stable yet adaptable, fully supported business model, backed by decades of experience, solid, reliable networks, suppliers, partnerships and unlimited growth potential and a brand people trust."*



# WHO ARE WE LOOKING FOR?

We're not looking for cleaning experts, we're looking for people who care.

Many of our most successful franchisees had no experience in cleaning when they joined Safeclean. What they did have was a great attitude, a strong work ethic, and the soft skills to make a customer feel confident the moment they open the door.

We've found that our ideal franchisees are often in their 40s or early 50s, people who are ready to take control of their future, escape the 9-to-5, and build something for themselves and their family. Some have been technicians or tradespeople, others have come from completely different industries. What they all have in common is:

- A natural way with people: warm, friendly and trustworthy
- Pride in doing a job properly and to the highest standard
- Willingness to follow a proven model while adding their own spark
- Desire to be part of a wider network, not working alone
- Resilience, reliability, and respect for every home they walk into

*"You don't need a background in cleaning: you need passion, purpose, and pride. We'll teach you the rest."*

So, if you're looking for a fresh start, want your hard work to benefit you, and can put people at ease with a smile and professionalism, we might be the perfect fit.



# WE THINK OUR NUMBERS ARE THE BEST

Your initial investment covers everything you need to start and grow your new business, with potential income from your first week. The set up includes:

- Full training, business launch, van\*, equipment and cleaning products
- Guaranteed warranty work, average of £1.3K p/m + £700 p/qtr SLA bonus\*
- Safeclean are first choice to receive the warm leads and purchase orders of Guardsman FPP and B2B fabric stain removal service call outs on territory
- Safeclean are directly advertised on every Furniture Protection Plan (FPP) Insurance policy sent out to Guardsman customers \*not including DFS
- Access to retail partners and B2B customers through Guardsman
- Build a local client base providing circa 75% of your work – we'll show you how
- Benefit from your business having the Safeclean household brand name
- Dedicated professional and friendly UK support team for your business
- Our services are resilient to recessions and help with infection control (Certified to kill COVID-19 coronavirus for at least 21 days after treatment)

\*van includes deposit, and first 3 months payments of your lease agreement.

\*\* network average for 2023. The amount of guaranteed warranty work and the SLA bonus will vary.



**GUARDSMAN®**

AN AMYNTA COMPANY

**FURNITURE PROFESSIONALS**



# THE COST OF A SAFECLEAN FRANCHISE

Franchise packages from as little as £13.5k investment (Pro without van)  
up to £25.5k (Premium with van)\*

We are proud to work with Natwest Group & Lloyds Banking Group to help  
support your franchise finance.

\*van includes deposit, and first 3 months payments of your lease agreement.

**Already operating and ready to leverage the power of our National brand?  
Talk to us about packages to take your business to the next level.**

To run your own Safeclean business you will need:

- Incredible passion and pride in your work
- Great customer service skills
- The discipline and compliance in following the proven business model
- The desire to be part of a network of like-minded business owners
- The commitment to years of hard work building an asset for your future



# ARE YOU READY TO BE THE BEST?

If you are, then these are the next steps...



Get in touch for a friendly, initial conversation



Attend a meeting to learn more about the franchise



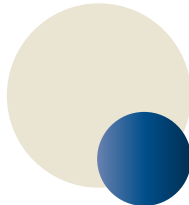
Quiz franchisees about their journey and experiences

## Contact

Joanne Reynolds or Will Taylor



[jo.reynolds@safeclean.co.uk](mailto:jo.reynolds@safeclean.co.uk)  
Mobile: [07725241437](tel:07725241437)



[will.taylor@guardsman.co.uk](mailto:will.taylor@guardsman.co.uk)  
Mobile: [07780671543](tel:07780671543)

**WE LOOK FORWARD TO HEARING FROM YOU - LETS GET STARTED!**



99 Park Drive, Milton Park, Oxfordshire, OX14 4RY

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

[info@safeclean.co.uk](mailto:info@safeclean.co.uk)