

# *Safeclean*<sup>®</sup>

BY  GUARDSMAN

## **BE THE BEST OF THE BEST**

Established 1965

# RECRUITMENT PROSPECTUS

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



# BE THE BEST OF THE BEST



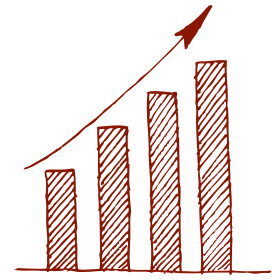
## Healthy earnings

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”

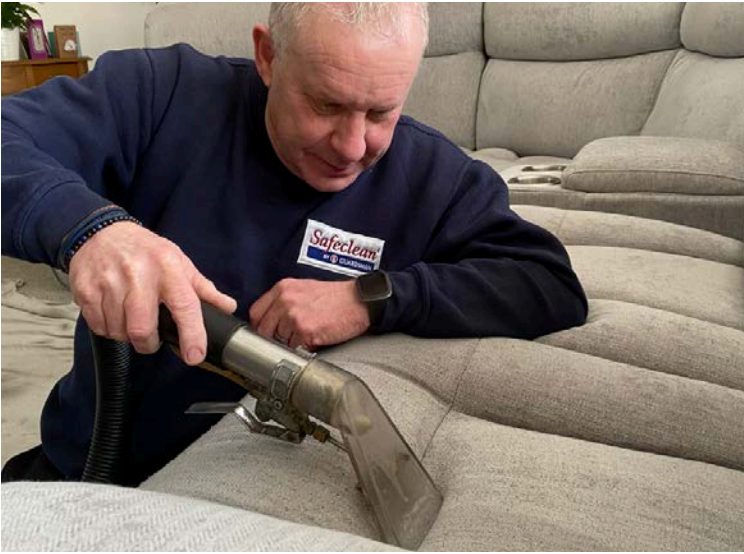
Stephen White  
Peterborough



“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



“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. ”

David Harrison  
Nantwich & Wrexham



“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.

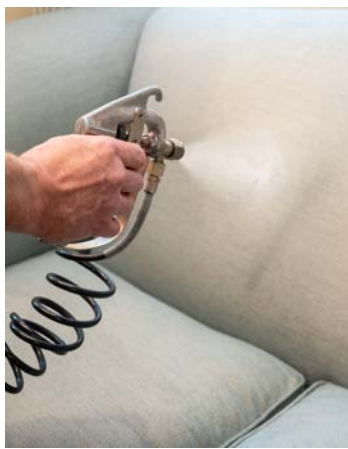
Safeclean technicians pride themselves on the level of customer service they offer, assessing the situation to then deliver the best results.

# 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.**

# THE BEST OF BOTH WORLDS



*“Be in business for yourself, but not by yourself”*

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.

# 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 now employ 4 technicians and operate 3 vans”

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

# 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\*\*
- 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.

**£28K**

## **The cost of a Safeclean Franchise**

Start your Safeclean business from as little as £28k investment

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

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

**Safeclean**<sup>®</sup>  
BY  **GUARDSMAN**

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