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Business Opportunity Brochure



To be the No1 cleaning, caretaking, gardening & maintenance co in Australia



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1. Welcome to Clean Green Strata

Thank you for your interest in the Clean Green Strata franchise.

We are very excited to be offering the first and only specialized strata cleaning and strata gardening franchises in NSW. So what does this mean?

Basically we only service the common areas of blocks of units (medium density housing), we don't do residential cleaning or lawns (so no cleaning toilets) and we don't do commercial cleaning (so no late nights away from the family).

We are a family business and we're here to help. We look forward to helping you reach your business goals and support you to turn your strata cleaning & gardening franchise into a valuable asset.

2. Our Business

It all began back in 1992 when Adrian Earthrowl, a chartered accountant by trade, found himself at the end of another consultancy contract. A family friend offered him the job of strata cleaning 10 properties around the Ryde and Gladesville areas. That was how 'Clean N Green' began, 1 man with 1 van full of cleaning and lawn mowing equipment. Adrian's wife, Denise, balanced the books and the garage became the make shift headquarters for the newly created business. Brothers Nathan and Chris grew up with the family business.

The business started to grow purely by word of mouth and before long Adrian started employing more staff as strata managers all over Sydney started to send more work his way.

Chris now runs the day-to-day operations and has a flair for business development and management. He has expanded the business and moved to bigger premises.

With a name change to 'Clean Green Strata' in 2008, the business has grown from strength to strength. Chris now operates out of Gladesville servicing 450+ properties with a fleet of 25 vehicles.

What makes Clean Green Strata different is that we offer the 'whole service' on every strata block, from the cleaning of the internal areas to the horticultural upgrades of the gardens to the high pressure washing of the driveways.

The strata industry has approx. 90,000 registered strata sites in NSW alone. This give you an idea of the potential of complete strata maintenance.



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3. Why choose Clean Green Strata?

- The turn key service: Our systems make strata cleaning and gardening very simple to follow. We follow a strict order of procedure when onsite. The vans and utes are racked for easy use with common sense in mind so each item is easily accessible when onsite.
- The training provided: Be trained to operate a successful business. We provide 2 weeks training which includes a combination of onsite initiation and office administration. Some of the topics we cover during the 2 weeks include equipment repair, OH&S, chemical application, customer service & feedback, terminology, marketing, how to read block specifications and value add work.
- Business hours operation: Gain the independence of working for yourself. Our current franchisees work on average 35 hours per week. We do NOT work on weekends or after hours which means more time with the family.

Others reasons to choose Clean Green Strata:

- Build an asset that can be sold,
- Earn an income from very first day
- 20+ years of experience and an established brand
- We help collect debts leaving you to concentrate on growing your business
- The administration of your business is made easy with first class cloud based systems
- Well below par entry costs
- Potential to earn above average returns for the cleaning and lawn care industry
- Experience in similar industry is not essential

4. What is Franchising and how does it work?

Clean Green Strata has chosen franchising as a business model to:

- Partner with motivated owner-operators, “being in business for yourself but not by yourself”
- Allow CGS to successfully expand beyond Sydney and NSW
- Drive quality control and excellence across the network
- Better service our key relationships with strata managers and body corporates
- Deliver better buying power and group deals from suppliers
- Aggregate marketing and advertising
- Create high customer brand recall
- Enable our business partners to build a saleable asset

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5. Your business

What are you buying into:

- 5 year franchise agreement with 5 year option to renew
- The opportunity to purchase work at a discount to its market value
- Exclusivity to buildings
- Significant existing brand recognition
- Proven marketing expertise
- Substantial business with existing scale
- Support to establish the business and complete vehicle fit-out
- Training – 2-4 weeks initial and regular information sessions
- Annual conventions....time to get off the tools and work on the business
- Admin Support: ongoing with access to head office Bookkeeper, General Manager & Operations staff

6. How does it work?

What do Clean Green Strata provide to franchisees when they join the network?

- a. Vehicle fit-out:
 - i. The fit out is a custom designed (patented)
 - ii. A new van takes about 2-3 weeks to be fully customized and sign written
- b. Business establishment support:
 - i. We assist with establishing the financial reporting for your business
 - ii. Customize your time sheets ready for invoicing
- c. Opportunity to purchase billable work
 - i. The maximum CGS will sell a 1 person operator is 4.5 days work per week.
 - ii. Remember that a franchisee MUST do some marketing to generate more work for themselves and staff
- d. Ongoing administrative and invoicing support
 - i. Clean Green Strata assists with the invoicing of all billable work
 - ii. Clean Green Strata collects all monies on behalf of the franchisee
 - iii. This allows you to concentrate of providing high quality service to your customers
- e. Training
 - i. We provide 2-4 weeks training which includes a combination of onsite initiation and office administration. Some of the topics we cover during the 4 weeks includes equipment repair,

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- OH&S, chemical application, customer service & feedback, terminology, marketing, how to read block specifications and value add work
- ii. Ongoing training will occur every 6 months as well as regular information sessions
- f. Branding
 - i. Branding is everything. It is your vehicle, uniform, flyers, business cards, the way you answer the phone and how you speak to residents onsite
 - ii. Consistent high quality service and presentation are essential to building a successful network
- g. Marketing support
 - i. Targeted media distribution – radio, papers, local area marketing
 - ii. Resident surveys annually
 - iii. Strata and property manager survey annually
 - iv. Assistance with face to face meetings

7. What's involved with Strata Cleaning & Gardening?

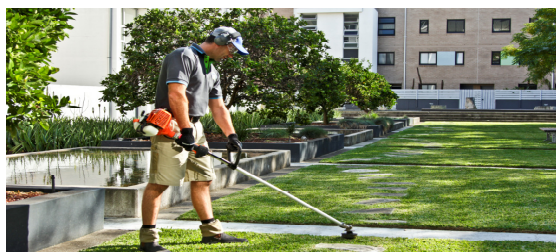
Your day would normally start at 7am and finish at 3pm and would involve servicing between 4-10 blocks per day, depending on their size and your staff.

Each property is different and has a unique 'block specification' which highlights the cleaning and gardening tasks and frequencies you follow as part of every 'Block Plan'.

Strata Cleaning: Is the cleaning and maintenance of common areas including the internals (windows, cobwebs, vacuuming), externals (pathways, carpark areas, replacing globes), bin management (putting bins in for collection, washing them then returning them to the bin area) and lawn care (mowing, edges). Our 4 week training and induction program shows you the most effective way to complete all of these tasks and how to coordinate them to get through your day faster.

Strata Gardening: Is the maintenance of common area garden beds on a strata block. This includes hedging, trimming, pruning, fertilizing, weeding and lawns.

We have comprehensive checklists and reporting to ensure your job is made easy, leaving you time to speak with residents about how you might improve the garden areas.





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8. What are we looking for?

We want to attract people with the desire to *work outdoors*, to keep a *Monday to Friday schedule* and be able to *pick the kids up from school* while growing a business into a valuable asset.

Some of the key attributes that we are looking for are:

- Dedication
- The drive to succeed
- A strong work ethic
- Passion for the brand
- People looking to grow a business and run multiple vans
- People who want a change and get out from behind the desk

9. How much will it cost me?

Establishment costs include (exc. GST):

• Franchisee Fee	\$15,000
• Work purchased in year 1	To Be Determined
<i>The maximum amount of work CGS will allocate is 4.5 days per week per person.</i>	<i>The percentage of work purchased is calculated at 40% of revenue you want to earn per annum.</i>
• Franchise Legal/Set-up costs	\$4,500 - \$6,000
• Uniforms	\$990
• Equipment	\$3,500-\$5,000
• General & Administration,	\$1,000 - \$2,000
• Vehicle sign writing & Fit out	\$4,500-\$7,500

Ongoing fees;

- Franchise royalty (16% of gross revenues)
- Marketing levy exist (2% of gross revenues)

The best to get a true understanding of costs is to contact us and we'll help you complete our 'earnings calculator'.



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10. Our recruitment process and next steps

Like what you have read – what next?

Clean Green Strata has a formal application process which all prospective franchisees are asked to complete to ensure the opportunity is suitable for both parties. The franchisee recruitment process includes:

1. Lodging an online expression of interest form
2. First meeting with Clean Green Strata – getting to know each other
3. Candidate completes financial forecasts
4. Candidate gets independent legal and accounting advice
5. Second meeting – review of prospective business plan and an introduction to the Franchise Agreement and the Clean Green Strata management and support team
6. Third Meeting – final meeting, franchise fee paid
7. Franchise Agreement issued to franchisee's solicitor
8. Franchisee signs Franchise Agreement (only after a 14 day cooling-off period)
9. Vehicle fit-out begins
10. Franchisee begins training program
11. Franchisee commences operation of their business



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