



AS YOU LIKE IT

FRANCHISE PROSPECTUS

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## WHY OUR CUSTOMERS LOVE US!

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At As You Like It Cleaning our clients love the special care and feminine touch we bring into their homes with every clean. Our cleaners are thorough, professional, discreet, and friendly, with an attention to detail only gained through genuine passion for the work. At As You Like It Cleaning, we've earned a reputation for exceeding customers' expectations. We provide our clientele a restorative and luxurious home cleaning service, offering a standard second to none other on the New Zealand market.



### SARAH PAYKEL

I can highly recommend As You Like It for delivering an amazing service that makes your home a pleasure to come home to. Carmel and her team go to great lengths to ensure they go beyond their clients expectations and make sure that the little things you don't have time for get done. They are amazing on the detail.

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# THE JOURNEY SO FAR

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Carmel Kolovos started As You Like It Cleaning six years ago. She was tutoring students at the time and wanted to find extra work during school hours to occupy her time and generate additional income. It wasn't long before Carmel started cleaning the homes of some of the students she tutored. Quickly, word of mouth saw Carmel in higher demand than she'd ever anticipated. Her unique brand of service was caring and more personalised than typical home and commercial cleaners and her customers responded.



From humble beginnings, the As You Like It Cleaning team has now grown to include a close-knit team of 15 staff working together to refresh the homes of Auckland's most high-profile residents. With demand continuing to grow, As You Like It Cleaning is well-positioned and eager to expand into new locations with the help of dedicated franchisees.





# WHAT WE DO

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As You Like It Cleaning is a boutique home cleaning business offering a niche, personalised service to clients across Auckland. We service homes of every size, tending to the unique needs of our extensive, often high-profile clientele with respect and discretion.

We aim to make every clean an inviting and luxurious one, a regularly scheduled touch of extra care that our clients can look forward to on each visit. Our dedicated team of cleaning professionals take pride in providing an attentive service and our love for our work shows in everything we do.





# A TYPICAL DAY AS A FRANCHISEE

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A typical day in the life of an As You Like It franchisee is uniquely flexible. Franchisees are encouraged to run their operation in a way best suited to them, working part-time or full-time hours, depending on their goals. A typical day at work for franchisees starts between 8:00 and 8:30 am when franchisees start their first job inside the client's home, working hands-on with the team. The day is then wrapped up by 3.30 to 4:00 pm, with any minimal administration work able to be completed in the evening.



# THE GROWTH OF THE COMPANY

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So far, As You Like It Cleaning has grown at an unprecedented rate, evolving into a much larger business than ever anticipated. This growth has been entirely organic, with most leads generated via word-of-mouth and existing client referrals. While the company's early ambitions were modest, the success of the brand and demand for the service affords the company a prime opportunity for expansion into new locations and regions.

We aim to strengthen the brand via the incorporation of more As You Like It Cleaning franchises throughout emerging territories across New Zealand. Our growth strategy is focused, committed to ensuring the success of new franchisees and maintaining the standard of service we are renowned for as we grow.





## THE IDEAL FRANCHISEE

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The ideal As You Like It Cleaning franchisee is an attentive, service-oriented leader, who takes pride in their work and enjoys making homes clean for their clients.

The flexible franchise model and nature of the business is uniquely suited to stay-at-home-parents, those seeking part-time hours and owners looking to grow a more significant operation. While a solo operator could see success, the business is best suited to a team of staff.

As such, franchisees should be strong communicators, prepared to lead and support their teams.

No previous industry experience is required but franchisees values must align with the brand. A friendly attitude and interest in building rapport with clients will ensure the long-term success of franchisees.

Due to our affluent and high-profile client base, it is critical that franchisees are discreet and respectful of the privacy of our clients, always delivering a professional, considerate service.



# WHY SHOULD YOU CHOOSE AN AS YOU LIKE IT CLEANING FRANCHISE?

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As You Like It Cleaning offers franchisees a rare opportunity to purchase a cleaning operation with a high return on investment that is profitable and cash-flow positive from day one.

In addition to the comprehensive initial training delivered to all onboarding franchisees, operators are enabled with all the tools, services and high-quality materials required to perform the best service in their field.

With the support of As You Like It Cleaning head office, franchisees will become part of an elite team of professionals offering clients an incomparable cleaning service at a lucrative price.

All national marketing is managed by head office, leaving franchisees to focus on billable hours while they build their own client base.

We believe in cultivating a positive environment and have worked hard to establish a supportive and encouraging workplace culture that inspires our team to achieve their best. As You Like It Cleaning is a unique, lucrative opportunity for franchisees passionate about their own boutique cleaning operation.



# OUR VALUES

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Trust and Integrity



A Personalised Approach



Customer Satisfaction



# GETTING STARTED

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Our lucrative business model has been refined over six years of successful practice and expansion in the home cleaning industry. Designed to propel the growth of new franchisees, As You Like It Cleaning's franchise process is simple, straightforward, and profitable for all parties.

Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own successful high-end home cleaning business has never been easier.

If you are ready to take the next step in your franchise journey or want to know more, reach out. We can answer any questions and guide you through our simple franchise process.



# STEPS TO OWNING AN AS YOU LIKE IT FRANCHISE

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01

Enquire & receive an information pack

02

Complete an EOI and meet with the as you like it team

03

Receive investment information and details on fees for a As You Like It Cleaning franchise to discuss with your advisors, friends and family

04

Sign the franchise agreement and select a site

05

- Franchise launch begins
- Start training and induction process

06

**YOUR NEW BUSINESS STARTS OPERATING!**



AS YOU LIKE IT

Thank you  
for your continued interest in a  
As You Like It Franchise

If you would like to find out more  
Get in touch with our team today

✉ [nicola@firstfranchise.co.nz](mailto:nicola@firstfranchise.co.nz)

☎ +64 22 194 8747