



THE  
CLEAN CREW



PROSPECTUS

# CONTENTS



The Clean Crew Journey 3

What We Do 4

What You Can Expect 5

A Clean Crew Franchisee 6

The Clean Crew Difference 7

Vision and Values 8

The Business Model 9

Getting Started 9



## THE CLEAN CREW JOURNEY

Gary Singh embarked on his Clean Crew journey more than ten years ago. In 2008 he became a cleaner for the company and within 4 years had worked his way up to the position of office manager.

The combination of a commitment to excellence and professional development saw him thrive in the industry, and in 2015 he was proud to take ownership of the company.

From there, his fierce dedication to service, innovative approach and hard work saw him increase turnover to over 1 million dollars in just 5 years.

Now, with more than a decade under his belt, Gary is passionate about delivering a service that is not only cutting-edge in its approach to technology but gentler on the environment too.

Most recently, The Clean Crew was the Hawke's Bay Chamber of Commerce Business Awards winner in the "Excellence in Innovation" category.

His unrelenting passion for ingenuity and development has seen him establish a successful cleaning business unlike any other in New Zealand.

With a reputation for providing superior, eco-friendly cleaning, which has increased demand for expansion into new regions, this opportunity is lucrative for franchisees looking to own and operate their own successful cleaning business.



## WHAT WE DO



The Clean Crew has a well-earned reputation as the leading Professional Cleaning Service in the Hawkes Bay region by utilising enhanced industry-leading technologies, revolutionary within the global cleaning industry.

Structured for success and designed to promote repeat business, The Clean Crew staff work together in teams to ensure a professional and attentive service is delivered to every customer.

As well-trained and highly skilled professionals, Clean Crew teams provide a niche service and are qualified to work with equipment, and offer versatile cleaning methods, that set us apart from others in the industry.

Our professional standard exceeds that of the industry, satisfies our customers, and has secured our expanding share of the professional cleaning market.

Through the use of science, well-aligned partnerships and advanced technologies; The Clean Crew strives to deliver the highest quality cleaning services, while conserving our planet.



# WHAT YOU CAN EXPECT



## Cutting Edge Technology

The Clean Crew utilises the latest developments in AI-driven, machine Learning. This technology has allowed us to develop our own app for owners and operators, capable of streamlining their business admin. This exclusive development is accessible to all franchisees and is the first of its kind in the cleaning industry. Our commitment to science means we use only the best evidence-based auditing, ensuring growth strategies are based on data, and outcomes are effectively measured.

## Growth

With nothing else in the global market with the same offering to franchisees or customers, The Clean Crew's vision is to expand internationally, bringing sustainability and innovation to cleaners everywhere.

## Flexibility

With the industry in such high demand, franchisees are ensured flexibility with their hours and a business model that facilitates a healthy work/life balance. Billing is also flexible and managed entirely through head office, with franchisees able to choose from multiple billing schedules.

## High Earning Potential

Franchisees are buying an operation that is job-ready. With large in-demand territories available, franchisees have an in-built customer base and can get to work right away. The purpose-built app and administrative support from head office mean franchisees can focus on billable hours, while we manage all your customer service and business administration needs.

## Training and Support

Full in-house training and support are afforded to all franchisees, who will become qualified in the skills necessary to operate a successful Clean Crew business. Our commitment to franchisee success means we prioritise the support and development needs of our franchisees above all else and work cooperatively to see them excel in every area of the business.



# A CLEAN CREW FRANCHISEE



The ideal Clean Crew franchisee will not only embody the vision and values of the company but have the same goals of growth and expansion.

The Clean Crew is committed to the development and success of individual franchises and franchisees.

We do this through a business model and long-term growth plan designed to prioritise the development and success of franchisees and the brand over sales of the franchise, ensuring all owners receive the support needed to achieve their goals.

Experience in cleaning is essential, though full in-house training is provided to ensure all owners and operators are confident in their Clean Crew business.

This lucrative and unique opportunity is perfect for cleaners with drive, vision, and shared values, looking to own their own professional cleaning business.



# THE CLEAN CREW DIFFERENCE



Our focus on eco-friendly methodology and equipment means franchisees and customers can rest assured that our cleaning process is of the highest quality and gentle on the environment.

The Clean Crew's dedication to sustainability ensures confidence in the knowledge that operators are contributing to a sustainable future. This commitment also responds to the market's increasing demand for sustainable and innovative approaches to professional cleaning.



# VISION AND VALUES



## Our Vision



The Clean Crew's vision is to revolutionise the cleaning industry with advanced technologies and environmentally sustainable practices.

## Our Values



**Planet** - We only have one



**Trust** - It's our currency



**Quality** - What we do, we do well



**Safety** - Safety, both yours and ours, is vital



**Tech** - We use it to stay ahead in the industry



## THE BUSINESS MODEL



Our lucrative business model is time-tested with a proven success rate, the result of more than a decade of cleaning and business development experience.

The Clean Crew's business model is designed to propel the growth of new franchisees while developing the brand through the delivery of exceptional service.

The Clean Crew model is simple, straightforward, and highly profitable for all parties.

This model supports the development of the brand, as well as each individual business, building confidence in franchisees to ensure long-term success.

## GETTING STARTED



THE  
CLEAN  
CREW\*

Buying a franchise is an important investment and we know the prospect of beginning a new venture can be both daunting and exciting.

With our support, the road to owning your own successful cleaning business has never been smoother. If you are ready to take the next step in your franchise journey, reach out. We can answer any questions and guide you through our simple process.