



**Build Your
Dream Life**

IMAGINE IF YOU COULD

Work For Yourself

Create A Lifestyle
Through Your Work

Create Jobs in Your
Community

Earn What You
Are Worth



THE X-CLEAN STORY

It all started with an idea over fifteen years ago, that cleaning should be easy, without the need for nasty chemicals. Out of this idea, and significant research and development, the first X-Clean product Xtreme Clean was born.

Whilst the label might have changed the exceptional product formulation of Xtreme Clean has continued to exceed expectations.

Based on the success of this product, other products, Doo Away, Sure Thing, and then Power Grit were added to the X-Clean range. The excellence of all of these products makes X-Clean New Zealand's leading supplier of niche cleaning chemicals.



John Whyte is a man who is passionate about exceptional customer experiences, and for making cleaning easier. John purchased the business and spoke with his first prospective customer over six years ago, and has been taking the business from strength to strength ever since.

As the business has grown, John has realised franchising was the only business model that ensured customers received the same passion, commitment and performance as he could offer, which is why he has chosen to work alongside business owners, and not employees.

Customers who call the 0800 number usually get John's happy voice on the phone and he is always ready to answer questions about any X-Clean product or to provide advice on cleaning anything.

John is excited to share his passion, knowledge, support and success with new franchisees.

I have used the Xtreme Clean range of products for the past seven years for both my business as well as around my home. I have found the "Citrus Cleaner" an amazing general all round cleaner while the 'Sure Thing' is very effective in cleaning moss and mould from the concrete, roofs and paths. I have no hesitation in recommending these products as I believe they are the best products I have found.


Rollo Webb

"Farmers who buy this product will be back for more. The Doo-Away is simply amazing and cleans stuff other products cant"


Bruce Rose / Dairy Farmer

"I have used Xtreme Clean for years – It's simply the BEST!"

Your Opportunity



Receive comprehensive start-up and ongoing training so you're a confident X-Clean business owner.



Harness the growing demand for environmentally sustainable, effective cleaning products



Sell our range of exceptional cleaning products into farms, commercial businesses and homes.




Operate An X-Clean Franchise In an Exclusive Territory



Receive continuous sales and marketing support and training, leveraging opportunities through digital and social media



Earn a substantial income and watch your business and profits grow with steady demand for quality, commercial grade cleaning products



Be part of a value-driven team that shares ideas for success and constantly looks at ways to do things better.

The Investment

The X-Clean Initial Fee \$35,000

This Covers;

- Your first 3 months' worth of stock, valued at \$16,600 which will generate \$67,000 in revenue.
- Full support and assistance from Franchise HQ through all phases of establishing and running your new business.
- Access to the software and tools you need to run a successful X-Clean franchise
- A full set of operations manuals which encapsulates everything you need to know about the day-to-day requirements of running your business
- Territory exclusive to you and guaranteed for the life of the franchise agreement
- An advertising and marketing plan to launch your business
- Ongoing training and access to product improvements, industry changes
- HQ negotiates superior rates with suppliers on your behalf by leveraging group buying power
- Continuous marketing programme to build awareness and ensure a steady flow of enquiries

Training Fee

- A one-off training fee of \$3000 provides you with a comprehensive, 10 day training and induction programme. Your first week will focus on the running of your franchise including all administration and operational functions. Week two concentrates on sales training in the field, within your territory, ultimately kick-starting your business!

Ongoing Costs

Ongoing costs have been kept to a minimum, a nominal ongoing fee of 6% of revenue goes toward;

- Franchise HQ manage provide full administration support and invoice your customers on your behalf so you can focus on growing your business
- Unlimited advice and assistance for the successful ongoing operation of your franchise
- Software updates and improvements to ensure the most efficient running of your business
- Technical support and training as we develop our range of products
- National marketing campaigns designed to grow brand awareness and generate leads for our network of franchise
- Cash flow projections will be provided for the first two years and for a typical established territory.



Our Franchise Model

Headquarters

Responsible for training and ongoing professional development of its franchisees, as well as ongoing sales & marketing support, product improvement and development.



Territories



It's our policy to offer new franchisees a territory that can demographically support a X-Clean franchise. Depending on availability we can offer the territory that's closest to where you live or the territory that offers the most potential for success. With 15 years of experience and relevant demographic data, we're in a good position to provide advice that will help you to choose a location. Once agreed, your territory is exclusive and protected for the life of the franchise agreement.

Ingredients For Success

Experience

You have a highly experienced Headquarters team available 24/7 for business and technical advice, committed to ensuring they source the best products and materials at the most competitive prices, to ensure you stay profitable. With over 15 years' experience, you have the support and knowhow available to enable you to confidently grow your business.



Training

Our management training programme, covers all aspects of starting up and running an X-Clean Franchise. An initial 2 weeks of intensive on-the-job training in your territory, will ensure you are fully equipped to successfully operate and manage your new business. Ongoing support is available as your business grows and your operation scales up.



Robust Model

Since the company launched in 2004 we have continuously developed and improved our business model and product offering. With two very successful territories already operating, we are ready to share our success, and the demand for our fantastic product range, with passionate people.



Steps to Owning Your Own X-Clean Franchise

Research



1. Read this PDF and visit the X-Clean website, note down your questions or concerns
2. Talk to John
3. Meet with the Franchisor in Hamilton
4. Keep asking questions until you're ready to decide

Agreement



1. Contact John and say you're ready to own a franchise
2. Headquarters will prepare an outline of a territory based on your discussion
3. Seek accounting and legal advice

Set Up



1. Set a 'go' day for when your business will start trading
2. Sign an agreement
3. Purchase the stationery and office equipment for running your business
4. Work with Headquarters on an initial marketing campaign to launch your business
5. Start your administration and operational training with us

Start



1. Receive your first consignment of product
2. Start sales training, in the field within your territory
3. Congratulate yourself – you have your own X-Clean business!

