

MY WINDOW CLEANER



Franchise Prospectus

Together, we're going to revolutionise the window cleaning industry



We've all experienced the difficulty of trying to find a good, reliable window cleaner, with a consistent standard of work. In most local areas they are a rare sight and yet we all need our windows cleaned. If you do manage to find a window cleaner, the service is often poor, unreliable and leaves a lot to be desired in terms of the customer experience. You never know when they are going to turn up and often they turn up once or twice, never to be seen again. Without any reliable contact details, many customers don't even know the name of their window cleaner or how to pay them! My Window Cleaner aims to change all this and bring window cleaning firmly into the 21st Century.

The concept

We combine superb service with world-class technology to deliver something truly different to the domestic and commercial window cleaning market. Think of us as the John Lewis of the industry, rather than a pound shop. We want to give our customers peace of mind by providing a reliable and consistent service whereby the customer and window cleaner get to know one another via a managed relationship. The customers are managed by the franchisee and their team, with our office staff assisting with bookings, queries and general communications, when required, which ensures the smooth running of the whole process.

Put simply, we're revolutionising the window cleaning market and now we're looking for franchise partners who share that vision and want to run their own business and reap their own rewards for their hard work.

A unique low-touch business model with unlimited growth potential

As a My Window Cleaner franchisee, you'll become part of an exciting, established and proven business model. You'll enjoy benefits including:

- Being backed to the hilt by our 25 years of experience and success as industry leaders offering an award-winning franchise
- Market-leading bespoke software, with online customer booking and communication system
- Smartphone App for you and your team
- Freedom to run your business from anywhere
- Intensive training, online training website and Operations Manual to guide you
- Fantastic ongoing support programme
- Limited quality competition and a massive market
- Proven marketing systems that will win you new customers
- Our expert support in your marketing campaigns
- The My Window Cleaner IT system (Gloria), which provides full and accurate reports for your accounting purposes, each and every day
- Being part of the only window cleaning franchise that has been approved independently by the British Franchise Association

Britains Best Emerging Franchise

We were proud to be judged by the bfa and HSBC as Britain's best emerging franchise, thanks to our business model, technology and franchise partners.

"There are more franchise systems than ever before, showing that businesses are choosing franchising as an ideal model for them. The fact My Window Cleaner managed to win this accolade, when so many new companies are entering into franchising, is a testament to the company's values and culture."

Pip Wilkins, CEO, British Franchise Association



"My Window Cleaner impressed the judges with its state-of-the-art IT system and innovation. It's been a difficult year for all businesses, so we are pleased to see members of the franchise community thriving, having adapted to operate successfully despite the difficulties thrown their way."

Andy Brattesani, UK Head of Franchising at HSBC

The bfa describes the awards as "the flagship event in the franchising calendar, with nominees and winners proving the business works ethically and in the best interests of franchisees and staff".

The Business

How the MWC system works

My Window Cleaner (MWC) makes running your business simple and efficient. Our technology manages the customer relationship, allowing you to concentrate on providing excellent service and growing your business.

Add in our proven marketing system that wins you new customers, and up-sells services to existing ones, and you have a ready-made business that's set to clean up in your local area.

Franchisees will initially be professional window cleaners themselves, but you can quickly grow your business into a management-style operation with employees, which you run from home. You can select and deploy your window cleaners to suit local demand, and this flexibility gives a great sense of independence with the security of a tried and tested business model.

Importantly, the business model and your income is secure and predictable, by signing up customers to regular cleans. By providing a great service, you will have customers and repeat revenues for life.



Services

As more and more customers asked if we could do other cleaning jobs too, we expanded our range of specialist services to meet demand, and these now include

- Internal cleaning – windows, secondary double glazing, glass doors, shower doors, and mirrors
- Window frame, fascias and soffit cleaning, using the highly effective Reach & Wash system
- Conservatory cleaning – including cleaning of the roof, inside and out
- Gutter cleaning. We carry out both a maintenance check and cleaning service where necessary
- Patio, decking and driveway cleaning with jet wash
- Garden furniture cleaning using jet wash to restore and revive

Meet Gloria

Gloria is designed and owned by My Window Cleaner, and is only available to our franchise partners for their exclusive use. We've been developing and perfecting Gloria for more than 25 years, basing every improvement on our day-to-day operational experience, to reduce your administrative burden and make your business highly scalable.

Gloria uses artificial intelligence to send out thousands of unique messages to customers every day. The individual messages are personalised to each customer, improving your communications and giving customers a much better experience. It ensures that your business runs smoothly and maximises revenues.

You'll love Gloria because:



- Gloria is cloud-based, giving you the flexibility work from anywhere
- her in-built automation allows for seamless administration
- she produces management reports, reporting against your own business plan
- she issues all your customer invoices for you. All you need to do is add in your day-to-day expenses for your full accounting records to be produced
- her bespoke communications with customers makes life easier for you and for them - eg, she can contact them in advance and ask them to leave the side gate open for you
- she is a great marketing tool, allowing you to choose up-selling campaigns and send out pre-designed branded emails to customers within a few clicks
- her round-planning tools help you improve your client base and make more profit per customer
- her embedded training videos help you learn quickly and easily
- she has a marketing library of pre-approved branded images for you to use
- she communicates in real time with our MWC app on your smartphone, allowing for smooth operational management from anywhere
- she'll let you grant different levels of access to each individual as your team grows
- she'll even chase any late payers for you, automatically!

About My Window Cleaner

Our brand values and vision

We want to change perceptions of the window cleaning industry to bring it in line with other customer-service-driven sectors. Our core values, which underpin our whole business, include:

- **Tradition** – good, old-fashioned service so that all our customers get to know their window cleaner as a trusted member of the local community
- **Trust** – this is hugely important to establishing quality relationships
- **Community** – we feel sad that in so many areas a sense of community has been lost. We hope that our window cleaners will become part of the local community, just as they were years ago
- **Reliability** – we use modern technology to maximise the efficiency of our administration systems to benefit our customers with a hassle-free service
- **Service** – at all points in the process, we put the customer at the heart of our operations to ensure that we meet and exceed customer expectations

Our history

Our founder, Karen Prewer, began the business by providing domestic cleaning services. In 1996, window cleaning was added to the service and due to the overwhelming demand, Karen decided to concentrate purely on domestic and commercial window cleaning.

Today, My Window Cleaner provides service to thousands of customers across North London and the South Hertfordshire area, both in the residential and commercial sectors. A franchise model, to replicate the success the business has enjoyed over the long-term, was an obvious next step for Karen, who believes passionately that there is huge demand for a modern, professional window cleaning service across the UK.

In 2017, highly experienced franchise professional Ian Bradley was added to the team as we began our move towards a national network of local, professional window cleaning businesses.

In 2018 the company was accredited and granted membership of The British Franchise Association. We also launched our first and second franchise pilots, to ensure that our systems and processes, as a supportive franchisor were working.

After a year of ensuring that our pilots were achieving the business model and the predicted growth, we awarded a third territory in Newport. This business successfully launched during the first lockdown period of 2020.

Later in 2020 we launched a further six new businesses across the UK and in November 2020 we won the Emerging Franchisor award, presented by the British Franchise Association and HSBC bank.

We have seven new businesses to launch in the first quarter of 2021 and are looking forward to helping new franchise partners who want to start their own businesses for the remainder of the year.



About Your Business

Opportunities for Growth

As you get to know your customers, you'll have great opportunities to maximise your income, identifying and meeting their cleaning needs. Many of our customers are time-poor and it is much more convenient for them to delegate time-consuming tasks to a trusted window cleaner who knows the house and its exterior areas well. Our franchise partners choose their window cleaners for their likeability and trustworthiness, so customers can be assured of genuine advice when it comes to their home, and no hard sell is required.

Gloria offers flexibility, whereby each franchisee is in control of how and when to increase sales and adjust marketing campaigns according to changes in local demand and any seasonal variations.

Your Window Cleaning Team

Once you have learnt the ropes and established a round yourself, you can consider taking your first steps in building a team around you.

Training and motivating window cleaners to maximise the revenue is an integral role for the franchise owner, so the recruitment of window cleaners with a proactive attitude will be important for the growth of the business. We teach you how to identify the right staff for you to take on and trust.

All window cleaners undergo quality training to become familiar with our way of working so that our customers benefit from a consistently high standard of work.

While carrying out cleaning jobs, the window cleaners wear smart, branded clothing, which enhances the professionalism of our brand and makes your business clearly visible to potential customers. All our cleaners are proficient in the use of the latest methods and equipment.



Your Territory

Your territory is exclusive, meaning no other franchisees can operate in it. We have used a specialist mapping company to create each viable territory based on a average of 15,000 target households, which meet the demographic of our existing client base. There are also numerous commercial opportunities in each territory. Your trading area can deliver you a highly profitable and sustainable business, with room for additional growth.

Training And Support

Guidance, service and technology are the cornerstones of our franchise model. That's why you need no prior experience in business to succeed. You'll have comprehensive training before you launch on the cleaning, marketing and administration sides of your business.

You'll also have an experienced expert to help with every aspect of running your franchise whenever you need them. We mentor you every step of the way and will speak and meet on a very regular basis.

We understand that people are different and learn differently. That's why we've developed training options to suit everyone's needs and give you the freedom to train on the go if preferred. Whether out walking, over a cuppa at your local coffee shop, watching a video, or lying on a sun lounger with your Kindle, you will have the tools you need at the touch of a screen.

Initial support

We will help you start your business in so many ways, including:



- introduction you to banks for funding
- asking our preferred suppliers to give you pre-negotiated discounts
- providing key accountancy advice
- introduction to an industry-experienced insurance broker
- showing you modern marketing methods and how to adopt them
- giving you comprehensive training and field support
- offering you business development support and guidance

Getting you off to a good start

Our pre-launch marketing programme will help you find your first customers. This will include a personalised website (with SEO), a mass leafleting campaign, along with a number of other local marketing initiatives and online activities. We have always achieved a profit on these activities for our franchise partners and will also be with you for your business launch, providing service to real customers.

Ongoing marketing and promotional programmes

We will teach you how to market your business in your territory and provide a proven structure and marketing materials for your use. You will also have your own webpage, promoting your local business, on the national MWC website. As we develop, we will organise national marketing by means of our National Marketing Fund.

Investment And Returns

You'll need around £8,000 of your own cash to start your business; the rest can be borrowed over a period of time if required. A total investment of around £15,500 is required to get up and running. This is the total cost, including vehicle deposit. Please see the full breakdown below.

My Window Cleaner has excellent relationships with the franchise departments of the major banks and other franchise finance specialists. We can introduce you to the right people if you require finance. We have also pre-negotiated various discount packages with key suppliers, to enable you to benefit financially from day one.

Start-up Costs*

Item	Total
Franchise licence fee	£6,000
Training fee	£3,000
Establishment costs	Total
Window cleaning equipment	£3,230
Gutter & jet wash equipment	£736
Vehicle Deposit	£1,690
Sign writing of van	£300
Other initial costs	Total
Legal fees	£330
Accounting fees	£100
Federation of Window Cleaners membership	£110
Miscellaneous	£150
Total investment	£15,646

All figures are plus VAT where applicable
This is a low-start-up-cost business with a considerable financial upside.
Franchise territories with existing established clients are also available.

*Correct at time of writing.

Rewards

The income you can earn from your MWC business is limited only by your ambition and hard work. We will help you to produce a full and detailed business plan for your exclusive territory.

As a guide, you can expect estimated profits of £29,000 in Year 1, rising to £67,000 in Year 2 and £99,000 in Year 3. You'll also be building an asset as you grow, as you can sell your business when you're ready and benefit further from your expansion.

The Market

The most significant factor in assessing the potential for your MWC business is the sheer size of the market: there are 27 million homes in the UK, almost all of which have windows and exterior areas that need cleaning and maintaining.

- The UK's domestic cleaning market, which includes window cleaning, is thought to be worth an estimated £4.7bn annually
- That's 27 million households
- It represents revenue of £450 million, every four to eight weeks
- Can you name another window cleaning brand? Exactly! Which means it's a great opportunity for us, the brand and our franchisees

The window cleaning market is very fragmented with many one-man-band operators, who are not always reliable. This presents a great opportunity for a well-organised new entrant to the market that can drive market share and build the MWC brand to achieve national success.

We know that MWC is the largest residential window cleaning service in the North London and South Hertfordshire areas, but with no local marketing, it operates with just a 2% market share. This figure illustrates the huge potential to expand and replicate the business using the franchise method of national reach.



Will you be next to join the network?



"It's not just Joe Bloggs turning up in his old banger, with a bucket and squeegee! It's a professional outfit, it gives me and my son a local business with the backing that it's part of something bigger."

John Butterworth, My Window Cleaner Bedford North

Why Franchising?

Any successful business system offers benefits to all parties. While the franchisor gains individuals with the enthusiasm and drive to build their businesses, franchisees benefit from:

- operating an already-proven business system backed by more than 25 years of knowledge
- having customers with confidence in a local business backed by a national organisation
- knowing that a franchised business has more credibility than a stand-alone operation, and a greater chance of success. About 90% of franchisees report profitability annually according to British Franchise Association research, while in contrast up to a third of new businesses close within a year.

We recommend that anyone considering investing in a My Window Cleaner franchise undertakes the British Franchise Association's Prospective Franchisee Certificate, a free, video-based online course which tells you all about the business model – see thebfa.org.

Why choose a My Window Cleaner Franchise?

The reasons are comprehensive and compelling:

- We have a tried and tested business system
- Our franchise system, support and legal documents have been approved by the British Franchise Association
- We are the only BFA approved franchised window cleaning company in the UK
- Our services are much in-demand, as already identified across our core business and our franchise partners' businesses
- Our proven marketing will help you win new customers, via both offline and online channels including your own web page
- You will receive full training in operating your MWC business
- We are not looking to sell franchises but carefully select and award territories to franchisees we truly believe in. After all, your success is our success and your contribution will impact our brand and vision to change the window cleaning industry in the UK
- We are building to the future and our technology and processes will change to keep ahead of any competition
- Full and ongoing support is given to you for the duration of the Franchise Agreement, from experienced professionals and outsourced professional bodies
- The potential marketplace is enormous!

So what do we need from you? You need to be fit and healthy, that's a given! You must also be willing to operate your business under our systems, and to adopt any new methods as they are introduced. As part of a growing network, you must be a team player, be prepared to share experiences, and have a genuine desire to provide the very best service to your customers.

If you have the right attitude, substantial returns from a profitable business are within reach!



Is window cleaning a seasonal business?

No, it's an all-year-round business. Only a tiny percentage of customers reduce the frequency of clean or do not wish to have their windows cleaned through the winter months. Winter can be a time where we pick up more business, simply because a lot of other window cleaners give up when the weather becomes harsher.

On average, our window cleaners lose only around 3 to 5 days of cleaning a year, but can make this up over a period of weeks.

An example is that December is always a bumper month as many customers want extra work done to prepare their homes in advance of their friends and families arriving for Christmas.

Is My Window Cleaner a member of the British Franchise Association?

My Window Cleaner Franchising Limited is delighted to be members of The British Franchise Association (BFA) (<http://www.thebfa.org>). Membership is not acquired, but granted by the BFA to franchisors that meet their professional standards, business systems and ethics criteria.

In terms of our application for membership, My Window Cleaner has provided the BFA with various documents, including our standard Franchise Agreement, our company accounts, our business models etc each of which has been scrutinised and approved.

Having been offered membership, there is then a significant financial contribution that My Window Cleaner has to make, each and every year. This we hope, will demonstrate to potential franchisees, how serious we are in:

- a) ensuring that we run and operate our business in a professional and ethical manner
- b) being fully committed to our franchise partners

In November 2020, we won the BFA's national award for Emerging Franchisor, beating brands such as Vodafone.

Why is MWC different to an individual window cleaning business?

A sole trader businessperson can only cope with a certain amount of customers and has no resilience if unable to work, for example due to holiday, illness and vehicle problems. In addition, a one-person business can't successfully be a window cleaner, manage a team of staff and be an office administrator at the same time.

But can't anyone clean windows?

No. Far from it! Often a Reach & Wash system is purchased by an individual and operated without any previous experience or training.



Why would a customer choose MWC, over an alternative service?

- They have already tried multiple cheap window cleaners and know what happens.
- All staff are DBS-checked.
- We offer a 100% no-quibble guarantee.
- We let our customers know when we are coming.
- Everyone has correct insurance cover.
- We offer many easy online payment options and provide receipts and communications via email and texts.

How long does it take to train a new window cleaner?

A window cleaner coming to us with no ladder or window cleaning experience can take 2-4 weeks to train to work to our standards and appreciate how the company works. Speed will come later. They will usually be up to speed within three to six months.

A window cleaner with experience of working with ladders can take 2-3 weeks to train to work to our standards in our way. Speed will come later. They will usually be up to speed within one and three months.

A window cleaner with lots of previous experience of working as a window cleaner can take a week to train to work in our way. That's followed by a settling-in period of about a month.

Will I use traditional methods or the Reach & Wash system?

Almost all window cleaning and gutter clearance work is carried out safely from the ground, without the need for ladders. Your van will be fully fitted with the latest Reach & Wash system (pictured below right) to help you maximise efficiency. We constantly monitor both methods and feel each has its place. Within the MWC operation, most window cleaners use the Reach & Wash system as a standard offering, with a traditional method when required.

The Reach & Wash system has some limitations and cannot be used on certain metals as it reacts badly, leaving staining. It can also be problematic on painted window frames as can leave a milky residue across the glass. As with everything, the operator of the system greatly impacts the results. The reality is in most cases it is the operator who is rushing the job as opposed to the system being the problem. The system is better for safety but most window cleaners who have switched do so because they can earn more, as it's much quicker than traditional methods. We believe it's a great system for high windows, conservatory roofs and commercial work.





If you are excited about the opportunity to join the revolution that's going to change the face of the window cleaning industry in the UK, then we'd love to discuss things further with you.

The next stage is an exploratory telephone chat with no obligation on either side. You will learn about the MWC Franchise opportunity in more detail, and it will also be a chance to get answers to the questions you will have. Ultimately this will be an occasion for us both to explore if the chemistry is there to work together as a team.



To arrange an informal call, please either email ianbradley-franchise@mywindowcleaner.co.uk or call 0800 999 8811

