

NorthClean

Local Values. Trusted Partners.

# FRANCHISE PROSPECTUS

PROFESSIONAL CLEANING, DONE PERSONALLY

# A SMARTER WAY TO WORK.
# A BETTER WAY TO LIVE.




## The NorthClean Difference

NorthClean is a family-owned commercial cleaning franchise built on honesty, reliability, and a refreshingly personal approach. With our origins in Whangārei, we've built a business that puts people first, offering flexible work, steady income, and genuine support.

For over 15 years, we've delivered high-quality cleaning services to local businesses, schools, and offices across Northland. We've seen firsthand how this industry can offer both freedom and fulfilment, and now, we're ready to help others do the same.

**Our hands-on approach has driven strong organic growth, long-term client relationships, and consistent referrals. With demand now exceeding capacity, introducing Franchise Partners will allow NorthClean to expand sustainably without compromising quality, while allowing local owner-operators to build profitable, community-focused businesses.**

Whether you're seeking lifestyle flexibility or aiming to build and lead a growing team, NorthClean offers a proven business model with low overheads, strong demand, and ongoing guidance at every stage of your journey.

**What sets us apart isn't just what we clean, it's how we operate.**

# MEET THE FOUNDERS

## Built From the Ground Up

In 2004, Ben and Jo bought their first business and stepped away from the corporate grind, leaving careers in an oil refinery and a dental clinic for something simpler, more fulfilling, and surprisingly profitable. Working just a few hours a day, they earned well while still enjoying school drop-offs, beach days, and mid-week fishing trips. It was a level of flexibility they hadn't realised was possible.

With a family legacy in the industry dating back to the 1980s, Ben and Jo bring strong operational experience, a hands-on approach, and a genuine commitment to doing things properly. They understand what it takes to succeed because they've done it themselves, and are now ready to share that success with others.

Over time, they merged with family operations, acquired other cleaning businesses, and expanded across Northland. This growth helped shape a model built on strong relationships, consistent quality, and a genuine commitment to both clients and the people delivering the service.



Northclean is led by Ben and Jo, a husband-and-wife team.



**"NorthClean is built on fairness, shared success, and genuine support. We didn't franchise to grow fast. We're franchised to grow right."**

# A DAY IN THE LIFE

Our Franchise Partners provide reliable, professional commercial cleaning services for workplaces of all shapes and sizes, from factories and schools to construction sites and high-traffic offices.

No two days look the same, but most NorthClean Franchise Partners balance hands-on work with light business admin, all while enjoying real flexibility to suit their lifestyle.





## As a Franchise Partner, your days will be spent:

- NorthClean Support Office is available when guidance is required
- Communicating with clients and managing staff (if needed)
- Following up on requests or quality checks
- Scheduling and checking jobs via our app
- Completing or supervising cleans
- Travelling between local client sites

# TRAINING & SUPPORT

## Hands-On Guidance from Day One

We know starting a business can feel overwhelming, but with Northclean, you're never on your own. From day one, you'll receive practical, hands-on support to build confidence and get you earning fast.



### Your First Two Weeks Training

**Week 1: Support Office**

- Training at NorthClean Support Office: systems, quoting, pricing, and business foundations
- Setup of tech tools (e.g. ServiceM8) and daily operations walkthrough

**Week 2: On the Job**

- Join our team on real client sites
- Learn cleaning techniques and client communication
- Daily check-ins and support while you settle in

### Ongoing Support

- Direct access to Ben and Jo for honest advice
- Lead referrals and overflow work
- Optional admin and billing support
- Marketing tools and local area promotion
- Guidance on pricing, suppliers, and equipment
- On-the-ground operational backup

We're here to help you build a business that works for your lifestyle.

# WHY CHOOSE NORTHCLEAN

## Franchise Benefits with Real Lifestyle Freedom

Owning a Northclean franchise means more than cleaning, it’s a chance to build a business around your lifestyle and goals.

### Multiple Income Streams

Decades of industry experience, refined into a structured model that works.

### Low Costs

**No shopfront, minimal setup, low overheads, and excellent ROI**

### Strong Demand

Recurring commercial contracts, plus overflow and one-off jobs.

### Room to Grow

**Start small or scale up; the model fits your ambitions.**

### Proven Model

**We’re turning away jobs; your opportunity starts day one.**

### Work/Life Balance

Most jobs are outside standard hours; your days stay yours

### Real Support

**Direct access to the Support Office.**

### Flexible Admin.

Get us to handle billing or keep it in-house. You choose.

# FREQUENTLY ASKED QUESTIONS

## Term

The standard term is an initial period of 5 years and two further terms of 5 years (15 years total).

## How long will it take before I operate?

We estimate that from the time you sign the agreement to when you are ready for your first customers will be approximately 1 week.

## Who looks after advertising?

Franchise Partners can market to their customers at an organic and local level. National advertising and marketing campaigns are organised through our Support Office for efficiencies and cost advantages.

## How do territories work?

Your territory is non-exclusive. Our Support Office will assist you in establishing your business within your territory and provide advice on the best way to market to your customers and maximise revenue.

Support Office will not grant another Franchise Partner within the territory until you are operating at an agreed capacity and are no longer able to meet the market demand within a reasonable time period.

## What financial information will I receive?

A closer look at financial simulations are provided later in the application process.

# INVESTMENT

## Franchise Fee

Greenfields
$10,000
or 35% of Contract Revenue

## Training Fee

$3,000

## Initial Equipment

$3000 - $5,000

Will vary depending on requirements

## Royalty Fee

10% per month

## Administration & Management Fee

3% per month

## Vehicle Setup + Uniforms

$3000 - $5,000
Will vary depending on requirements

While every effort has been made to ensure the accuracy of the information provided in this document, the Franchisor disclaims liability for inaccuracies. The projected establishment costs provided in this document are based on reasonable assumptions derived from our experience in operating this type of business. All costs shown exclude GST.




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# NEXT STEP

**Are you ready to explore whether a NorthClean franchise is right for you?**

Book a discovery call with our team to discuss territories, investment details, and what success looks like in your market. This no-obligation conversation is your first step toward owning a business.

BOOK A DISCOVERY CALL

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