



**WHAT A
'WOW'
FRANCHISE!**





WHO IS MR WOW?

Mr WOW came to life by husband and wife team Barry and Julie Blanch in 1984.

Mr WOW has become well known as leaders in the cleaning industry in the areas they service for their exceptional attention to detail, can do attitude, extensive range of services and guaranteed customer satisfaction.

The aim of Mr WOW is to carry out thorough, complete, quality work and to never tolerate half measures or a "that will do" attitude.

With a drive to excel at anything they put their minds to, Barry and Julie have developed a proven business format with efficient and successful methods.

Unlike other cleaning service providers, Mr WOW provides a full range of services, offering a complete home clean, inside and outside of the home, including concrete cleaning and steam cleaning which traditionally people had to call various service providers to get their cleaning needs complete.

With a wide offering of services, this generates even more repeat customers who prefer to call one service provider rather than several.

Mr WOW looks set to ride the franchising wave of success and set the standard for 'complete home clean' excellence.





WHY MR WOW?

Let's face it, most of us don't like spending our spare time cleaning and would rather spend our free time doing the things we enjoy and not continue working once we get home again.

For a lot of us, because of our busy lifestyles we have adopted the "that will do" attitude when it comes to cleaning and clean only when we really have to. Regular cleaning improves the health of a building whether it is your home or office, it maintains and extends the surface life and adds more 'aesthetic' value to the property.

Our homes are our biggest asset and it is important to look after them well.

"Each operation and contract is given equal respect, consideration and honesty with a pleasant courteous attitude during the length of service, maintaining always to provide a quality service no matter what the job entails."

Many people just don't have the inclination, time, knowledge or even the desire to tackle seemingly difficult cleaning tasks.

One call to Mr WOW Cleaning Service can take care of everyone's cleaning requirements inside and outside the home, office or other commercial building.





WHO USES MR WOW?

Mr WOW receives most of their business from people who are moving residence and property owners. In the areas which Mr WOW operate, real estate principals and property managers have selected Mr WOW as their preferred service provider who in turn recommend Mr WOW to tenants investors and property owners. Rental and bond cleans are in high demand which require the residence pass certain written living standards.

Mr WOW is also used by people fitting into, but not restricted to the following categories:

- *Time-poor working parents, couples and singles.*
- *Aged, disabled and those convalescing, frail or unwell.*
- *Prior to special events (weddings, anniversaries, 21st and special birthdays)*
- *Prior to painting.*
- *After renovations or street work.*
- *A gift for a surprise or treat.*
- *Prior to and/or after moving.*

Much of Mr WOW's business is generated through repeat customers many of whom initially use Mr WOW for a once off job return again as satisfied regular clients.

Word of mouth is another powerful advertising means in which many clients have recommended us and passed on our name to their friends, family and colleagues.





'WOW' SERVICES

Mr WOW provides a complete range of cleaning services that really bring out the 'Wow!' factor to any home or building.

Whilst individual franchisees may opt to provide just the basic list of services that Mr WOW provides, franchisees also have the opportunity to expand their Mr WOW franchise offering with specialised and more advanced cleaning services.

Includes the cleaning of every surface inside and outside of the home, residence or building, without the need of trestles using a successful, proven and efficient method including:

"Everyone says 'WOW!' after we have cleaned and they see the results. We ensure our cleaning work creates the WOW factor every time!"

Complete Home Cleaning

- **External wash**
- **Full Interior Clean**
- **Carpet Steam Cleaning**
- **Window Cleaning**
- **Concrete pressure cleaning**





Internal House Cleaning

- *Walls, ceilings, including mould and mildew removal.*
- *Windows, screens (inc security) & tracks.*
- *Lights and fittings, fans, air conditioner filters.*
- *Venetian blinds, vertical drapes.*
- *Ledges and benches.*
- *Cupboards, drawers*
- *Stoves, Ovens, grillers and range hoods, exhaust fans.*
- *Shower recesses, tubs, sinks, vanities, mirrors.*
- *Toilets*
- *Vinyl, tiles and polished flooring.*

External House Cleaning

- *Brick, rendered, timber, cladded etc.*
- *Patios, exposed beams, sunshades, awnings, railings, walls, eaves, gutters, fascia surfelt.*
- *Windows and screens.*
- *Rubbish removal.*
- *Concrete pressure cleaning.*
- *Removal of dust, grime and mould.*

Additional Cleaning Services

In addition to the core services offered by a Mr WOW franchise, franchisees may choose to expand their service offering with additional cleaning services – these can include but may not be limited to:

- *Steam Cleaning – Carpets, lounge suites/ chairs.*
- *Pressure Washing – removes oil, stains, grime, dirt and mould from concrete pathways, driveways, fences, brickwork and patios.*
- *Roof Cleaning*





'WOW' FRANCHISE

Everyone knows that Franchising is an internationally proven method of business expansion and combines the motivation of people who own their own business with credibility, experience and image of a recognised name organisation. In an ongoing relationship, the Mr WOW management team provides assistance and advice throughout the term of the Franchise.

Mr WOW Franchisees own their own businesses but trade under the Mr WOW. Franchising will set you free to generate your own income while the business side is disciplined by the tried and proven formula that has made Mr WOW so successful.

As a Mr WOW Franchise operator, you will be responsible for operating your franchise in an exclusive territory. The business is mobile which in effect means that it also goes hand in hand with low overheads. Best of all, you do not have to wait for clients to come to you – you go to them.

All Mr WOW vans are modern, expertly fitted and professionally sign written featuring the Company's corporate logo and colours, making them easily identifiable to the public. Similarly this is reflected in the Mr WOW uniform giving operators a professional and recognisable appearance.

The exclusive Territory is limited by postcodes and boundaries. Expertise is not essential, as extensive and ongoing support and training is provided.

Although a background in sales and the ability to create relationships with customers presents a clear advantage, more important is a keen interest and focus in customer service, the desire to succeed, a confident manner, good communication skills and the willingness to work with enthusiasm in what is essentially, a people and lifestyle orientated business.

Mr WOW franchises are designed to be a mobile domestic and commercial cleaning operation, with only a minimal amount of administration that can be easily managed by a small office/home environment. The business itself is very simple and provides an extensive and ever expanding range of internal and external cleaning services. Franchisees base their business on building and maintaining their own client base within a designated territory. Managing your daily work and also being pro-active in marketing within your territory will enable your business to generate substantial ongoing income.





CORPORATE VAN & UNIFORMS

The Mr WOW franchise vehicle is essentially the core of the franchise business and is set up through the use of a fully sign written and fitted out vehicle (vans are ideal but not essential). The vehicle becomes your mobile office.

All Mr WOW vans must be updated and maintained therefore, all franchises have a 5 year changeover maintenance plan in place for each vehicle. The Franchisee holds the vehicle for the term of the franchise and then returns the vehicle to the Franchisor. This way the Franchisor always retains ownership of the vehicle, performance and reliability is kept to optimum level and the capital outlay as well as the initial investment is minimised for the Franchisee.

Of course, should the Franchisee elect to enter a further franchise term, the vehicle may be exchanged for a new vehicle on a new lease arrangement.

It is important to note that it is mandatory that the Franchisee perform all that is reasonably required to ensure that the vehicle is well looked after.

The van itself will be fitted out accordingly with the required shelving, ladder racks and GPS and are professionally sign written featuring the identifiable corporate logo and colours.

The Mr WOW uniform set is also modern, professional and readily identifiable – comfort, durability and style has not been compromised either. Franchisees are supplied with an initial uniform set and can purchase further sets direct from the Franchisor as required.





'WOW' FRANCHISE FACTOR

Reputation Speaks For Itself

Since 1984, Mr WOW Cleaning Service has established a solid reputation throughout the Ipswich (QLD) area and beyond. Mr WOW is the preferred professional cleaners for real estate principals and property managers in the area who also recommend them to tenants, investors and property owners.

Initial & Ongoing Training

It is essential that all Franchisees take part in Mr WOW initial comprehensive training program. There will be a total of up to four weeks of practical and theoretical training, both in house and on the field.

The first two weeks will cover in house training and be focused on the accounting system set up and management, business administration, purchasing and invoicing, how to handle money, product training and sales and business techniques and development.

By the second week, Franchisees will begin on field training which will assist them with the hands on side of the business. This will include the van set up as well as detailed training on presentation, GPS usage, co-ordination and planning, sales calls and database creation.

Ongoing training for the term of the franchise is provided – both from the Franchisor and from various product suppliers as applicable. Fortnightly meetings will be held for general discussions on ideas and improvements and constant reviews of techniques and systems being used by individual Franchisees, as well as any required updates and further training.

Mr WOW has a head office set up which is accessible for Franchisees to seek advice from. The management team will share their previous experiences with Franchisees as part of the support process, and ensure that they deliver the best Mr WOW service possible.





1300 2 MR WOW

Every customer deserves prompt and professional service and the Mr WOW Central Number naturally begins with the initial point of contact - the telephone.

The national approach to advertising is further supported by the Mr WOW 1300 number linking all States and Territories directly to Franchisees. New contact details are relayed to Franchisees within their area promptly and efficiently via a SMS on their mobile phone, assuring a consistent and professional team orientated service.

We believe that when a customer calls for a service they should be able to speak to someone with personality, someone who understands their needs and someone who can solve their problems quickly and efficiently - all for the cost of a local call. Customers should not be expected to leave a message on an answering machine, nor should they have to call a mobile phone at added expense. For these reasons, we have developed a system that helps customers reach the Franchisee nearest to them thereby allowing our team to respond quickly and efficiently. The 1 300 number is displayed on vehicles and all stationery.

The central number is used for advertising including Yellow Pages and local print media. This way, customers are not expected to remember several different numbers. We have found that the central number system is the most effective method of communication available today, keeping costs to a minimum and professionalism to a maximum.

Effective Advertising & Sales Promotion

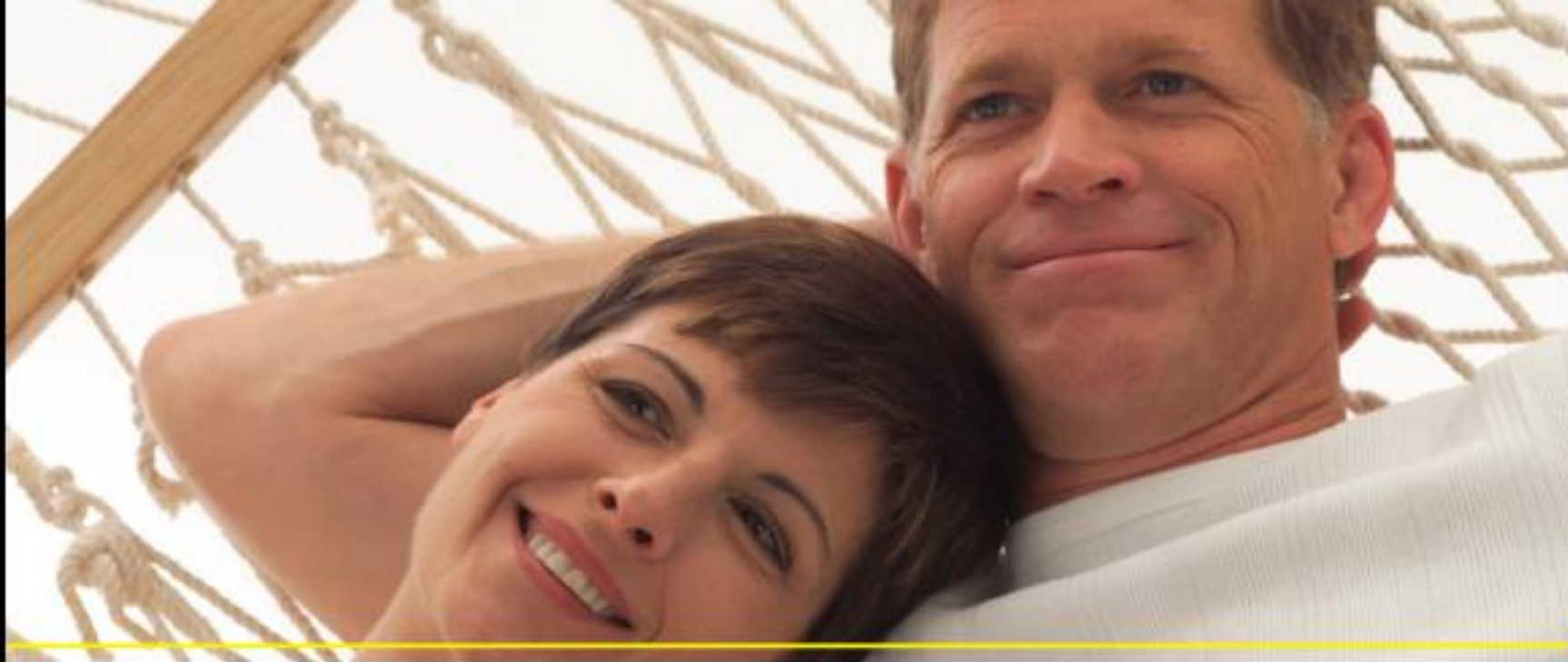
Mr WOW has found word of mouth to be the strongest advertising method with satisfied clients referring Mr WOW to their friends, family and colleagues.

In areas that Mr WOW service they have become the preferred service provider by Real Estate Principals and Property Managers Real Estate Agents refer new tenants and clients to Mr WOW for before and after moving, and rental/ bond cleans.

Mr WOW franchises gain strong brand recognition within their community with their professionally sign written van acting as a travelling form of advertising and consistent branding throughout stationery and uniforms.

A corporate website and local advertising in newspapers and the yellow pages has also proven successful for Mr WOW as it reaches the target market in your area most effectively.





Strong Cash flow

Most clients pay cash, cheque or EFT whilst you build a saleable asset.

Flexibility

A Mr WOW franchise gives you the flexibility to start out small and to grow in size as your client base grows and thus the demand for Mr WOW services in your area. A five day working week is recommended for Mr WOW franchises as this allows for Franchisees to maintain a good work-life balance however this can be modified to suit the lifestyle requirements of the Franchisee.

Fantastic Return on Investment

Based on the Franchisor's experience, your investment into a Mr WOW franchise will more than double in a year providing you as the Franchisee carefully adhere to our proven systems and training.

Group Buying Power

Tried and proven formulations of pre-mixed chemicals, cleaning tools and products are available from the Franchisor at cost effective prices. Replenishment of uniforms, stationery and other items are also available. It is important to note that the Franchisee shall not use any non approved products or services without the prior written consent of the Franchisor, which of course, will not be unreasonably withheld. The products we use are as important as the service we provide – it is crucial that all Franchisees endeavour to the best of the ability to maintain the integrity and quality of work that has made Mr WOW the success it is today.

Consistent Backup & Support

Backup and support are an integral part of any franchise system, it is important for a Franchisee to know that if he or she encounters a problem, however small or large, there will always be someone available to offer advice and assistance.

One of the unique benefits of the Mr WOW network is that all of our key personnel have had extensive training in the home services sector. From our Managing Director to our Operations Manager, all have reaped the benefits of hands-on experience. For that reason, our Franchisees will find it comforting to know that they will receive practical answers to their queries. Indeed, backup and support is provided **and is just a phone call away**



GETTING STARTED

Buying a Franchise is a serious undertaking as the initiation of any new business is. While this franchise profile does include some information about your contract (Franchise Agreement), do not rely on this alone to understand the full commitment on your behalf.

Want More Information?

In the first instance, contact **Mr WOW Cleaning Head Office** to request your franchise Application for Consideration form if you have not already received it. You will need to complete this and return it to Franchise Central.

Application for Consideration

Upon evaluation of your Application for Consideration form, **Mr WOW** will contact you and arrange to provide you with a full Disclosure Document and a Franchise Agreement – study this information carefully.

Take your time and read through the Franchise Agreement – you should also have this agreement explained to you in detail by your solicitor and we encourage you to seek accountancy and financial advice.

Once you have approved the Franchise Agreement and are in a position to proceed, you will be required to pay a deposit on the business to secure your training schedule as well as source and select the territory for your franchise.

If you require financial assistance, **Mr WOW** has a good relationship with major banks and financial institutions and is happy to offer a referral.

It is important before any commitment is made; that the potential Franchisee understands that there are no guarantees given concerning their investment. Franchisees join the Mr WOW Cleaning Service franchise program on the understanding that they are not buying a job, but purchasing their own business within a Franchise Network. The success of the business depends on the commitment and the determined efforts of the Franchisee owner.

Training Begins

Once all the legal documentation has been processed and financial transactions have been completed, you will begin your comprehensive training program. This will involve hands on training in both the running of a Mr WOW Cleaning Services franchise and the skills needed to carry out the services provided by Mr WOW Cleaning Services. A complete Operations Manual is provided which gives clear and concise instructions on all subjects from practical procedure to effective planning and bookkeeping. Ongoing training is provided on request while periodic seminars and product demonstrations provide up to date information for all Franchisees.

Go To Market

Prior to day one of your Mr WOW franchise, the Franchisor will guide the Franchisee's opening promotion & marketing program to inform the locals of the Mr WOW services to be offered in their area. From there it is all systems go, go, go!





WILL I BE A FRANCHISEE?

Ask yourself the following questions and answer them as honestly as you can:

- 1) Do I sufficiently understand franchising and what is involved?*
- 2) Am I suited physically and temperamentally for self employment?*
- 3) Will my age and health permit me to operate the business successfully?*
- 4) Do I have the maturity to run my own business?*
- 5) What are my natural aptitudes and skills? Does this opportunity match them?*
- 6) Do I mix well with people?*
- 7) Will I be able to manage staff if I need to?*
- 8) Do I have the ability and commitment to work hard?*
- 9) Will my family support me in this business?*
- 10) Can I raise sufficient finance?*
- 11) Can I accept the disciplines of a franchise system?*
- 12) Finally, do I possess sufficient ability to exercise initiative and to capitalise on the opportunities presented to me?*

In selecting suitable Franchisees, **Mr WOW Cleaning** takes the utmost care and due diligence in its stringent and systematic recruitment process to ensure that the potential Mr WOW Cleaning Service Franchisee, measures up to the profile and culture that is required by the Franchisor. It is important to note however, that the final selection of each Franchisee is decided by the Franchisor. For more information and a confidential discussion on how you can become part of the successful Mr WOW Cleaning Service franchise network – call today!

Mr WOW Cleaning Service Pty Ltd

Call 07 5464 1130



FRANCHISES NOW AVAILABLE



Discover a franchise that brings the 'WOW' factor to a lucrative mobile cleaning business and sweep in the rewards.

Call 07 5464 1130 Today!

Visit Mr WOW @ www.mrwow.com.au

