



Benefits of being a Domestic Angels Franchisee

Welcome to Domestic Angels

My name is Samantha, I am the Director of Domestic Angels, a national award winning company providing cleaning and housework services. This business model is now available as a management franchise suitable for highly organised, customer focussed individuals with strong people skills.

Founded in 2002, we employ 20 staff taking care of about 140 clients per week which equates to c.1000 hours of service per month.

I founded the business as a lifestyle solution and quickly discovered that other cleaning companies didn't employ staff ethically or have valued strong relationships with their customers. We still look after clients who we first met in 2002 and employ original Angels from the same year. We pride ourselves on the fact that our success is based on reputation.





Our Franchisees

We're looking to recruit a small number of highly capable individuals.

You are probably looking for an opportunity to generate an income on your own terms, to suit your personal commitments whilst allowing you to grow and evolve as a business owner without sacrificing your good moral framework for life. As a successful franchisee you are naturally organised, customer focussed, have experience of managing people and are looking for a business challenge that has plenty of opportunity for growth.

You will have

- ✦ the desire and commitment to be successful
- ✦ good computer skills
- ✦ excellent people skills, at all levels
- ✦ the ability to present effectively to prospective clients
- ✦ excellent sales and administrative skills
- ✦ good organisational & time management skills
- ✦ experience of managing a team
- ✦ a willingness to be hands-on, when necessary
- ✦ a natural default to positivity with a 'can do' attitude to life



The relationship between franchisor and franchisee is critical to the long-term success of the franchise, so we will only recruit people we genuinely like and trust.



Benefits to You

A Domestic Angels franchise costs just £12,997, no VAT or hidden costs, this cost is reduced to £9,997 for our first 6 franchisees ONLY and offers a number of key benefits that make it stand apart from other franchise opportunities:

- ✿ **Brand strength** Established in 2002 with a strong identifiable brand and reputation, you will have the opportunity to share in the Domestic Angels existing and future success.
- ✿ **Territories local to you** You will be allocated specific postcode areas local to your home making your network of customers accessible and natural. As a member of a business community you will be encouraged to know and work with your neighbouring franchisees to mutual benefit. You will have the best of both worlds, be your own boss and be supported by a team
- ✿ **A low-risk business** The franchise is not capital-intensive and therefore represents a low-risk opportunity. Beside the initial franchise fee and business/office set-up costs, there is very little additional investment required aside from your time and energy.
- ✿ **High level of personal support** Domestic Angels is not looking to recruit huge numbers of franchisees at the same time so we are able to offer you a high level of personal support. We want to make sure we give you the time you deserve. Your success is our success.



Home-based The business can easily be run from home, it has been since 2002, therefore start-up costs are low and you can have a flexible working environment. Working from home allows us all to keep on top of family and personal tasks during the daytime rather than having it all to do in the evening when you could be focussed on your family or personal priorities

Pre-launch training You will benefit from on-line training and learning in addition to residential orientation covering customer service, PR, social media, recruitment and customer processes. And it doesn't end there, it's in our interest to ensure your success, we're here for you and will be visiting to hold your hand too.

Ethical employment Staff are valued as much as customers. By offering full employment rights supported by our intranet processes and Head Office expertise, staff will become your ambassadors, not just somebody's cleaner, your team. We want to make sure you get this process as right as possible and will allow you access to our bespoke intranet to keep you on track and have experts on tap for any tricky situations.

Steps to Becoming a Franchisee

- 1 We'll phone you soon, we'd like to answer your questions and get your feedback on what you have learned about us so far
- 2 You will receive a copy of our brochure, more food for thought
- 3 You will be invited to a Discovery Session – a chance for you to take a look at the internal workings of the business and ask lots of questions
- 4 Following the Discovery Session you will be invited for a personal meeting with Domestic Angels CEO, Samantha Acton
- 5 We will then set up a follow-up 1:1 to ensure you have all the information required to complete final due diligence before you sign up and start trading as your very own franchisee

We look forward to welcoming our first franchisees.

We'd welcome the opportunity to talk with you on the phone to know if our offer is of interest to you.

You can contact us via franchise@domestic-angels.com or our main office number 01202267350 or you can contact our CEO, Samantha Acton directly on 07985281120.

