

Most Influential Cleaning Franchise Business Woman: Samantha Acton & Best Domestic Cleaning Franchise 2020 - Europe: Domestic Angels

Domestic Angels Franchising Limited



Samantha Acton is probably the most unintentional entrepreneur you will ever meet. In 2002, Samantha Acton put aside her corporate career to look after her then-baby son. Domestic Angels was a job designed to keep her busy. Now, in 2020, it is a thriving franchise, responsible for the continued employment of fifty people. How did her business transform from a one-woman-band into a world-leading brand? We profile the firm to find out more.

Domestic Angels is one of the most successful cleaning franchises in the world today, and that is due in no small part to the exceptional efforts of Samantha Acton. The business has grown slowly over the years, matching her development as a businesswoman perfectly. The decision to franchise has allowed Samantha the opportunity to support the next generation of businesswomen as they begin their own exciting journeys.

Whilst Domestic Angels began in 2002, the most recent form of the company really began in 2013 when the business was named home-based business of the year. This saw Samantha begin to recognise her efforts in the field and start pushing to expand the business beyond its original offerings. Working with a mentor encouraged her to enter the world of franchising and after two long years of work with the MBA cohort of Bournemouth University, the first franchisee came on board in 2017.

To say Samantha plays an influential role in the business seems an understatement. Her work with management franchisees is invaluable. She mentors each and every one with individual care and attention, leading product evolution and driving forward new and innovative solutions. Part of the success of Domestic Angels Franchising comes from this close relationship that actually empowers franchisees to make their own decisions. The framework is designed not to limit how they work, but to develop them into successful business leaders.

Since franchising Domestic Angels, Samantha has seen an increase in the number of female-led franchise offerings. This is of little surprise to her, as this approach reduces risk and grows community simultaneously. The low-level entry costs sets this mode of operation apart from the big investment players. This has created a significant void which industry associations are trying to address, but represents a big gap between old school belief and the realities of today.

Another big gap between the businesses of yesterday and the businesses of tomorrow like Domestic Angels Franchising has been the approach to office space. Samantha provides employment for around fifty staff and has never needed the overheads involved in an office. COVID-19 has set this change of approach in motion for many businesses, and will hopefully allow policy, provision and legislation to evolve and reflect the changing needs of the business sector. A more adaptable form could be of benefit to society as a whole.

Domestic Angels Franchising doesn't just take care of people who need someone to clean. It actually operates as a global fintech business. When the team started work, Samantha used proprietary smart diary software to reduce time and costs spent on bookkeeping. This has recently launched on the open market and connects to Xero and FreeAgent accountancy software to ensure ease of use. Named Paxan, it is ideal for small businesses that need to book time in a way that accountants can access easily. Needless to say, it has endless applications in a variety of different circumstances and has proven to be an invaluable tool.

The success of Domestic Angels Franchising has come because Samantha has taken advantage of the opportunities presented to her. It's an inspiring story of trusting in what is to come. As the franchise continues to thrive, it's clear that Samantha and the Domestic Angels ethos will spread across the UK and beyond, allowing more people to lead a home-based management business.

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