



# Franchise Information Pack

# Welcome to Welpol Contract Cleaning



Formed in 2020, Welpol launched initially as a pilot programme in the North West. As with our original brand, Well Polished, we wanted to test our business model before launching as a franchise opportunity.

That experience of operating the business model in-house gave us invaluable insight and proved the concept undoubtedly.

Fast forward to the present day, we currently partner with hundreds of different business each week in helping keep their premises clean.

Welpol Contract Cleaning is managed by the same team who run our hugely successful sister company, Well Polished Franchising. The team have a wealth of experience between them, with backgrounds in customer service, marketing, recruitment and business management.

As a family-run company, our core values of support and guidance are at the heart of everything we do.

When you join Welpol Contract Cleaning, you're not just stepping into a lucrative business you can truly call your own—you're also becoming part of a collaborative, forward-thinking community.

# What do we do?

We provide a commercial cleaning service that clients can count on.

Our aim is to introduce a tailored approach to the commercial cleaning industry. From our initial site visit to the bespoke quotation, we want our clients to feel that the experience has been entirely focused on their needs and requirements.

Here at Welpol, we offer our unrivalled services across all industries



Offices



Hospitality venues



Retail stores



Warehouses



Surgeries



Salons & spas



Hotels & Airbnbs



Educational premises

When it comes to improving and maintaining the cleanliness and general aesthetic of any premises, business owners need a company they can rely on.

Here at Welpol, our aim is to surpass all expectations. We do this by providing a flexible and tailored service that suits the client's needs, alongside trustworthy and reliable cleaners they can count on.

We aim to offer our experience and reputation in order to transform any workplace.

# Why Welpol?



There's plenty of commercial cleaning franchises out there, so why should you choose Welpol?

Our aim is to become the biggest commercial cleaning franchise operation in the UK and we want to work with franchisees that share our ambition.

## Guaranteed Turnover

With a Welpol commercial cleaning franchise, we offer a unique financial assurance: a guaranteed £100,000 turnover within your first five years. This guarantee is built on our proven business model, which takes the pressure off franchisees by handling all lead generation and sales on their behalf. Our expert team secures commercial cleaning contracts for you, so you can focus solely on delivering excellent service and building strong relationships with your clients.

Our structured growth plan ensures a steady increase in your turnover each year, starting at £20,000 in year one, rising to £40,000 in year two, £60,000 in year three, and continuing to grow as your business becomes more established. This predictable revenue stream allows you to plan ahead with confidence, knowing that we are driving the business development while you concentrate on running efficient cleaning operations. With Welpol's full support, industry expertise, and demand-driven services, you have a clear path to long-term success in the commercial cleaning sector.

## Grow At Your Pace

At Welpol, each franchisee is in complete control of how quickly they grow their business. While our structured growth plan is designed to reach £100,000 turnover within five years, ambitious franchisees have the flexibility to accelerate this timeline. Because we handle all lead generation and sales, you can choose to take on more contracts at a faster pace, scaling your business in line with your own goals and capacity.

## Embracing Technology

At Welpol, we take the hassle out of business operations by providing streamlined, efficient, and effective processes. Our e-signature technology simplifies time-consuming tasks like employee contracts, offer letters, and pension documentation, saving you time while ensuring compliance. For client interactions, we create professional quotation documents and process contracts electronically.

With over 15 area-specific operational guides available in our company Wiki, you'll have instant access to helpful resources and information to support your success. And all of this is included as part of your franchise package.



# Why Welpol?



## Unrivalled Support & Growth

Not only do we give you the tools, the systems and the business model to success - we also give you endless support and business development assistance to ensure you reach the levels you want to achieve.

## Valuable Partnerships

We have direct partnerships with a cleaning chemical supplier, guaranteeing more favourable rates and free, delivery direct to any site in the UK. And with a company offering expertise and resources to help businesses navigate complex HR and employment law regulations whilst managing their workforce effectively.

These partnerships are paid for centrally and give our franchisees peace of mind that they are always compliant with H&S and HR laws, whilst also allowing them to focus on what matters to them - building their business.

## Bespoke Management System

We spent 18 months planning, designing and building our entirely bespoke management system.

Not only does Welpol Manager allow you to keep a record of all your clients and cleaners, but thanks to the clever integrations with external systems, you can also onboard new employees and sign new clients up seamlessly... and much more!

## Industry Accreditations

The commercial cleaning industry is undoubtedly a competitive market, so ensuring our brand stands out amongst the crowd is key.

ISO accreditations have become an expectation of contract cleaning companies for many clients, and as a franchisee, you will benefit from our centrally held accreditations at no additional cost.

# Franchise Package

Our franchise package offers a complete, growth-focused solution for building a successful contract cleaning business. We provide everything you need to get started, including comprehensive training, ongoing support, proven systems, and marketing tools tailored for success. You'll gain access to industry-leading processes, guidance from experts, and the essential resources to operate efficiently. With Welpol's trusted brand, you'll have the foundations to scale your business confidently, backed by a team invested in your growth.

## What's included...

- ✓ Right to use the Welpol logo and branding
- ✓ Centralised lead generation
- ✓ Comprehensive & bespoke training program
- ✓ 3 month close mentoring
- ✓ Assisted Social Media marketing on Facebook and LinkedIn
- ✓ Access to WelpolManager – our powerful web-based management application
- ✓ Option to grow your turnover at your preferred pace
- ✓ No sales experience required - we do all the selling for you!
- ✓ High specification iPad with Apple Pencil (or Samsung)
- ✓ Guaranteed £100K annual turnover
- ✓ Access to HR & employment law helpline 24/7
- ✓ Initial supply of cleaning products and staff uniforms
- ✓ Access to intelligent scheduling & timesheet tracking software
- ✓ Unlimited growth opportunities with non-exclusive franchise
- ✓ Bespoke design service free of charge
- ✓ Run a management franchise or be hands on - options to suit all!
- ✓ Preferential rates with an eco-friendly, national supplier of cleaning products and equipment

# How much does a Welpol franchise cost?

The total investment for a Welpol franchise is **£35,000\***. However, your upfront payment is just £15K\*. Here's how it works...

Your initial investment includes full comprehensive training, operational support, and—most importantly—our proven lead generation and sales system, which secures contracts on your behalf and produces your first year's turnover of £20K.

We aim to generate this initial turnover within your first 3 months of operating.

The remaining balance is payable each year.

Y2	Y3	Y4	Y5
First instalment: £5,000 franchise fee	Second instalment: £5,000 franchise fee	Third instalment: £5,000 franchise fee	Final instalment: £5,000 franchise fee
<b>Turnover:</b> £40,000 per annum	<b>Turnover:</b> £60,000 per annum	<b>Turnover:</b> £80,000 per annum	<b>Turnover:</b> £100,000 per annum

The staggered payments over the full 5 years not only ensures our franchise is accessible to more people, but it also means you have the opportunity to pay for the bulk of your fee from your business turnover.

\*All prices are +VAT.

# How do I pay for my franchise?

The initial investment required to launch a Welpol franchise is £15,000 +VAT. It is your responsibility to source funding if you do not have the capital available, however, we have listed a number of options for you to consider below:

## Personal Bank Loan

The easiest and quickest way to obtain funding is via a personal bank loan. We recommend contacting your own bank initially, but shop around for the best rates.

## UK Start Up Loans: <https://www.startuploans.co.uk>

A Start Up Loan is a government-backed personal loan available to individuals looking to start or grow a business in the UK. The loan is unsecured, so there's no need to put forward any assets or guarantors to support an application. You will need to submit a business plan along with cashflow forecasts and a personal survival budget. All owners or partners in a business can individually apply for up to £25,000 each, with a maximum of £100,000 available per business. Applications can take up to 6 weeks for approval and approval is not guaranteed.

## Lloyds Bank

Our franchise opportunity has been approved by Lloyds Bank to loan 70% of the funding required to any prospective franchisee.

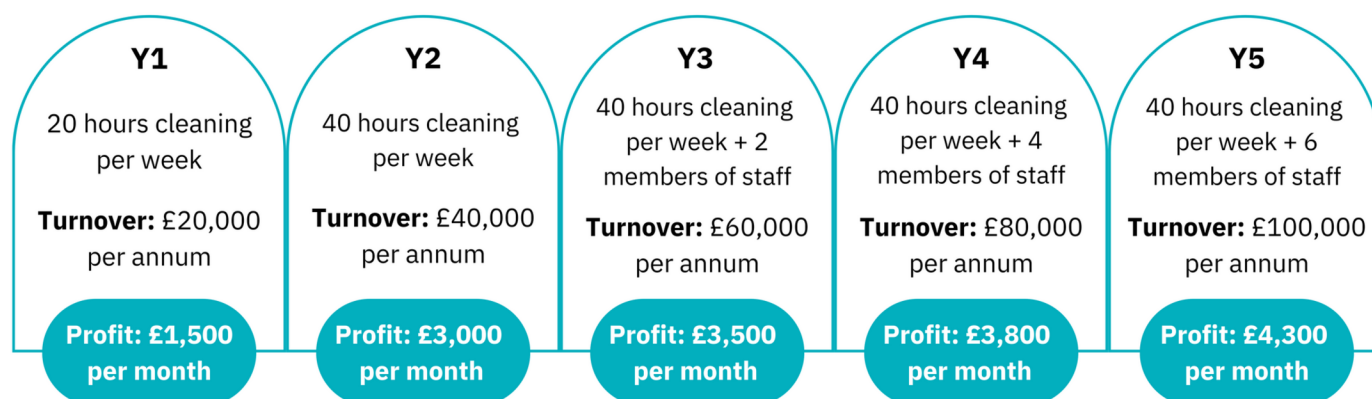


# Financial Illustrations

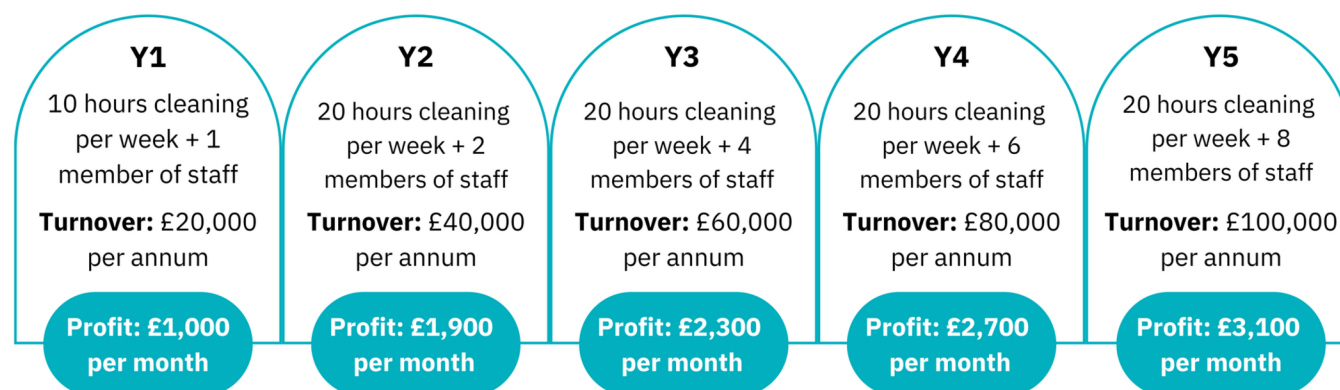
A Welpol franchise provides the opportunity for substantial and unlimited income generation.

Individual franchise earnings are very much based on how hands on you choose to get with the cleaning! However, to give an indication of potential earnings, we have illustrated some typical levels of performance.

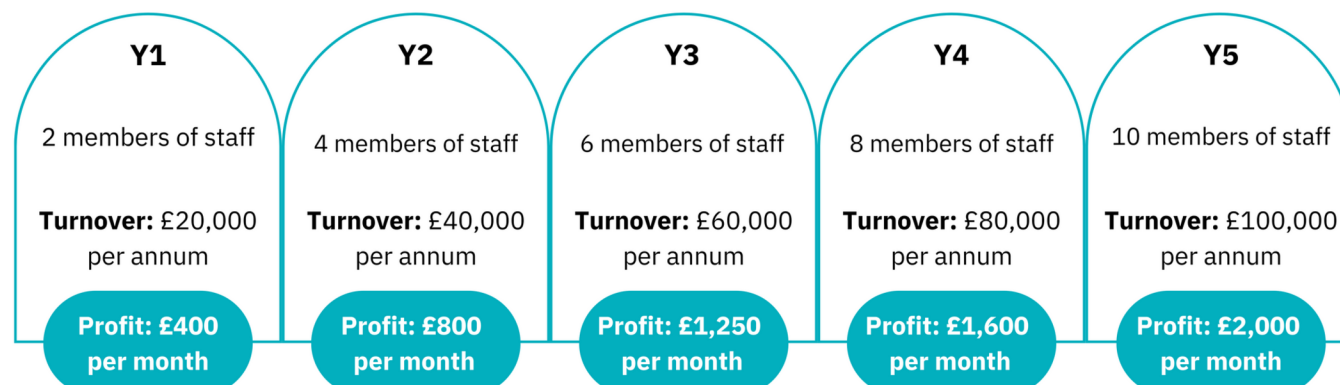
## Example 1: Hands-on cleaning



## Example 2: Hybrid cleaning & management



## Example 3: Full management



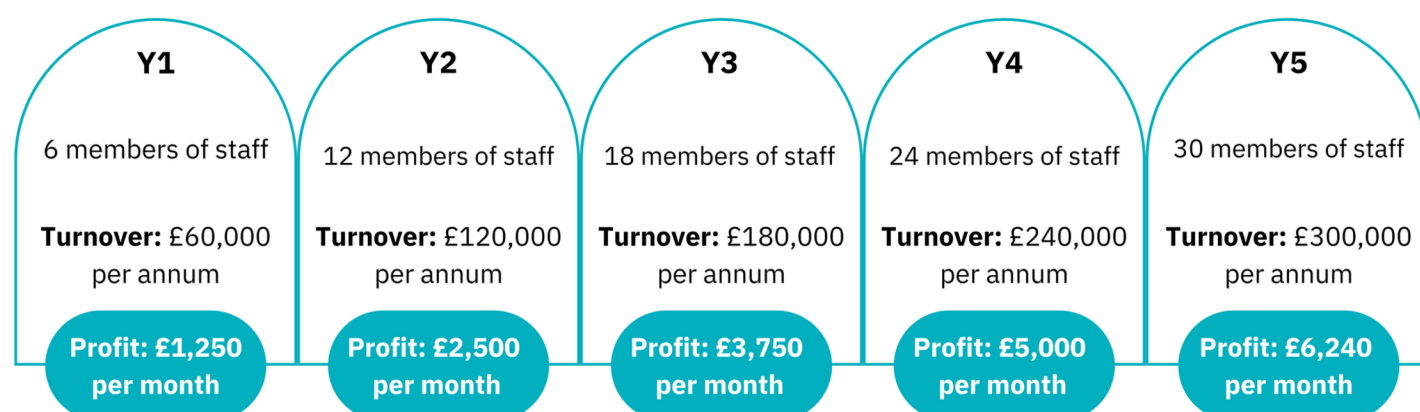
# Accelerated Growth Options

For those looking to accelerate their growth, Welpol offers the option to purchase additional turnover packages, allowing you to scale your business faster.

For an investment of £5,000, you can secure an additional £20,000 in guaranteed turnover, giving you the opportunity to expand beyond the standard growth trajectory.

Many of our franchisees choose this route, with over 50% of our existing franchises now operating businesses generating more than £340,000 in annual turnover. This flexible model puts you in control, enabling you to grow at a pace that suits your ambitions while benefiting from our proven lead generation and sales support.

## Full management franchise with accelerated growth



These financial illustrations show a clear pathway to success, but they are just the beginning.

With Welpol, there is no limit to what you can achieve. Our non-exclusive territories mean you're not restricted to a fixed area—you have the freedom to grow as much as you want, taking on additional contracts and expanding your business beyond initial projections.

Whether you choose steady growth or invest in additional turnover packages to accelerate your success, Welpol gives you the flexibility, support, and opportunity to build a thriving commercial cleaning business on your own terms, with the peace of mind of our initial £100K guarantee.

# How do we guarantee your growth?

Here at Welpol, we don't just guarantee your year one turnover... we guarantee your turnover up to year five, with a minimum expectation of £100K per annum. But how can we guarantee this level of turnover?



# Is it right for you?

Starting a Welpol commercial cleaning franchise is an exciting opportunity, but it's important to consider whether it's the right fit for you.

Our most successful franchisees are driven, customer-focused, and committed to delivering high-quality service. While we take care of lead generation and sales, you'll be responsible for managing your cleaning teams, ensuring excellent service standards, and building strong relationships with your clients.

If you're looking for a business with a proven model, recurring revenue, and the flexibility to grow at your own pace, Welpol could be the perfect fit. With our full support, structured growth plan, and unlimited earning potential, this is an opportunity to take control of your future and build a business that works for you.





# Take the next step



If you are as excited as we are about the opportunity, take the next step and get in touch today. We'll be happy to discuss available territories and answer any of your questions.

Call Janine

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