



WORK FOR YOURSELF,  
NOT BY YOURSELF

 TIDY • GREEN • CLEAN  
HEALTHY, HYGIENIC ENVIRONMENTS





---

**Andrew Alleway**  
Managing Director



Tidy Green Clean Master Franchise is a unique management franchise opportunity where you do not undertake the cleaning but lead a team of cleaners and local franchisees.

## WELCOME

**So why buy a Commercial cleaning franchise? Nearly every business in the UK needs a cleaner and will look for a reputable local company who are reliable, trustworthy and take pride in their work. A Tidy Green Clean Master Franchise offers exactly that.**

Companies like to use franchise based cleaning companies as they are part of a larger network and as the business is run and locally owned by the franchisee, with operating systems and support from the franchisor. The reputation of the franchise owner is at stake and in a local area, where word of mouth and recommendations are important, the franchisee will make sure that their staff are reliable and the job they do, and customer service they offer, is first class.

This booklet outlines the key information you need to know to become a Master Franchise owner.

We all have dreams of working for ourselves, but the reality is that it is not the right move for everyone, so we can discuss this to help you make your decision. Your next move may be one of the most important decisions you ever make, so it is important that you have all the information you need.

We know that starting a new business can seem daunting, but when you join Tidy Green Clean you become part of the Tidy Green Clean network and we are here to support you every step of the way. From start to finish you will not only be offered expert training and knowledge, but also a support structure that is only a phone call or email away.

We share the same  
goals and vision,  
the rest is history.



## HOW DID WE START?

**You may be wondering how we got into the world of commercial cleaning.**

Our story starts thousands of miles away in New Zealand, the birth place of our co-founder Andrew Alleway. It was in New Zealand that Andrew met his wife, who after spending many years away from her native home, wanted to return to Scotland. After a discussion they decided to pack their bags and head to the UK.

Andrew had played a pivotal role in establishing one of New Zealand's top commercial cleaning franchise companies building to over 500 franchisees across New Zealand and saw an opportunity to use the knowledge he had gained to offer something completely different within the UK. Andrew's long-term plan began by partnering with Ecoclean Services, a company who shared Andrew's drive and vision.

It was around this time that the seeds were planted that would eventually lead to the formation of Tidy Green Clean. After many a conversation with his brother-in-law, and co-founder David Moncur, they discovered that they both shared the same vision; to create a franchise based, locally operated, environmentally friendly cleaning company, that not only offered a first-class service but helped the businesses it works with do their part for the environment.

**The roots were well and truly established  
and Tidy Green Clean was born.**

Our consistently first-class results come from our people, who are without question the most important part of our business.

*Andrew Alleyway*



Before we tell you more about the Master Franchise opportunities we have available, we wanted to tell you a little bit more about Tidy Green Clean, its beliefs and passions.

Tidy Green Clean offers a range of cleaning and facility management services throughout Scotland. As a company, we believe in building close relationships with all of our customers, as we do not simply want to clean their property, we want to become an integral part of their operations. We achieve this through our dedicated and experienced Tidy Green Clean Team, who go above and beyond to make sure they meet our customer's individual needs, leaving their property tidy, green and clean.



### LIVING WAGE EMPLOYER

Without our Tidy Green Clean Team there would be no Tidy Green Clean and this is something we cannot emphasise enough. We believe that everyone should have the opportunity to provide for themselves and their families, to spend time with them and to do the things they love. This is why each and every member of our team are not only paid the living wage but also have a work-life balance that meets the needs of both them and their families. Because happy colleagues make for happy customers.



### ECO FRIENDLY BUSINESS

Tidy Green Clean is proud to be an environmentally friendly business. We are passionate about the eco-friendly service that we offer and how we run our business is no different. From reducing waste and paper use, to turning off lights, we always aim to do as much as we can for the environment. The safety of our cleaners, customers and colleagues is always at the forefront of our minds so we use and promote eco-friendly cleaning products that contain no harmful chemicals. This allows us to offer a safe service without compromising on quality.



Becoming a Tidy Green Clean Master franchise owner gave me the drive to create a better life for myself and my family.

**Grant Peterkin**  
Master Franchise  
Aberdeen South

Joining Tidy Green Clean as a Master Franchise owner allows you to hit the ground running, as you are joining an established and experienced brand.

## WHAT IS A MASTER FRANCHISE?

Tidy Green Clean Master Franchise is a management franchise where you do not undertake the cleaning but lead a team of cleaners and local franchisees. You will be given the unique opportunity to start your own commercial cleaning business without the uncertainty felt by many start-ups.

You will be given the chance of investing in a region within the UK. It will become your responsibility to drive sales, and manage the commercial cleaning requirements of your customers, to ensure they have a clean and clear working environment.

In order for you to do this, you will be supported by a Tidy Green Clean team of cleaners and our head office support team (HOST), who together will help you to meet these needs.

But, with happy customers comes happy colleagues, so you will need to ensure that your team have everything they need to be able to leave your customers satisfied with the service they receive.

The best thing about it is that you will end every day with the satisfaction of knowing that you have made a difference to both your employees and your customers.

# WHY INVEST IN A MASTER FRANCHISE?

Having a work-life balance that is right for you is extremely important to us. Life can be difficult! Trying to juggle all your responsibilities into one day whilst fitting in some well-deserved 'me time' can be stressful.

Not only do your friends and family want you to be happy but so do we, which is why we allow you to take control of your work-life balance. Because if you work hard, you should be able to play hard too!

## Provide security for you and your family

Unfortunately, jobs for life appear to be a thing of the past and job losses seem to be announced every other day.

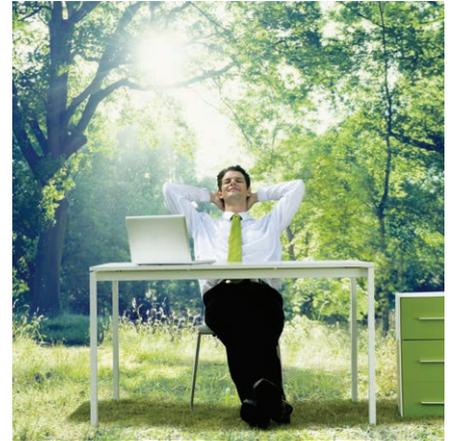
By investing in a Tidy Green Clean franchise, you are protecting yourself from the risk of redundancy as you are guaranteed a level of gross profit in the first 12 months.

It is our way of enabling you to focus on growing your business without worrying about how to pay the bills in that vital first year.

## Work the hours that suit you

There is nothing worse than not being at home for your children or missing social events with your friends.

Maybe you would prefer to go part-time but your current role won't allow it. We all have different priorities in life and the old 9-5 just isn't cutting it anymore.



Becoming a Tidy Green Clean Master Franchise owner is not just a career change, it is a lifestyle change too.

# BENEFITS OF BECOMING A MASTER FRANCHISE OWNER

Who doesn't want to become their own boss!

Running your own business brings with it the flexibility to be able to work around your lifestyle. You can even create employment opportunities for your family.



## Industry in demand

The UK commercial cleaning industry is currently worth £8.6 billion and is growing by the day.

In fact, there are very few industries like it. This is because even when times are tough commercial buildings still need to be cleaned in order for people to do their jobs effectively.

## Established brand

In an increasingly competitive market, you need to stand out from the crowd and be trusted.

By joining Tidy Green Clean you will instantly join an established brand and benefit from the goodwill and trust that we have built up, both in our industry and with the local charities and communities we support.

## Tried and tested system

Starting a business is tough and, with so much uncertainty, it is no surprise that most start-ups fail within the first year.

By joining Tidy Green Clean you will be entering a world of the known, as there are many people just like you who are using a tried and tested system to make them a success.

We also hold numerous industry accreditations including ISO 9001, 14001 and 45001 that provide an added level of comfort and security to our customers.



## Office and admin support

Being a business owner brings with it a lot of paperwork, rules and regulations.

Our Tidy Green Clean office support team will always be on hand to assist you with anything you need, we take care of invoicing and customer queries, and provide bespoke systems such as CLIVE (our in-house time and attendance software), we have an HR firm on retainer and manage all aspects of insurance, compliance and constantly look for new products to increase productivity through innovation.

## Funding support

We have connections with many lenders who, subject to status, will provide funding support for our franchisees.

## Expert training and support

When you join the TGC Family you will have years of knowledge and experience at your fingertips.

From start to finish you will not only be offered expert training and advice but also a support structure that is only a phone call or email away as well as on-territory support? We're all moving towards the same goal and we will achieve it together.

## Grow at your own pace

There is huge growth potential within all of our regions and, although you may start with a certain level of turnover (region dependant), we will help you and give you all the tools you need to grow your business.

Like all businesses there are targets and incentives to achieve growth. The more you grow the more you make, and we will be there to support you to realise these goals. We will discuss all options with you to ensure the best possible outcome.

## Investment required

The level of investment required is dependent on the territory and level of business currently being achieved as well as your own growth aspirations.

We will work with you from an early stage to define the territory and investment required.



As you can see our priority is to ensure you are spending as much of your time as possible focusing on what matters the most, your customers, and not the tasks that distract you from this.

## HOW IT WORKS

Once you have invested in becoming a Tidy Green Clean Master Franchisee your role is simple:

### WHAT YOU DO:

- Drive new business sales
- Manage your customers' cleaning needs
- Establish and maintain customer relationships
- Deal with customer contact
- Conduct quality audit checks
- Provide a fantastic service with a smile
- Follow the proven Tidy Green Clean franchise system

### WHAT WE DO:

- Provide marketing and advertising support
- Tidy Green Clean branded merchandise
- Assist with sales and seek new opportunities
- Provide office admin support
- Send customer invoices
- Collect payment from your customers
- Offer technical and financial training
- Provide bespoke software
- Provide HR and HSE advisors
- Assist with recruitment
- Manage all aspects of compliance (ISO, insurances etc)





## OUR CUSTOMERS

Ultimately, a business is only as good as its reputation and our customers love what we do!

Some of the industry sectors we look after are offices, medical and dental practices, education providers, sports centres, community hubs, oil and gas and many more.





## YOUR INVESTMENT AND INCOME

By investing in a Tidy Green Clean master franchise, we are convinced you will make more revenue in the first year alone than you will have to invest! Sounds great right?

This is why investing in a franchise is an investment that makes sense.

We have a number of options available to support you with the financial investment that is required to become a master franchise owner which we will discuss with you during our franchise meeting as well as sharing with you the financial detail of anticipated revenue returns.

The investment required will cover the franchise licence fee, modest start-up expenses and any working capital required by you. Ongoing fees are payable through a monthly management service fee as a percentage of turnover.



By now we hope you will have an idea of who we are and what we do and whether we are the right fit for you.

TGC are looking for ambitious, motivated individual's or partnerships to join our network. Our goal is for our franchisees to have incredibly successful businesses and to create a lifestyle for them and their family that you aspire to have by joining Tidy Green Clean.

## THE NEXT STEP

Along with Tidy Green Clean being the right fit for you, we need to know that you are the right fit for us too.

We therefore have a few questions to ask:

### Do you like to help people?

We don't just clean we help our customer's business by providing an essential service, as we genuinely want to help them succeed.

### Do you like to be happy?

Happiness is contagious and is a key ingredient in building great relationships with your colleagues and customers.

### Do you like to learn new skills?

Our industry is ever-evolving and we need to stay at the forefront of it, so you will find yourself learning new skills every day.

### Do you take pride in your work?

We have very high standards and our TGC Dream Team take great pride in the quality of work they offer to their customers.

### Are you prepared to work hard?

Being a franchise owner is very rewarding but also requires a lot of hard work, so you need to make sure it's right for you.

### Is this the right opportunity for you?

**If you answered YES to all of the questions above, then we may well be a good commercial fit!**



## ARRANGE A FRANCHISE MEETING

We're sure you will have lots of questions at this stage, which is perfectly normal.

We'll happily answer all of your questions during our franchise meeting, which you can arrange by:

- Calling us on **03330 095 095**
- Emailing Chris Coltham, Franchise Development  
**[chris@tidygreenclean.co.uk](mailto:chris@tidygreenclean.co.uk)**
- Completing our franchise meeting form at  
**[tidygreenclean.co.uk/arrange-a-franchise-meeting](http://tidygreenclean.co.uk/arrange-a-franchise-meeting)**

Do you have some questions but are not ready to arrange a franchise meeting just yet? No problem simply contact us using the details above or complete our question form at **[tidygreenclean.co.uk/franchise](http://tidygreenclean.co.uk/franchise)**.

## THANK YOU

Thank you for taking the time to read our Master Franchise information booklet and we look forward to hearing from you soon.

**Andrew Alleway**

Co-founder: Managing Director

**David Moncur**

Co-founder: Chief Operating Officer





HEALTHY, HYGIENIC ENVIRONMENTS

Aberdeen Head Office 01224 515933

Dundee 01382 250155

Aberdeen South 01224 515104

Tidy Green Clean

1 Pitstruan Place Aberdeen AB10 6PQ

[info@tidygreenclean.co.uk](mailto:info@tidygreenclean.co.uk)

[www.tidygreenclean.co.uk](http://www.tidygreenclean.co.uk)