



Contact Information

Email territorycheck@thecleaningauthority.com for ALL Lead Introductions and Territory Checks!

Your Franchise Brand Contacts

Franchise Development Managers:

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Franchise Development Representative:

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Business Basics

Industry: Cleaning Services

Royalty: 4-6%

Year Business Started: 1977

Investment Range:

Enterprise Market Franchise Fee: \$20,000

Hometown Market Franchise Fee: \$15,000

Franchise Fee: \$15,000-\$20,000

Liquid Capital: \$50,000

Territory Fee: \$11,250-\$45,000

Net worth: \$225,000

SBA Registry? Yes

Available internationally? No

Offer Group Health Insurance? Third Party

Discounts? Diversity, Local Hero/First Responders

Year Started Franchising: 1996

Company Units Open: 3

Franchise Units Open: 250+

In-house Financing? No

Sold out: ME, WV, WI, IA, AZ, WY, MT, ID

Who We Are

The Cleaning Authority Overview

The Cleaning Authority is a nationally recognized leader in residential cleaning services, known for its commitment to eco-conscious practices and exceptional customer care. This franchise offers entrepreneurs a turnkey opportunity backed by a trusted brand and a strong reputation in the home services industry.

Franchise owners benefit from a well-established business model designed for scalability and profitability. Comprehensive training programs, ongoing operational support, and advanced marketing strategies ensure that owners are equipped to thrive from day one. The Cleaning Authority also leverages cutting-edge scheduling and management technology to streamline operations, maximize efficiency, and deliver a superior customer experience.

What sets The Cleaning Authority apart is its dedication to sustainability and quality. By using environmentally responsible products and methods, franchisees not only meet growing consumer demand for green solutions but also make a positive impact in their communities. This combination of innovation, reliability, and social responsibility positions The Cleaning Authority as a premier choice for entrepreneurs seeking a business with purpose and long-term growth potential.

Competitive Advantages

Key Differentiators

Marketing Program: The Cleaning Authority's crafted marketing program is designed to drive customers to your doorstep.

Comprehensive Support and Training:

From a seasoned corporate team with extensive experience in running successful franchise locations, we help provide the tools and resources that you may need.

Minimal Inventory:

With less inventory to manage, you can streamline processes and improve overall operational efficiency.

Scalability and Expansion Opportunities:

The Cleaning Authority provides franchisees with a solid foundation to help support sustainable growth.

Franchise Model

The Cleaning Authority's Established Model

-Ambitious and targeted customer acquisition program(s): Franchisees meet potential customers for the first time only after that homeowner has received a marketing piece (more than 1.3 million demographically/ geographically targeted homeowners are hit each week), called us (our corporate call center takes thousands of these calls a week for our franchisees), is given an estimate (based on the particulars of that zee's costs, profit expectations, etc.) and has invited the franchisee out for the quote.

-Effective customer retention programs: Brilliant, deliberate, and simple to implement operations/ HR management tools

-Owner operator set up that leads to semi-passivity over time

-Sophisticated, real-time profit management: Franchisees can see their profitability to the penny live from any web-based system (I.e. iPhone, tablet, laptop) from anywhere in the world.

-Highest average unit revenue in the industry.

Hooks and Hangers

Key takeaways

- More ambitious, more sophisticated, yet fundamental and simple.
- Flexible, family-friendly schedule (M-F, 8-5)
- Highest Industry Average Gross Revenue
- Largest Single Territories in Industry
- Integrated Caller ID System for Tracking
- Unparalleled Customer Acquisition Program
- Exceptional Franchisee Validation
- Innovative Web-Based Computer System
- National Call Center
- Cash Business, No Receivables
- Each zee has individual micro web-site and local branding campaign, that they can personalize, built for them by our in-house marketing professionals and graphic artist.

Sales Process

Step-by-Step Process to Franchise Ownership

- Step 1: Introduction Call- Learn about The Cleaning Authority and share their goals.
- Step 2: Webinar Series- During this stage we will discuss Customer Acquisition (Marketing, Sales & Technology, Employees, Customers & Profitability, and more).
- Step 3: FDD & Territory Review- We will personally walk them through the FDD to ensure they have a good understanding of initial investment, ongoing requirements, territories, and financial potential moving forward.
- Step 4: Validation - Candidates will have the opportunity to understand the model and speak with different franchise owners to better understand the TCA experience.
- Step 5: MYTD / DD- Their opportunity to meet the people that will be supporting them moving forward. Also, our team's opportunity to meet the potential franchisee and give their input of approval.
- Step 6: Contracts: If approval has been given, we will send out franchise agreements for final signature and franchise fee payment.
- Step 7: Onboarding- Sales will pass newly added franchisee to operations team to begin onboarding and opening of franchise locations.