

THE OPPORTUNITY ISN'T CLEANING A BUILDING.

IT'S BUILDING A REGION.

Build a recurring-revenue business backed by six years of proven systems, technology and support, with exclusive rights to your own New Zealand territory.

6 Years

PROVEN GROWTH

60+

FRANCHISE UNITS

450+

COMMERCIAL ACCOUNTS

500+

HOMES CLEANED PER WEEK



From a bucket and a vacuum to a national network.

Clean Boss started the way a lot of good things do – out of necessity. After being made redundant, **Ethan & Alyssa Gordon** picked up a bucket and a vacuum and cleaned their first job in Tirau. One husband-and-wife team, no fancy backing, just a standard they refused to drop.

Six years on, that single job has grown into a multi-million-dollar cleaning business with a franchise network across the **Waikato, Bay of Plenty and Auckland**, with no signs of slowing down soon.

We got here by franchising the right way: ethical business practices, fair pricing and genuine support. Now we're opening the model up nationwide, and we're looking for the right people to build it.

 **#MatamataHomeGrown**



Founded 2020

Started with a caddy and an idea that cleaning could be better.



Homegrown

Matamata born and based, and proudly local.



60+ franchisees

From Auckland through to Taupo, and growing.



02 BUILT DIFFERENT

Most franchise systems hand you a manual.

We built systems.

Running a region shouldn't mean wrestling spreadsheets and chasing paper. So we built the tools the cleaning industry never had, and we hand them to you on day one.

No tech bills.

No programmers. No software subscriptions. No monthly platform fees. The systems are ours, and they come with the territory.



Just Xero.

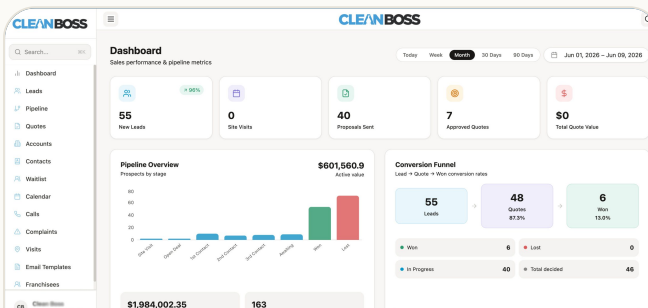
In most cases your only ongoing software subscription is your Xero accounting. Everything else, we provide.

That's the difference between buying a licence and joining a platform. Turn the page for the toolkit.

02 THE TECHNOLOGY ADVANTAGE

Run your business with our bespoke systems.

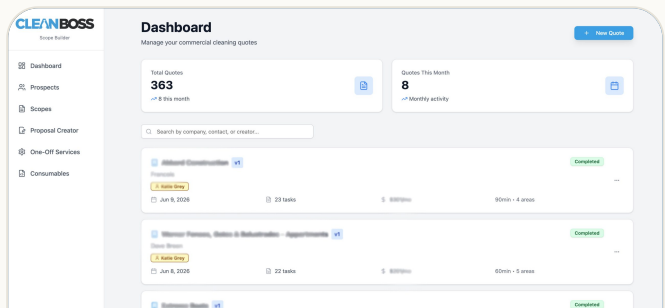
Purpose-built tools, tried and tested in the field to make it easier to be the Boss and get the results.



Bespoke CRM

LIVE

Track every lead, quote, customer and opportunity in one place, nothing slips through the cracks.



Proposal Generator

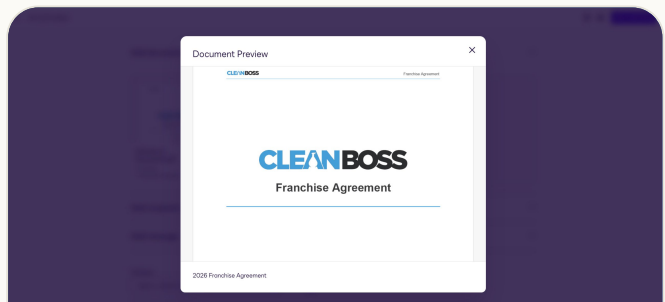
LIVE

Professional, on-brand proposals generated in minutes, quote faster and win more work.

Quality Assurance

LIVE

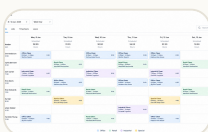
Digital audits, site inspections and quality reporting that protect the brand and your clients.



Operations Hub

LIVE

Training, resources, manuals and support, every system your franchisees need, in one location.



Scheduling & Billing Platform

COMING SOON

Purpose-built for the cleaning industry, rostering, job tracking and invoicing in one flow.

03 THE OPPORTUNITY

Available territories.

Every open territory below is currently **undeveloped**. You're buying the rights to **build the region**, not a patch someone else has already worked.

NORTH ISLAND • 6 OPEN

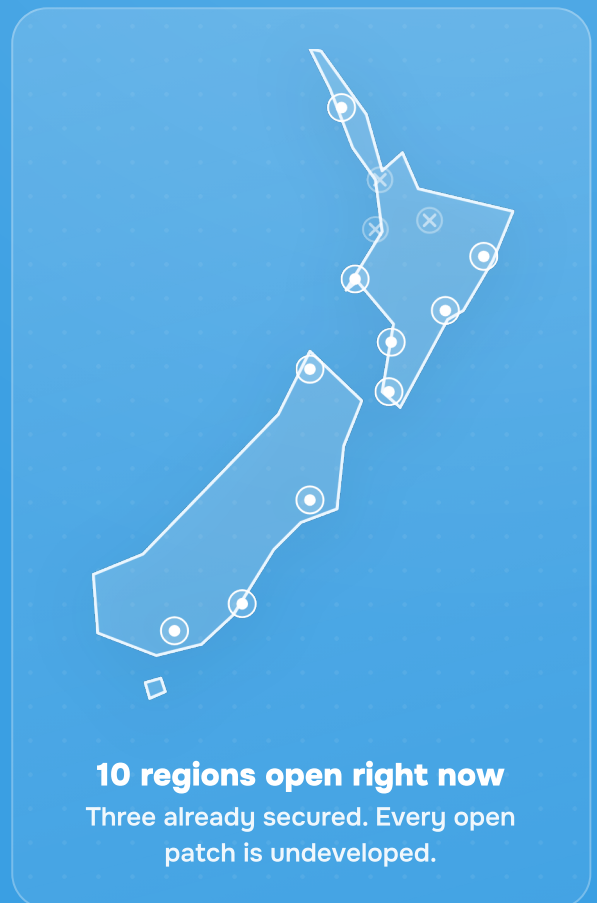
	Northland	 OPEN
	Gisborne	 OPEN
	Hawke's Bay	 OPEN
	Taranaki	 OPEN
	Manawatū-Whanganui	 OPEN
	Wellington	 OPEN

SOUTH ISLAND • 4 OPEN

	Tasman–Nelson	 OPEN
	Canterbury	 OPEN
	Otago	 OPEN
	Southland	 OPEN

ALREADY SECURED

-  **Auckland**
-  **Waikato**
-  **Bay of Plenty**



Six moves. One repeatable model.

You're not the one with the mop. You build and lead the business that wins and services the work.



1

Win contracts

Get out and win commercial cleaning contracts across your region.



2

Recruit franchisees

Sell and onboard franchisees to service those contracts on the ground.



3

Support them

Train, coach and back your franchisees so the work, and the brand, stays sharp.



4

Grow recurring revenue

Create steady monthly income through additional services for your existing clients.



5

Hygiene Supplies

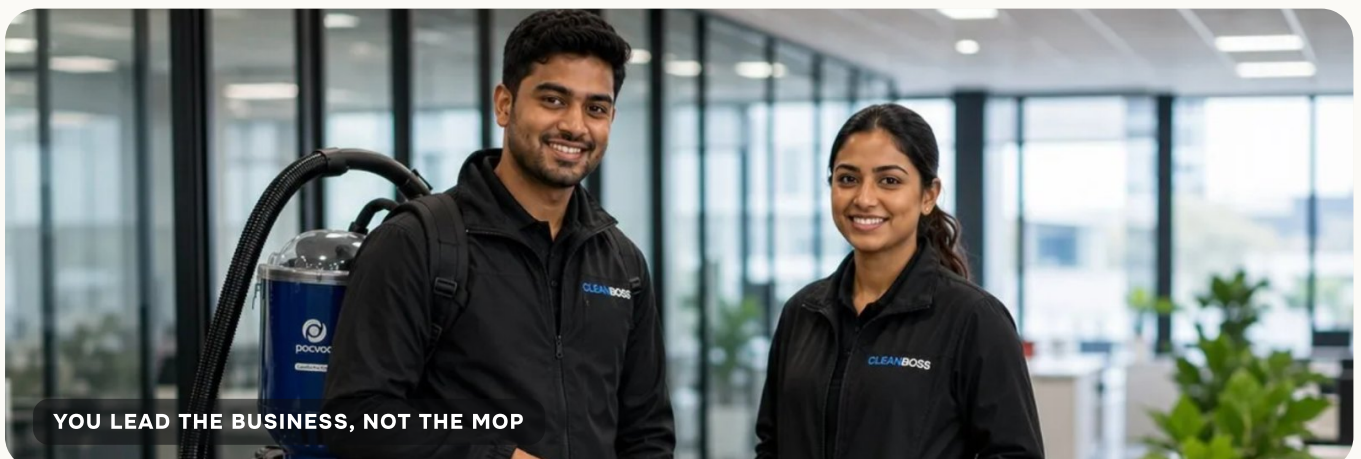
Supply the consumables your clients already buy, from toilet paper to dispensers, at margins you set.



6

Build an asset

Turn it into a valuable, sellable business, not just a job you own.



YOU LEAD THE BUSINESS, NOT THE MOP

05 MULTIPLE REVENUE STREAMS

Five ways the business makes money.

Don't just earn through the cleaning, earn from franchise sales, hygiene supplies and more.



13.5%

Commercial cleaning

Management fee retained every month. An 18% fee, less a 4.5% service fee to Clean Boss.

70%

Franchise sales

Your share of every franchise sale you make. Around \$18,200 on a typical \$26,000 sale.



Hygiene supplies

Recurring income from consumables your clients already buy.



Toilet paper



Hand towels



Soap



Dispensers



Additional services

Develop your team's skillset and grow your cleaning skills and services.



Carpet Cleaning



Builders Cleaning



Airbnb Cleaning



End of Tenancy



Facilities Management

Build relationships with other contractors and add more value for your clients.



Test & Tag



Building Wash



Pest Control



& more

06 WHY FRANCHISEES JOIN — AND WHO WE'RE AFTER

Our people stay. And the right ones thrive.



WHY FRANCHISEES JOIN CLEAN BOSS



We care

Our success comes from theirs. Simple as that.



We answer the phone

Real support from real people, when it's needed.



We move fast

Problems get solved, not filed away in a queue.



We do quality audits

Protecting the brand protects every Boss's income.



We invest in technology

Tools that make running a business genuinely easier.



We respect hard work

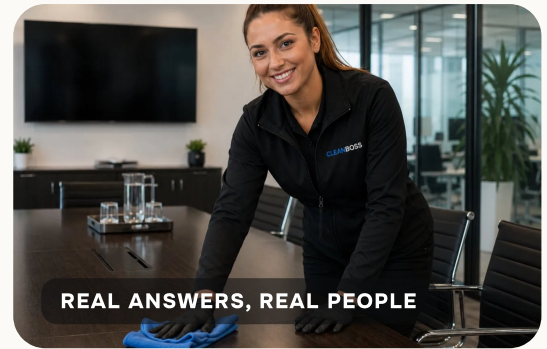
Nobody here is ever treated like a number.

WHAT WE LOOK FOR · NO CLEANING EXPERIENCE NEEDED

We'll teach you the cleaning industry from the ground up, and what we can't teach is the rest. The Bosses who thrive with us are natural at **sales and networking**, **self-motivated** and **resilient**, with a genuine **business mindset** and the **leadership** to back it. Add **confidence with technology** and **strong ethics**, and you've got the makings of a Master Franchisee. Bring the drive, and we'll handle the cleaning know-how.

Before you enquire.

Can't see your question? Email us at franchise@cleanboss.co.nz.



Q. How much does a Master Franchise cost?

The investment varies by territory. Contact us for a current list of available regions, pricing and territory information.

Q. What territories are available?

Most territories are currently undeveloped and available. Availability changes regularly, so contact us for the latest territory map.

Q. How do I make money?

Through several channels: management fees, franchise sales, hygiene and consumable sales, additional services, and property maintenance referrals. The more you grow, the more streams open up.

Q. What support do I receive?

Franchise agreements, operations manuals, training, marketing resources, CRM, proposal tools, the QA platform, and ongoing support from our national team. You're not building this alone.

Q. What software do I need?

Almost none. We provide the CRM, quoting, proposals, QA platform, training and a future scheduling platform. In most cases your only ongoing subscription is [Xero](#).

Q. What if I want to sell my Master Franchise?

They can be sold, subject to approval of the incoming purchaser and the terms of the franchise agreement. We'll work alongside you to help facilitate it.

Q. Do I need cleaning experience?

No. We're after business builders, sales-driven people and leaders. We'll teach the cleaning industry, we can't teach work ethic, resilience and the ability to build relationships.

Q. Is my territory exclusive?

Yes. Your territory is exclusively yours, with the rights to grow the Clean Boss brand and recruit franchisees within your region.

Q. How much can I earn?

There's no fixed limit. It depends on your ability to win contracts, recruit franchisees and grow your territory. We'll walk you through real-world scenarios on a discovery call.

Q. Do I need employees?

Not initially. Many start by focusing on sales, networking and recruitment. As your territory grows, you can add local admin, operations and sales support.

Q. Can I sell hygiene supplies?

Absolutely. Toilet paper, hand towels, soaps, dispensers and sanitary products can become a valuable recurring revenue stream.

Q. What sort of person succeeds?

Ethical, motivated, good with people, strong networkers, comfortable with sales, organised and self-driven, and not afraid to pick up the phone and have a conversation.

The first year isn't magic.

The hardest part is starting: winning your first contract, recruiting your first franchisee, building momentum from a standing start. After that, the model becomes repeatable, and that's where it gets good.

You won't get rich behind a desk. You'll be rewarded for getting out there, meeting people and building relationships. We'd rather tell you that now than sell you hype.

If that's your kind of challenge, let's find out if it's a fit.

Everything you need is on our website: available territories, current pricing and how to register your interest.

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Visit cleanboss.co.nz/master-franchise →