



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Established Domestic Cleaning Franchise Business for Sale

St Albans, Hertfordshire (Remote operations, no office required).

Asking Price: £40,000

Reference: CC08-ABS | Confidential Memorandum

Turnover circa : £73,400 per annum

Executive Summary

Location: St Albans, Hertfordshire (Remote operations, no office required).

Trading History: Established in 2010 with a proven track record.

Executive Summary

This is a rare opportunity to acquire a well-established and reputable domestic cleaning business. Operating as a franchise under the Domestique brand, this business specializes in connecting clients with vetted, reliable, and insured cleaners for their homes.

With a solid foundation built over 14 years, the business enjoys a strong reputation in St Albans and surrounding areas, boasting a loyal customer base of 68 regular clients supported by 26 reliable cleaners. The company's tailored services, efficient operations, and customer-centric approach have made it a trusted name in the domestic cleaning market.

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Business Highlights

Established History:

- 14 years of successful trading under a trusted franchise brand.

Comprehensive Service Offering:

- Tailored cleaning packages for homes, offices, and specialized needs like end-of-tenancy cleans.
- All cleaners are vetted, insured, and well-trained to deliver high-quality service.

Reputation:

- A strong local presence in Hertfordshire with excellent customer reviews and retention rates.

Operational Excellence:

- Streamlined operations supported by robust technology:
- CRM systems for client and cleaner management.

- Paperless contracts and online signatures for efficiency.
- Accounting and invoicing software for seamless financial tracking.
- Text messaging systems for real-time communication.
- Marketing and Customer Engagement:
 - Online presence through a dedicated website
 - Advertising via platforms like BARK, ensuring a steady flow of inquiries.

Growth Potential:

- The franchise area covers Herts, St Albans, London Colney, Hatfield, Harpenden, Welwyn Garden City, Welham Green, Sandridge, Redbourn, Wheathampstead, Stevenage, Hitchin, Letchworth.
- Untapped opportunities to leverage social media marketing and other digital advertising channels.
- Room to expand the client base and cleaner pool to meet growing demand.

Reason for Sale

The business is being sold due to the owner's family health challenges.

Support and Training

The owner is committed to ensuring a smooth and seamless transition for the buyer, including a one-week handover and training period to familiarize the new owner with all operations.

Investment Summary

This is an ideal opportunity for someone looking to own a business with remote operations, minimal overheads, and significant growth potential. Whether you are seeking a flexible business model or a scalable platform for future expansion, this domestic cleaning business offers a unique chance to acquire a thriving enterprise in a growing market.

Key Advantages:

- Flexible Operations: Run the business from anywhere, no travel or physical office required.
- Loyal Customer Base: 68 regular clients generating recurring income.
- Scalable Model: Opportunity to increase profitability by reducing administrative costs and expanding marketing efforts.

Financial Overview

Current Revenue:

Approximately 68 regular clients with bookings ranging from 2-6 hours weekly.

Cost Optimization:

Potential savings of £30,000 by consolidating administrative roles for a hands-on owner.

Profitability Potential:

Projected increase in profits with focused management and strategic marketing.

To learn more about this exciting opportunity and request further details, please contact Abercorn Business Sales at 0800 246 1313 or email us at expert@abercornbusinesssales.com





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Next Steps & Contact

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