

**business**  
for sale



Date: **21st January 2025**

Business Reference: **BFS11123**

About the Business:

## **Own a Sublime Cleaners Franchise!**

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Let's Partner Up – Sublime Cleaners is expanding its footprint and is looking to recruit new franchisees to start their own commercial and domestic cleaning business.

Own a Sublime Cleaners Franchise. The Professional Choice for Carpet, Upholstery and Mattress Cleaning

Solutions in South Africa!

Sublime Cleaners is One of the Most Economical, Franchise Opportunities You Can Own.

As the leading provider of cleaning services in South Africa, fantastic business opportunities exist within our organization to open new franchises as we continue to expand. To open a Sublime Cleaners franchise business, you should be professional, enthusiastic and nurture a strong desire to manage a profitable business aimed at exceeding customer expectations in line with our mission. Naturally, access to financial resources, as required for a franchise opportunity, is also essential.

Contact Us Today to Book Your Area!

If you are satisfied with what you have read, and would like to join the Sublime Cleaners family and become part of the best brand in the cleaning industry, contact us at [info@sublimecleaners.co.za](mailto:info@sublimecleaners.co.za) or contact us on 078 251 7138

## Own a Sublime Cleaners Franchise!

Sector: **New Franchise Opportunities**



Asking Price:

**R 55,000**

Monthly Profit:

**R 30,000**

Asset Value:

**R 0**

Stock Value:

**R 0**

Yearly Net Profit :

**R 360,000**



# Business Report

## Background and History

### Looking for the Right Cleaning Business to Buy?

Have you ever dreamed of a different life for yourself and your family? As a close knit-brand, we are a great option for hard working individuals and families looking for work flexibility and the desire to make a positive impact on their local communities. Sublime Cleaners owners have the freedom to set their own schedules by accepting jobs at the hours of their choosing thanks to making the decision to buy a cleaning business. Most new owners love working as technicians to gain hands-on experience satisfying customers and growing the business. Some focus on the management side and hire technicians to do the cleanings. Being your own boss with a Sublime Cleaners carpet cleaning business means you get to decide.

## Products and Services

### Services Offered

- Carpet Cleaning
- Upholstery Cleaning
- Mattress Cleaning
- Rug Cleaning
- Tile Cleaning
- Office Chair Cleaning
- Pet Urine Treatment
- Pre / Post Occupational Cleaning
- and More.....

## Training and Head Office Support

### Does Head-Office Provide Me with Leads?

- Yes, head-office, will definitely provide you with loads of leads for clients looking for the services you will be offering through your Sublime Cleaners branch.
- Your monthly “Royalty Fees” are used to pay for “SEO” and “LEAD Generation” - through our various online marketing campaigns on Google and Social media Head Office will be continuously providing you with customers that are in need of your services.
- Lead Sharing between branches, apart from leads from Head-Office also forms a major part of franchising and offer a major advantage to franchisees.
- An important part of being part of a Franchise Group is Brand Recognition, Brand Trust and Brand Responsibility, leaving customers with a feeling of trust, and therefore makes the purchase decision much easier, resulting in more sales.

### Financial Breakdown

The purchase price of the Franchise varies according to the level of investment determined by you. The options in this regard are set out as follows. As with most franchise systems, there is an initial fee payable which is a once-off fee of **R 10,00,00 (Ten Thousand Rand)**. In addition, there are the costs associated with the purchase of the equipment, cleaning solutions and promotional materials, selected by you.

There are 5 start up options to choose from, starting from **R25 600 to R55 000** depending on the start up equipment you start with.

### What is Included in Buying a Sublime Cleaners Franchise:

- Franchise Joining Fee
- Leads by Head Office
- Marketing & Operational Training (Training can also be done via Teams or Google Meet)
- Start-Up Equipment
- Start-Up Chemicals
- Business Systems
- Rights to use the Sublime Cleaners Trademarks and Systems

### Income Projection:

#### Monthly Income R52 000

- Cost of Sale - R 1500 (Chemicals)

### Expenses

- Petrol - R 6500
- Wages - R 7500
- Royalties - R 2500
- Telephone -R500
- Bank Charges - R1000
- Marketing - R2000
- Insurance - R 500

**Nett Profit Before Tax - R 30 000**

## Monthly Fees

### Royalties:

- There is a fixed monthly Management Fee of **R1,500.00** per month.
- This covers administrative expenses and maintenance of a head office structure geared to help you to achieve success.

### Marketing Fee:

- There is a fixed monthly marketing fee of **R 1,000.00**.
- This covers online marketing campaigns, such as Google AdWords, SEO and Social Media.
- Group marketing allows us to reach a far greater audience than as individuals, and assist with higher Google search/page rankings.

## Conclusion

### Benefits:

- An established tried-and-tested franchise model.
- Intensive in-house and on-site training for franchisees, staff and managers.
- Ongoing support and leads supplied by Head Office.
- Low start-up costs with minimal risk.
- Minimal working capital required.
- Low overheads.
- Excellent & quick returns on investment.
- Your own branch page on Sublime Cleaners website.
- Affordable franchise fees.
- High profit margins
- Full access to branding and marketing material.