

Clean Cut

... a growing franchise

**Great Income,
Great Lifestyle,
Great Business**



OUTSTANDING OPPORTUNITY

Clean Cut is a well-established and rapidly expanding network of dedicated, hard working and professional gardening businesses.

It is run by entrepreneurs who are building a thriving, customer focused enterprise which provides a great standard of living for it's franchisees and their families.

SECURITY (OR NO FEAR?)

The major concern of any new business venture is "will it work?" With Clean Cut's proven marketing and delivery methods you can start your venture with absolute confidence of success.

MAKE MONEY

Clean Cut franchisees have the ability to make a significant return on their investment and should recoup their initial first-year investment with outstanding returns in years two, three and beyond.

TRAINING

Never mowed a lawn or trimmed a hedge? No need to worry. The comprehensive training programme will ensure you deliver a quality job from day one of your business and put you a cut above the competition.



SUPPORT

Running your business can be a lonely, challenging experience but with Clean Cut's proven methodologies and the ability to draw on experiences from others in the network you will never feel alone.



Clean Cut

... a growing franchise

MARKETING STRATEGIES

Any good business measures the effectiveness of its marketing and understands what works and what does not. Clean Cut's unique lead generation planner enables you to draw on data to create a marketing plan which is based on "actual results" achieved in the past rather than relying on guess work.

The planner tells you exactly what marketing methods to employ and also the results you should expect in terms of number of sales and sales value.

This means you can grow your business faster and better than someone trying to start up alone.

BUILD A TEAM

Want to own a business, not just do a job? Everything you need to know about employing and managing a team of gardeners has been created for you so finding and retaining the right staff is as simple as possible.

A BUSINESS BEYOND YOU

You can create a business where you can draw an income without leaving the office. The unique management system means that, if you wish, you can build a business where you no longer have to work on the tools, enabling you to focus on increasing sales or maybe even just enjoying some hard-earned time off.



Clean Cut

... a growing franchise

SIMON STUDD

The founder of Clean Cut, Simon Studd, was born in Sussex in 1983 and has gardening in his bones.

As a child he loved to help his father in his garden and when he was just five years old he had his own small plot which he loved. But when it was time for Simon to start out on a career it wasn't gardening that he turned to but the jewellery trade.

Simon said "Before I started out in the gardening business I spent several years training and working as a jeweller, mainly repairing and making rings and chains. I think because of the fine and intricate nature of that work it helped me with the sometimes intricate work that I now do as a gardener."

"This is especially true for hedge cutting where an eye for flowing rounded shapes and accurate height levels is crucial."

With nearly ten years in the gardening business, Simon has gained a wealth of knowledge. His first two years were spent gaining experiences from other gardening techniques, services and processes and looking at where they could be improved. In 2005 Simon branched out on his own and Clean Cut was born.

From humble beginnings when he started out with just a mower in the boot of his Ford Escort he has now created a thriving business with proven business systems to match.

These include marketing strategies operations manuals, database management, extensive training and an online real-time diary. These systems enable Simon to manage more than 150 fortnightly clients efficiently and profitably and he is now ready to share his expertise.



As well as being a respected business person, Simon is also well known and liked in his local area and often appears in newspapers and magazines.

When he is not working, Simon's other passion is motor sport, especially Grand Prix racing. He also travels extensively and occasionally he has time to appear as an extra in films and TV. He was Matt Damon's body double in the film *The Bourne Ultimatum*.

With his entrepreneurial flair Simon has created a good lifestyle for himself though hard work and determination. His ambition is for successful franchisees to achieve a similar level of success that he enjoys and the accompanying benefits that go with the success.

WHY THIS FRANCHISE?

We understand that when choosing a franchise you are making a decision that will change your life forever and it is important to get that decision right. At Clean Cut we do not want anyone to regret joining our family, which is why we make sure that we are right for each other. It is also why we have put together a comprehensive system to ensure your success. This is the Clean Cut System.



1 TRAINING

- Residential Gardening
- Skills Course
- Marketing
- Sales
- Management
- Finance
- Work experience placement

2 ONGOING SUPPORT

- 1-2-1 coaching skills
- Full back-office marketing
- Full back-office administration
- Regular team meetings
- Database management
- Call handling
- Business planning
- Fully loaded iPad with all the Clean Cut systems.

3 MARKETING SALES

- Unique lead generation planner
- Leaflets
- Website
- Networking
- Brochures
- Database
- Advertisements
- Customer letters
- Full Training
- Branding
- Shop Windows
- Referral Schemes
- Giveaway
- Estate agents
- Mail-outs

4 GARDENING SKILLS

- Fully documented 'How to' guides
- Lawn Mowing
- Hedge Cutting
- Power Washing
- Turfing
- Maintenance
- Rubbish Clearance
- Decorative Works
- Tree Shaping
- Full Training.

5 BUSINESS GROWTH

- One, two, three, and four year plans
- Recruitment support and advice
- Staff training
- Personality profiling
- Job specifications
- Interviews
- Induction
- Performance management
- Appraisals
- Competencies
- Own a business, not a job.

RETURN ON INVESTMENT

A Clean Cut Franchise offers you the opportunity to maintain a good income with the flexibility of being your own boss.

All of our business plans are put together using our lead generation planner which was developed by measuring the result of all our various marketing activities.

This means that when you put your targets together you can base them on our past experience and begin your business with a degree of confidence in the results it is possible to achieve.

	Year One	Year Two	Year Three
Income	£51,357	£72,000	£103,537
Good Sold	£1,529	£1,944	£2,795.50
Licence Fees	£7,800	£9,360	£9,360
Overheads	£14,388	£25,292	£36,888
Net Profits	£27,640	£35,404	£54,493.50
No. of staff	0	1	2

These figures are calculated based on our aggregate data for the marketing performance of proven strategies. It is however, not possible to guarantee these returns as geographic and seasonal factors may have an impact either way on your business.

They are based on you achieving a certain level of marketing activity. We will sit down with you prior to you starting your franchise to create a detailed plan for your business.

FAQS

I ALREADY KNOW HOW TO DO THE JOB SO WHY CAN'T I JUST START UP ON MY OWN?

You can. However, government statistics suggest that only half of all new businesses succeed. Many fall by the wayside because they lack the right know-how to build a successful business.

In truth, by the time you take into account the equipment, vehicle and marketing cost required to set up your own business. The Investment for the franchise soon becomes a saving

Not to mention the time it will take you to develop your own systems. With our backing and support not only will you get off to a much faster and easier start but also you are less likely to be one of the 225,000 businesses which fail each year.

WHY A FRANCHISE?

According to the British Franchise Association, 90 percent of franchisees claim to be profitable and from its own surveys it receives an 84 percent satisfaction score for them. It is an undeniable fact that buying a franchise significantly increases your chance of business success.

WHAT'S MY AREA?

We will sit you down and agree an area with you as we draw up your marketing plan. A typical territory covers around 15,000 households, which is more than sufficient to support a business operating at maximum capacity.

CAN I PURCHASE ADDITIONAL AREA AS I GROW?

Of course you can. If you get one round working without you why wouldn;t you start another? The same start-up fees would apply.

WHAT ARE THE ONGOING FEES?

There is a fixed monthly charge to cover marketing, administration support, call handling, database management, marketing co-ordination and support.

Fees are not charged for the first three months to give you time to get your business up and running. This is a fair way as it means you get what you pay for and your fee never increases.

WHAT HOURS WILL I WORK?

At Clean Cut we are a firm believer in work-life balance. Typically you will work five days a week from 8am to 6pm during the busy time of the year and depending on how busy you are.

However, being a seasonal business you can expect to have six to eight weeks a year off over the winter to enjoy your hard-earned income!

FAQS

I ALREADY KNOW HOW TO DO THE JOB SO WHY CAN'T I JUST START UP ON MY OWN?

You can. However, government statistics suggest that only half of all new businesses succeed. Many fall by the wayside because they lack the right know-how to build a successful business.

In truth, by the time you take into account the equipment, vehicle and marketing cost required to set up your own business. The Investment for the franchise soon becomes a saving

Not to mention the time it will take you to develop your own systems. With our backing and support not only will you get off to a much faster and easier start but also you are less likely to be one of the 225,000 businesses which fail each year.

WHY A FRANCHISE?

According to the British Franchise Association, 90 percent of franchisees claim to be profitable and from its own surveys it receives an 84 percent satisfaction score for them. It is an undeniable fact that buying a franchise significantly increases your chance of business success.

WHAT'S MY AREA?

We will sit you down and agree an area with you as we draw up your marketing plan. A typical territory covers around 15,000 households, which is more than sufficient to support a business operating at maximum capacity.

CAN I PURCHASE ADDITIONAL AREA AS I GROW?

Of course you can. If you get one round working without you why wouldn;t you start another? The same start-up fees would apply.

WHAT ARE THE ONGOING FEES?

There is a fixed monthly charge to cover marketing, administration support, call handling, database management, marketing co-ordination and support.

Fees are not charged for the first three months to give you time to get your business up and running. This is a fair way as it means you get what you pay for and your fee never increases.

WHAT HOURS WILL I WORK?

At Clean Cut we are a firm believer in work-life balance. Typically you will work five days a week from 8am to 6pm during the busy time of the year and depending on how busy you are.

However, being a seasonal business you can expect to have six to eight weeks a year off over the winter to enjoy your hard-earned income!

FRANCHISE TOOLKIT

OPERATIONAL

Windows Tablet PC/ Laptop	Universal Secateurs
Grass Strimmer	Disposable Overall Hood
Powerhead Loop Handle	Green Pack Large
Degree Combi Tool	Clear Petrol Can
Hedge Trimmer	Orange Fuel Can
Hayter Harrier	Bow Saw
Leaf Blower	Wolf Adjustable Lopper
Pressure Washer	5ltr Two-Stroke Oil
Large Anvil Lopper	Hand Patio Weeder
Ear Muffs	Square Tine Rake
Safety Glasses	Pruning Saw
Multi-Tap Connector	Hand Shears
Mixer tap Connector	Hosepipe
Double Male Connector	50m Lead
Hozelock Connector	13in Poly Broom Handle And Clamp
Measuring Beaker	Lawn Edger
Gontaro Saw	Steel Draining Tool
Crown Landscaper	Forged Digging Tool
Leaf Rake	Forged Digging Fork
Multi-Purpose Ladder	Green Wellington Boots
Three-Section Ladder	First Aid Kit
Tape Measure	Rubble Sacks
Jacksaw	Scaffold Boards
Jem Edging / Border Shears	Strimmer Head
Dutch Hoe	Gloves And Work Boots
Wold ZMv4 Snap-Lock Handle	Trowel
Backpack Sprayer	Ten Ton Bags
Waterproof Trousers	60- Piece Toolkit
Waistcoat	Uniform



MARKETING

60,00 Leaflets -- Leaflet Delivery -- 450 Give Away Cards
1,000 Business Cards -- Database -- 180 Day Contact Letters
Invoice Books 5*A6 Pads -- Invoice Books 5*A4 Pads
Sign-Writing For Van

TRAINING

One Day Marketing -- One Day Sales -- One Day Administration
Operations And Finance -- One Day First Aid Course -- One Day Machinery Maintenance
Minimum Ten Days Working In Existing Franchise

TESTIMONIALS

PAUL KEYWORTH

I became a Clean Cut franchisee in March 2014 and I simply hit the ground running.

Previously I was head green keeper at my local golf course. But after years of hard work and dedication I began to feel unappreciated and under – valued so I decided it was time to do something drastic and that's when I came across the Clean Cut opportunity.

Although I was slightly nervous about running my own business I soon realised with the Clean Cut back office support network behind me I would never feel alone, and any worries I had were short lived.

Even the incoming calls are answered for me so I don't have to down tools and race back to the van, scrabbling for a pen and paper to write the contact's details down.

I would recommend to anyone who wants to go into business for themselves, who likes the outdoor life and being their own boss to get in touch with Clean Cut. If you're anything like me you won't regret the decision.



TREVOR HEATH

Since becoming a Clean Cut franchisee I haven't looked back. I first enquired about the Clean Cut Franchise opportunity because I found working on my own as a gas engineer quite a daunting task. I worked too many hours for average pay but the main reason is the support network Clean Cut offers.

Being a one-man operation can be a lonely place but Clean Cut said it would always be there for me and I could learn from its vast years of experience. I am fully supported and receive regular emails, skype and phone calls and one-to-one head office meetings. After hitting my first year's target this created a huge financial gain. I now have more than 50 regular lawn cuts and my first full-time member of staff. With Clean Cut's help I can't wait to expand my business again and I am excited by what the future holds.



TESTIMONIALS

LUKE BRICE

I Joined Clean Cut Gardening in March 2013. Coming from a policing background and never having run a business I decided to buy the Worthing Franchise as Clean Cut offered support, guidance and a business model which eclipsed other opportunities I had a reasonably good understanding of how to run a business, but each business has its own best practices and I needed guidance in that regard.

Throughout my first year I have had an abundance of questions for the Clean Cut team, all of which I would have struggled to have answered if I had gone it alone. Some questions related to doing the work itself, but the majority related to the running of the business. I've got the flexibility of being my own boss, but with the security and knowledge that I have support from people who have been there, done that and got the T-Shirt. It's the perfect synergy of using your own determination and drive, with the guidance of people with the knowledge to help you succeed and build a business which supports your own lifestyle and generates a fantastic income for a franchisee.



NATHAN PETERS

I'd spent the last 10 years working in a job which I found more and more depressing every day, working until midnight and starting at 4am just wasn't working for me or my family anymore. The money wasn't great either. I was made aware of Simon Studd and clean cut gardening by a friend so thought I'd find out a little more. I was obviously sceptical about handing over a large amount of money, as anyone would be, but a few meetings down the line and a chat with the existing franchisee's soon put my mind at ease. Being that I always wanted to be successfully self employed, and my love for gardening I signed on the dotted line. I am already well on the way to exceeding my previous wage and am sure to increase that dramatically over the next few years. I also have the quality of life I've missed for so many years and look forward to many more and the running and development of my own successful business.



TESTIMONIALS

RORY WHELEHAN

I was born in South Africa, my parents moved to the then Rhodesia (now Zimbabwe) when I was very young, and this is where I grew up and was educated.

I have always had a love of the outdoors and achieved a diploma in agriculture.

However fate led me back to South Africa and somehow into the steel industry where I remained for the past 35 years. When I moved back to the U.K. I sought a new challenge. Having looked at several franchises over the past year it was the Clean Cut opportunity that really interested me, not only because it gives me the opportunity to work outdoors once again but because I found it to be a very professional operation.

From being provided with top of the range equipment, excellent marketing strategies and even a dedicated call centre. I feel that I will be able to and look forward to making a very successful business in the Oxfordshire area over the next few years.



STUART BOYD

Growing up on a large farm in New Zealand gave me a love for the outdoors, however somehow I managed to end up working in Hospitality.

After spending 20 years working in Hotels working long unpredictable hours making the company lots of money I decided that it's time to do what is best for me and my family both financially and for a better work life balance.

I stumbled across Clean Cut Franchise by mistake and after some web stalking decided to make the call and after speaking to Simon for 10 mins I was hooked, since then the support, guidance and training matches some of the multinational companies I have worked for yet with the personal approach makes it even better. It is a big step joining a franchise and I was nervous! But I was guided and coached all the way, and now I'm living the dream earning more money working less hours and seeing my family more than I ever could have previously dreamed of. I am looking forward to the next 12 months as they are sure to be even better.