

THE CLEANING BIZ FREQUENTLY ASKED QUESTIONS

[How can I identify a suitable pod area?](#)

Thorough research is vital because the success of your business will depend on it. Firstly, look for an area with a social mix; you need middle class families (who will always want a cleaner) abutting areas of social housing (where the cleaners might reside). Very wealthy individuals may employ full-time or live-in staff so are **not** your target market.

An area population of 9,000 – 23,000 thousand inhabitants is ideal (and equates to the average size of a London pod) – we plan for you to distribute to about 15,000 homes by direct mail every six weeks.

(Please see section on Market Research below.)

[As a pod owner, what support would be available to me?](#)

Two-thirds of the business cost is applied to the ongoing training and support of our pod owners. We want you to succeed and provide comprehensive training to enable you to do just that. Our training includes: -

- Induction training lasting 3 – 12 months tailored to your own needs
- 1 day training at the commencement of your pod ownership
- Invitations to two annual knowledge-sharing get-togethers with other pod owners
- Weekly, fortnightly and monthly initial training teleclasses
- (The time of teleclasses will be fixed, by consensus, at the first workshop)
- A website where we publish contact details for your pod and explain to your potential clients how it works
- A localised Google adwords campaign for your pod which brings forth web leads for you too
- 30,000 free postcards
- We handle the ongoing shared printing run
- We help you find distributors
- Ongoing support from your mentor, who will be available to assist you at all reasonable times.

[Can I expect any administrative support?](#)

At the first training day we will give you a preferred system, using spreadsheets, for managing your clients/cleaners and your mentor will help with the management of these. You will find further guidance in the manual we provide.

[Can I speak to any current pod owners?](#)

Yes, of course, we will be happy to arrange this for you if you have a serious interest in carrying this business opportunity further.

[Can more than one pod be operated by one individual simultaneously?](#)

This is possible but we would recommend our pod owners start by saturating a small area and working outwards. As we recommend the pod owner lives in their chosen area initially, one way of operating more than one pod at a time could be to engage a business partner. Several successful pod-owners have bought a

second pod as a way of accelerating their business income. This has only been OK'd by us where the pod-owner has demonstrated mastery of their first pod.

[Can I make changes to the business model?](#)

No, the Cleaning Biz model has been developed to guarantee your success, if it is followed diligently. It has been designed to enable you to run an efficient business, providing customer-friendly service. We strongly recommend you use the benefit of our proven experience to help you create a financially secure future. This, after all, is what you are buying with your £6,000 fee – our fast-track to proven success in The Cleaning Biz. Why change it? Recommendations for improvements are always sought!

[Is it necessary to live in the operational area?](#)

Yes, it is essential during the initial period of your business development. It will be necessary to personally interview applicants for the cleaning positions and to manage your advertising/recruitment campaign. The only alternative is to find a field agent who can deal with the recruitment and testing of cleaners on your behalf.

[Can you suggest any tools that might assist in market research?](#)

Contacting companies already running cleaning businesses in your area is useful. By asking questions as though you might wish to employ a cleaner can provide much useful information on cost, areas serviced by the company and what services are provided for the fee charged.

Use the Yellow Pages, the telephone directory, Google or Gumtree to identify established cleaning companies in your area and contact them about the service they offer, from the viewpoint of the client. What do they charge? Do they cover your area (if not, why not?). Will you always have the same cleaner? How long has the company been established, etc? What is the going rate in your potential pod?

[What is the best way to interview prospective clients?](#)

This is usually carried out on the telephone, not in person. The ability to discriminate between clients seeking a fair and equitable business relationship and those expecting far more than they wish to pay for will come with experience. Equally, as you develop a 'feel' for the business, you will be able to spot time-wasters who are merely satisfying their curiosity.

[What is the single most important aspect of client management?](#)

This is a question of two halves. Firstly, it is essential to establish firm boundaries and to stick to them. Leniency may lead to problems later on. Clients should be offered the same cleaner at the same time each week and realise that, should they miss their appointed time, they may be liable to pay the cleaner as though they had worked, or at least recompense for travel time and cost. The client must be aware that your business is built upon trust and respect, and that neither of these qualities are negotiable. Good cleaners are valuable assets to your business and should be well looked after.

Secondly, the cleaner must have a full understanding of the standards expected of their work and their behaviour whilst they are representing the Cleaning Biz.

[How many cleaners can a pod owner expect to successfully manage?](#)

In the early stages of your business development, the number of cleaners will be surprisingly few. Typically, they will tell you on what days they are available and each cleaner may work as many as ten sessions per week. On average, a cleaner will devote 50% - 75% of their week to cleaning work. From a management point of view, it is easier to take one cleaner and fill his/her time before engaging a second individual. This will grow exponentially, along with your business but, in the early days, keep it as simple as possible! You may only need one or two to start you off.

[What are the most demanding challenges faced by a new pod owner?](#)

There will be a steep learning curve as you learn to manage different areas of the business. Finding the balance between clients and cleaners can be challenging, as can running a business based on administering many low level tasks which may be at odds with your past experience. In addition, working with individuals with a limited understanding of English can be testing although experience shows that their English improves rapidly with immersion. And depending where you live and intend to operate, foreign cleaners may not be essential or even the norm for you.

[I am concerned about providing a full-time telephone answering service for my clients. How important is this to my business?](#)

This is very important as today's client expects to be able to contact a service provider upon demand. Experience has shown that pod holders who have provided a live response have been more successful. If this is not possible for you, you might consider employing a VA or telephone answering service to take your calls live during office hours.

[Is the pod owner responsible for paying the cleaners placed with clients?](#)

No, it is the client's responsibility to pay their cleaner directly. The Cleaning Biz undertakes to find, test and manage a cleaner, on behalf of a client, for which the pod owner will receive a retainer from the client.

[Where would be the best places to recruit cleaners?](#)

A simple but effective method is to place postcards in local shops, newsagents, supermarkets and community centres/libraries. Also, word of mouth recommendations within local communities can be fruitful. With an increase in Eastern European financial migrants, there is a ready pool of reliable, hard-working and often highly-qualified potential cleaners, ready to take up the challenge in order to strive for a better life. Advertising in the local press and Job Centre has also worked in some of our pods.

[Are you aware of any resistance by clients to employing foreign cleaners?](#)

Yes, on occasions, and this must be effectively managed. Often there is a fear of communication difficulties. But that is our job to manage between the two parties.

[Are there any particular difficulties in employing foreign cleaners?](#)

A poor understanding of English can prove difficult, but there are ways of overcoming this problem. Issuing instructions via text messaging is useful

because it enables the cleaner to look up words in the dictionary, or refer to a friend with a better grasp of the language. In addition, this is a cheap means of communication for both the pod owner and the cleaner. It will be your job to verify that a cleaner originating from another country is legally entitled to work here under EC regs, or has a work permit. If not, we cannot refer work to them.

[If I decide to take this opportunity, what is the next step?](#)

Once you are sure the Cleaning Biz is right for you, the next step is to pay the £6,000 fee. Upon receipt of the monies, a contract will be issued to you, which you should sign and return. At that point, we will arrange for you to attend the training day we offer to all new pod owners. We look forward to seeing you there!

[Will I have chance to take up the Cleaning Biz opportunity at a later date?](#)

Yes, most definitely if it would be more convenient for you. It is important that your circumstances are such that you are able to devote time and energy to your new project, so proceed only when the time is right for you.

[I am still unclear about certain aspects of the business. May I contact you to discuss any concerns I may have, without obligation?](#)

We would be delighted to discuss any issues you may have relating to the business. You may either email your questions to us at headoffice@thecleaningbiz.com or let us know a time when it would be convenient to contact you by telephone. Please rest assured, you would be under no obligation whatsoever. We appreciate you are considering placing a substantial investment and you must feel absolutely sure it is the right opportunity for you.