

Franchising Prospectus



- Domestic and commercial external cleaning
- All year-round demand
- Low overheads and high-profit margin business
- Earning potential of £100k+ PA
- Opportunity to scale your business and territory with no upper limit on earning potential
- State-of-the-art, instant, automated pricing and booking platform
- Around 90% of the work done from the ground level





ABOUT US

The Gutter Clean Company was founded in 2014 by Jeremy Bligh. What began as a small, part-time venture selling quality gutter cleaning equipment quickly evolved into a thriving service business.

Driven by a hands-on approach, Jeremy built his own gutter cleaning round from scratch — learning the ropes of the trade and customer needs directly. In 2019, after being made redundant from his national sales and marketing manager role in the solar industry, he committed full-time to developing the company into something exceptional.

Demand for high-quality, reliable gutter and external cleaning services grew rapidly. To meet this demand and expand nationally, Jeremy initially launched an Approved Contractor Scheme — a flexible way for others to benefit from the company's branding, systems, and sales engine. It laid the foundation for what would later become a more robust, scalable model: franchising.

Today, The Gutter Clean Company has become one of the UK's most innovative and forward-thinking names in external cleaning. With a strong focus on professionalism, automation, and digital convenience, our mission is to provide outstanding service while giving franchise partners the tools, support, and systems to build a successful local business under a national brand.

We've combined hands-on experience with cutting-edge technology to build a proven business model, powered by our instant quotation and booking platform, advanced marketing strategies, and a commitment to helping franchisees succeed.

FRANCHISE OPPORTUNITY



DOMESTIC & COMMERCIAL EXTERNAL CLEANING

We're a trusted name in the domestic market and continue to grow year on year —while also expanding our presence in the commercial sector, where we've secured work across a range of industries.



ALL YEAR-ROUND DEMAND

Due to the nature of gutter problems and the importance of fully operational gutters our business has demand year-round.



LOW OVERHEADS AND ONGOING COSTS

Your gutter cleaning and external cleaning business will have low operating costs, high demand and lots of repeat business.



EARNING POTENTIAL

First year projected profit is almost £55K+, growing to over £87K+ on target profit after 3 years. Also, because of the nature of our business, with annual repeat custom, the opportunity to grow year-on-year is incredibly realistic.



LOW COST, HIGH PROFIT BUSINESS MODEL

Our services are in high demand, with strong levels of repeat business & very low operating costs —making this an extremely profitable model.



LOW FRANCHISE FEE

Our franchise fee is extremely competitive & includes everything you need to grow your business successfully.



QUICK PAY BACK

Thanks to low start-up costs & strong profit margins, our franchise model offers fast return on investment & healthy cash flow —with the ability to start earning from day one.



ONE STOP SHOP FOR YOUR EQUIPMENT As a supplier of gutter cleaning equipment, we can supply everything needed to get started at a discounted cost to you.

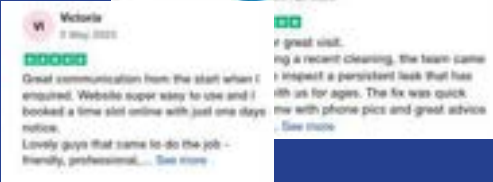
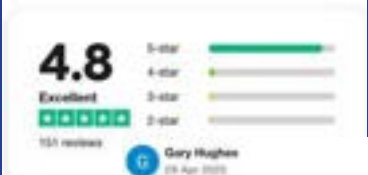
The Gutter Clean Company franchise is a genuine opportunity to build your own successful, local business —with the support, systems, and brand power of a proven operation. We've invested heavily in automation, customer experience, and marketing so that our franchise partners can hit the ground running and generate income quickly —often within their first few days.

This isn't a 'go it alone' model. We're here to give you every advantage possible —from the instant quoting and booking platform, to one-on-one mentoring and everything in between.

ABOUT THE BUSINESS

Our franchisees deliver a full range of exterior cleaning services,including:

- ✓ Gutter cleaning
- ✓ Gutter repairs
- ✓ Roof cleaning
- ✓ Conservatory roof cleaning
- ✓ Soffit & fascia cleaning
- ✓ Cladding cleaning
- ✓ Driveway & patio cleaning
- ✓ Commercial and domestic work



We use advanced tools,soft washing methods,and professional-grade equipment to achieve exceptional results with minimal disruption.

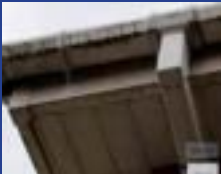
Average job value, from our last 4,500 jobs, is approx. £208 + VAT!



Before



After



Before



After



Before

After



Before

After



Before

After

OUR EDGE IN THE MARKET PLACE

We're not just another gutter cleaning company — we've built a modern, scalable model that combines traditional service values with cutting-edge digital tools. Here's what sets us apart:

- ✓ Instant Quotation & Booking Platform — Customers can get live quotes and book online 24/7.
- ✓ Proven Marketing System — A fully tested system that drives leads through paid and organic channels.
- ✓ Professionalism First — Uniformed appearance, clean vans, branded materials, and consistent communication.
- ✓ Membership Scheme — Customers can join our monthly maintenance programme to receive scheduled visits and exclusive perks.
- ✓ Interest-Free Finance Options — Make high-value jobs more accessible and increase conversion.
- ✓ Exceptional Customer Reviews — We take pride in strong, verified reviews that drive word-of-mouth referrals.



OUR MARKETING AND SALES METHODS

We've built a complete sales & marketing ecosystem to help franchisees grow from day one, including;

Online Strategies

Google Local SEO

Ongoing investment to ensure we rank highly, organically on Google.

Google Ads

We have teams of experts making sure that all of our Google Ads are optimised to create the very best results for us.

Review Generation

Specialist review generation is built into our bespoke booking and management systems.

Offline Strategies

Leaflet Drops

We have a high converting leaflet that easily directs prospects to our instant quotation & booking platform to allow them to get a quotation in under 60 seconds.

Proactive Local Methods

This is a highly effective way to generate new clients. We will support you to build your client base quickly & cost effectively.

Local Business Outreach

Highly effective way to generate new commercial clients leading to higher order values.



In addition, franchisees receive our private Business Development & Sales Manual — packed with field-tested methods to attract customers and secure long-term work.

We don't hold back. Our mission is to help you build a multiple six-figure business, and we give you the tools, training, and personal support to make it happen.

OUR CUTTING-EDGE ONLINE QUOTATION & BOOKING SYSTEM



****Our 24/7 Instant Quotation & Booking Platform**** helps franchisees convert more leads while reducing admin and increasing professionalism. It's one of the biggest reasons our partners can scale faster.

****Training & Support****

You'll receive hands-on technical training, access to exclusive support materials, and direct mentoring to help you grow —not just launch. and financially viable prior to arrival.

FULL TRAINING & SUPPORT

At The Gutter Clean Company you are in business for yourself, but not by yourself. we have an extensive franchisee training programme including induction training and ongoing training & support. Your success is our success, we have a Win-Win philosophy and will support the growth of your franchise business every step of the way!



EARNINGS POTENTIAL

	Year 1	Year 2	Year 3
Turnover	£115,000	£172,000	£258,000
Profit	£55,003	£60,722	£87,000

NOTE- These are assumptions purely for illustrative purposes & are NOT a guarantee of earnings



INVESTMENT

Franchise Initial Fee

£19,950 + VAT

Royalty Fee

10% of Turnover

What's Included?:

- Specialist equipment package (RRP approx. £7,800 + VAT)
- Vehicle signage, branded workwear, business cards, leaflets
- Instant quotation and booking platform (with full access)
- Three months of Google Ads with expert management (ad spend up to £3,000 included)
- Comprehensive training
- Step-by-step marketing blueprint and personal sales mentorship

We don't just hand over tools and hope for the best. We're determined to help committed franchisees build multiple six-figure businesses.

*80% of franchise businesses are still going strong, when 80% of non-franchised businesses fail in the first 5 years**



*Source: bfa/Natwest Survey

NEXT STEPS

If you'd like to take the next steps toward becoming a franchise partner with The Gutter Clean Company, here's how the process works:

1



Initial Call

2



Meet Franchisor

3



Reserve Territory

4



Launch

Start Your Franchising Journey

[Click To Book An Initial Call](#)

