



Keep Calm and Clean On Franchise Opportunity Overview

Welcome

Thank you for your interest in becoming a Keep Calm and Clean On franchisee.

We have built a simple, professional, and distinctive cleaning brand rooted in British standards of precision, reliability, and quiet determination. Our model is designed for people who want to run a high-quality local cleaning business without reinventing the wheel.

This document outlines exactly what is included, what is expected, and how the partnership works.

The Opportunity

As a Keep Calm and Clean On franchisee, you will operate under an established brand with clear systems, professional tools, and ongoing support. You will deliver residential, commercial, move-in/move-out, and specialty cleaning services in your local territory while benefiting from the strength of the brand.

We keep the model deliberately straightforward: low entry cost, clear support, and a fair ongoing royalty.

Franchise Setup Fee: \$2,500

The one-time franchise setup fee of \$2,500 covers everything you need to launch and operate under the brand.

Included in the \$2,500 setup fee:

- Full access to, and authorised use of, the Keep Calm and Clean On website
- Access to the central booking system
- Access to and use of the brand's social media assets and frameworks
- Structured coaching to help you set up your operation and get started
- Ongoing mentoring and guidance after launch
- One official Keep Calm and Carry On apron
- One official Keep Calm and Carry On polo shirt

This fee is designed to give you a professional foundation without high upfront costs.

Ongoing Royalty

Franchisees pay 5% of annual revenue to the brand owners.

This royalty supports continued brand development, systems, marketing assets, and ongoing mentoring. It is calculated on gross revenue generated under the Keep Calm and Clean On brand.

What You Receive

Brand & Systems

- Use of the Keep Calm and Clean On name and branding
- Access to the website and online presence
- Booking system for managing jobs and clients
- Social media frameworks and guidance

Launch Support

- Coaching through the setup process
- Guidance on getting your first clients and establishing local operations

Ongoing Support

- Mentoring as you grow
- Continued access to systems and brand resources

Uniform

- Keep Calm and Clean On apron
- Keep Calm and Clean On polo shirt

Ideal Franchisee

We are looking for people who:

- Value high standards and professional presentation
- Want to run a local cleaning business with structure and support
- Are willing to follow proven systems while building their own local reputation
- Appreciate the British values of reliability, precision, and calm professionalism

Prior cleaning experience is helpful but not essential. A strong work ethic and commitment to quality are more important.

How the Relationship Works

You operate as an independent business owner under the Keep Calm and Clean On brand. You are responsible for your local operations, staffing (if any), client relationships, and day-to-day delivery.

We provide the brand, systems, coaching, and ongoing mentoring. In return, you pay the setup fee and the ongoing 5% royalty on annual revenue.

The relationship is designed to be straightforward, supportive, and mutually beneficial.

Next Steps

If you would like to explore becoming a Keep Calm and Clean On franchisee, the process is simple:

1. Review this document carefully.
2. Contact us to express your interest and ask any questions.
3. We will discuss territory availability, suitability, and next steps.

We look forward to hearing from serious applicants who share our commitment to doing the job properly — with calm, care, and consistency.

Keep Calm and Clean On
British standards. Local delivery.