



20  
23

RESIDENTIAL  
CLEANING

**FRANCHISE  
BENCHMARK  
REPORT**

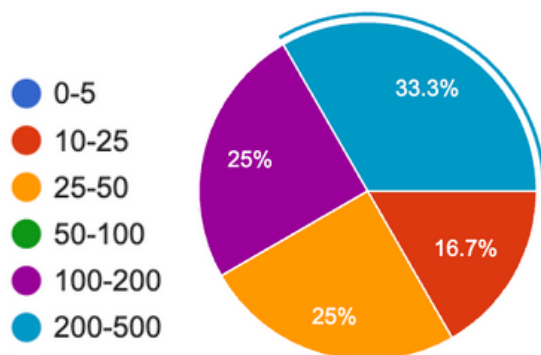
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# Franchisors

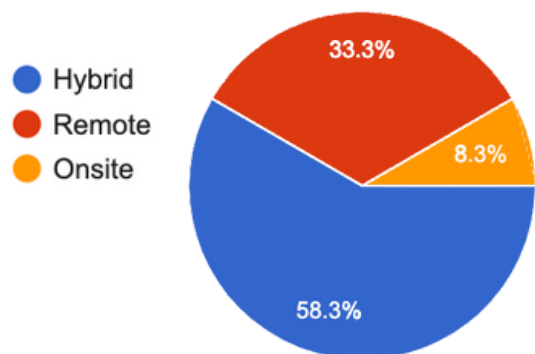


# Brand Breakdown

Number of Open Locations



Home Office Team



# BASICS

## Key Indicator

## Responses

## Average

Average Lifetime Value  
of a Client

\$8,200  
\$6,000  
\$2,422  
\$3,000  
\$4,000  
\$600  
\$2,200

**\$3,774.57**

Average Ticket Price of  
a Cleaning

\$169  
\$66  
\$177  
\$217  
\$179.03  
\$190  
\$167  
\$210  
\$190  
\$300

**\$169.60**

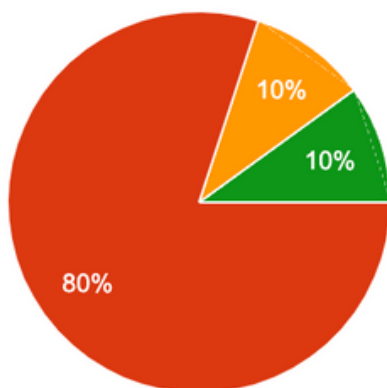
Average Attrition Rate

5% - Monthly  
6%  
7.87% Monthly  
8.4%

**6.8%**

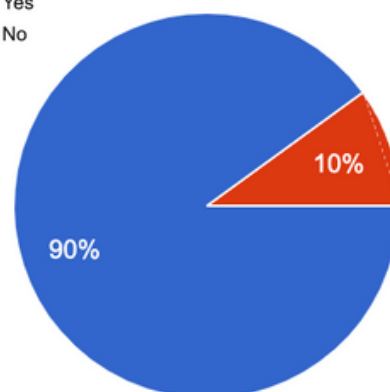
### Most Common Cleaning Schedule

Weekly  
Bi-Weekly  
Monthly  
One-Time Clean



### Are You Using an Outside CRM/Software

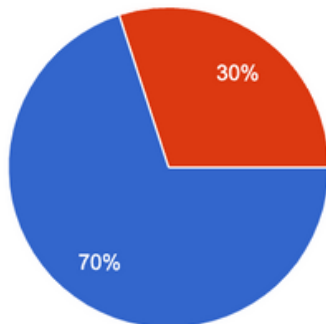
Yes  
No



# OPERATIONS

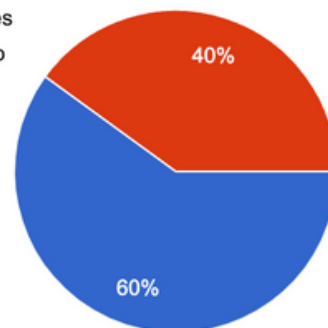
Quality Control Program?

● Yes  
● No



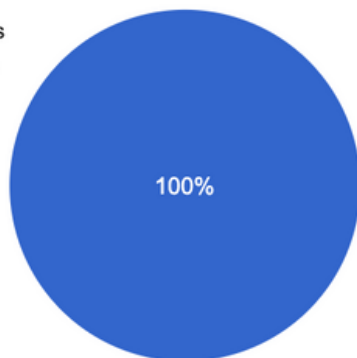
Referral Program?

● Yes  
● No



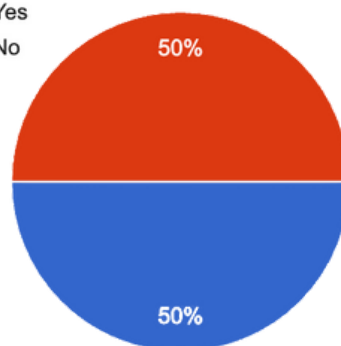
Review Program?

● Yes  
● No



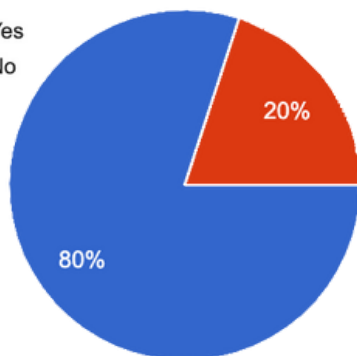
Tipping App or Program?

● Yes  
● No



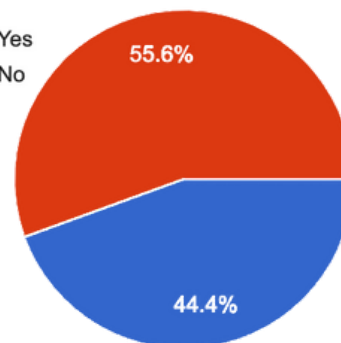
Call Center?

● Yes  
● No



Call Center Required?

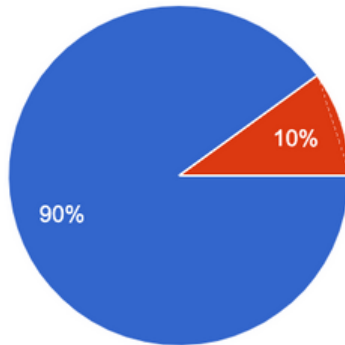
● Yes  
● No



# Operations & Marketing

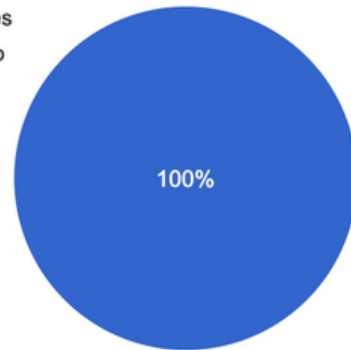
Digital Training Program for Cleaners?

- Yes
- No



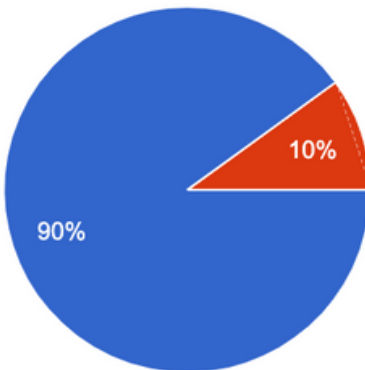
Technology Fee?

- Yes
- No



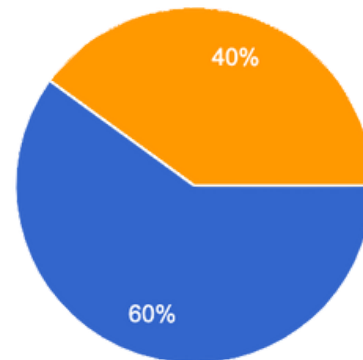
NAP Fee?

- Yes
- No



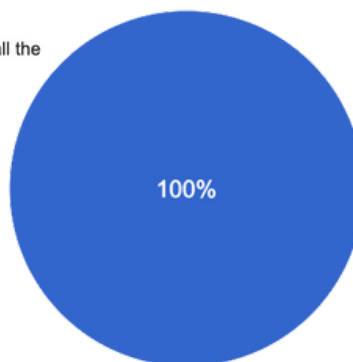
Marketing Support Structure

- Internal
- Single Supplier
- Multiple Suppliers



If Supplier - What Do You Pay in Fees Annually?

- None - Franchisees pay all the fees
- >\$10K
- \$10-\$50K
- <\$50K

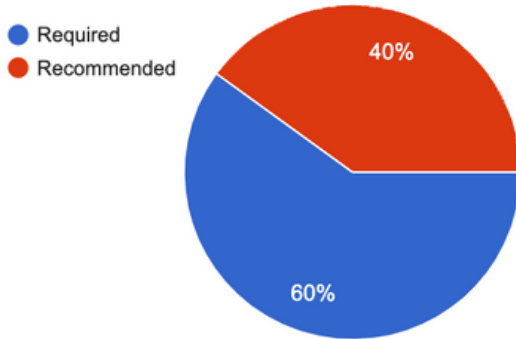


# Operations & Marketing

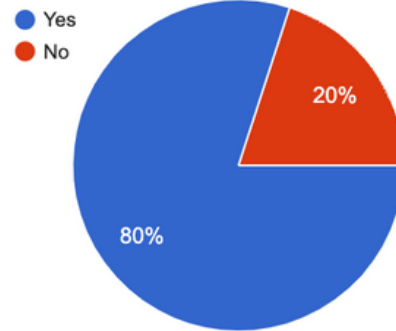
Key Indicator	Responses	Average
Average Net Promoter Score	79 83 71 76 80	77.8
Employee Turnover Rate	22 Months 200% Varies rate is 40+	Need More Breakdown: - Turnover in First 30 Days - Turnover After 30 Days
Average Conversion Rate for New Client	15% 25% 31% 33% 50% 54% 32%	30%

# Consumer Marketing

## Monthly Marketing Structure



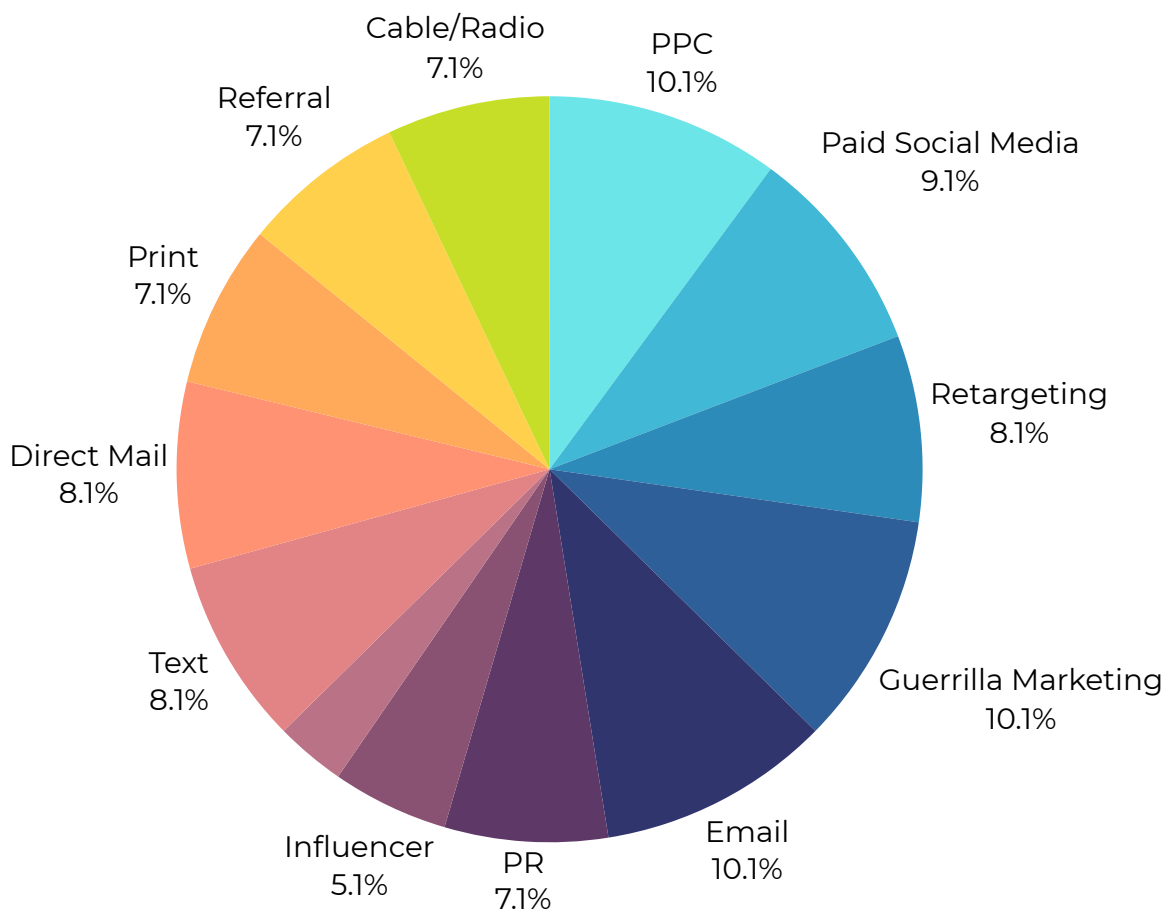
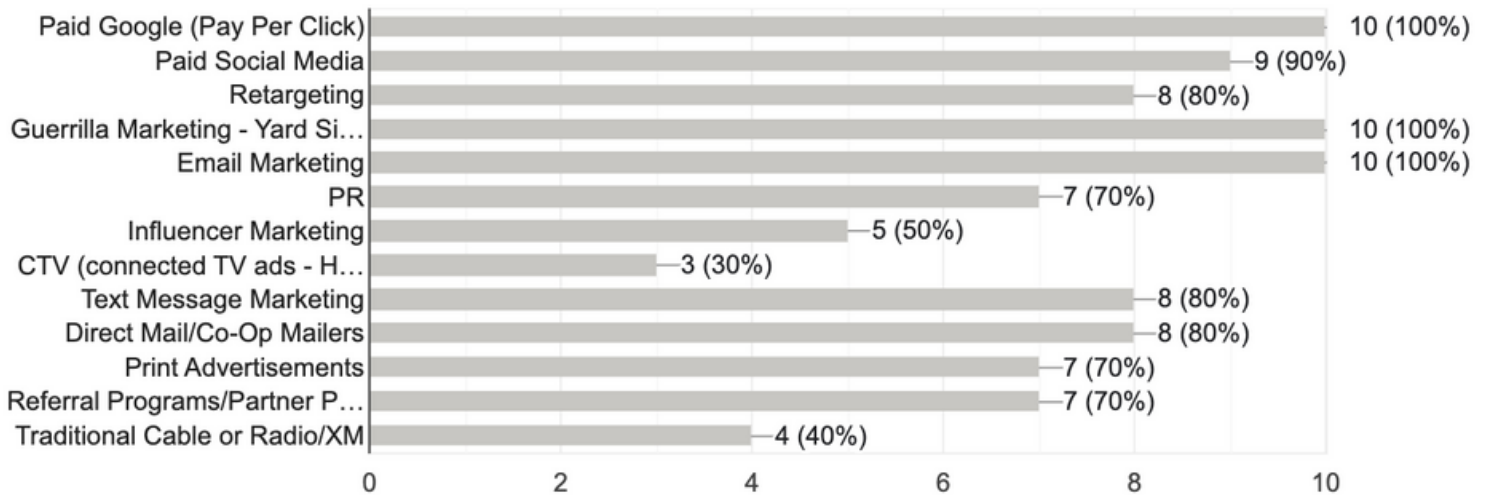
## Branded Cars Required?



Key Indicator	Responses	Average
Average Required/Recommend Monthly Marketing Spend	\$2,500 \$8,000 \$2,500 \$3,500 \$1,097 \$33000	<b>\$2,099</b> *Some brands are dependent on weekly gross sales, target revenue or % of gross sales
Average Cost-Per-Lead	\$25 \$65 \$110 \$72 \$65 \$32 \$20 \$50 \$50	<b>\$54.30</b>
Average Cost-Per-New-Client	\$41 \$221 \$250 \$70 \$100 \$150	<b>\$138.67</b>

**50%** Say Costs Have Increased YoY

# Consumer Marketing

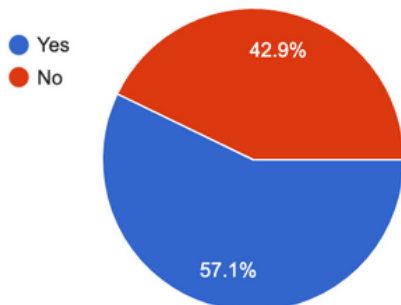




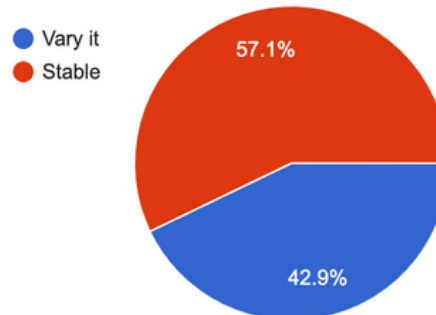
# Franchise Development

Key Indicator	Responses	Average
Average Required Initial Investment Level? *Including Franchise Fee	\$131,000-\$193,000 \$105,560-\$130,800 \$150,000 \$126,000-\$143,000 \$93,440 \$150,000 \$50,000-\$70,000	<b>\$110,860</b>
Average Annual Investment Budget	\$100,000 \$180,000 \$250,000	<b>~\$176,600</b> *Limited Responses
Average Cost-Per-Lead	\$116 \$100 \$100 \$50-\$100	<b>\$97.75</b> *Limited Responses
Average Cost-Per-Qualified-Lead	\$292 \$300 \$5,500	<b>\$2,030</b> *Limited Responses
Average Cost-Per-Aquisition	\$16,615 \$12,500 \$21,000	<b>\$16,705</b> *Limited Responses

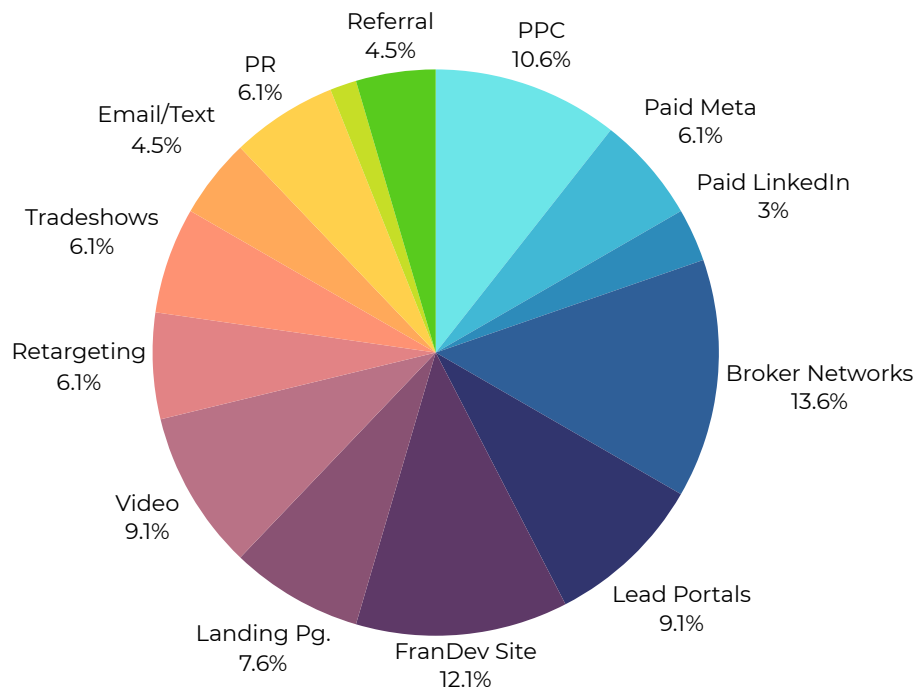
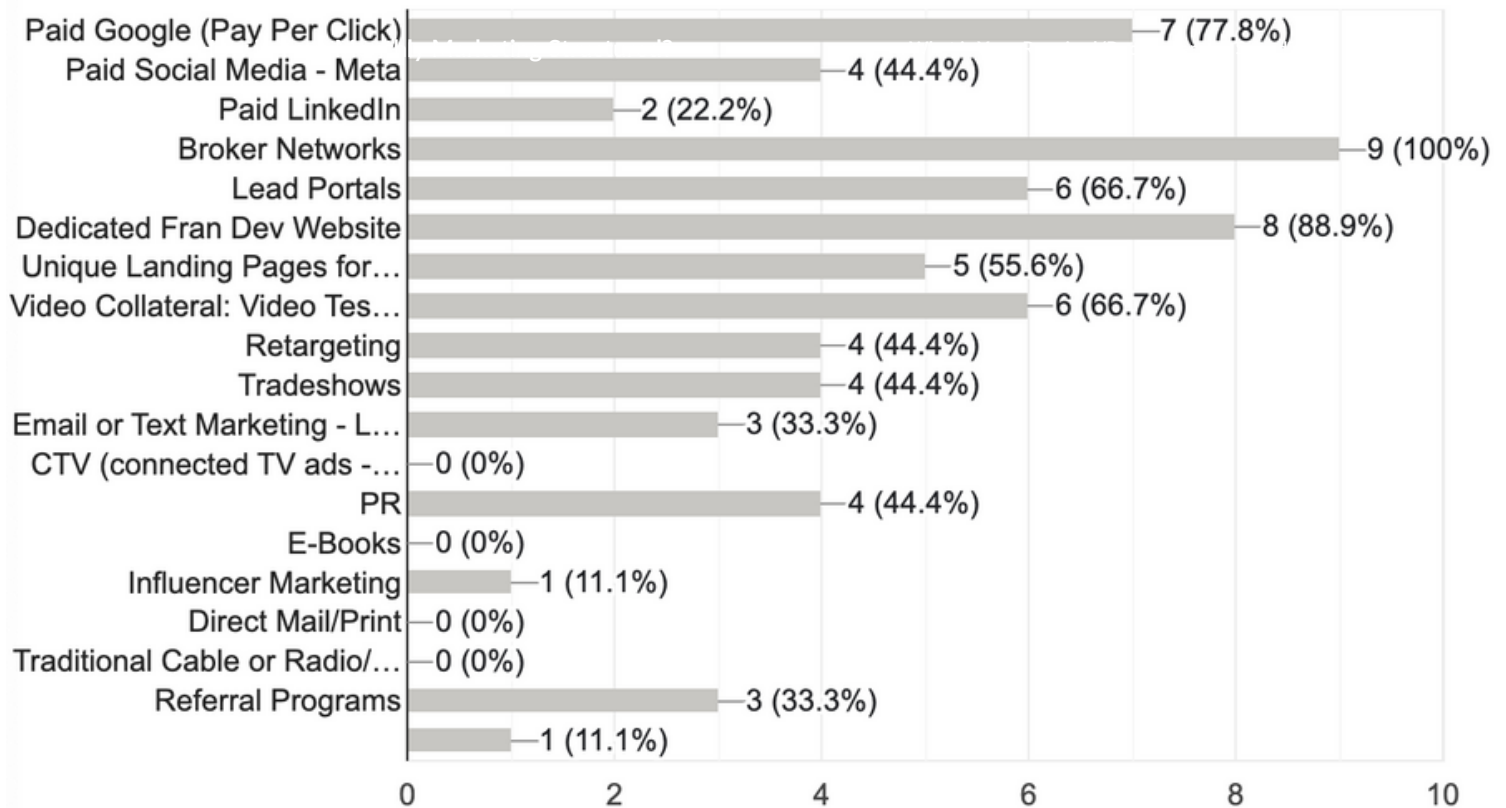
## Costs Increased in the Past 12 Months?



## Spend Varied Based on Seasonality & Lead Trends?

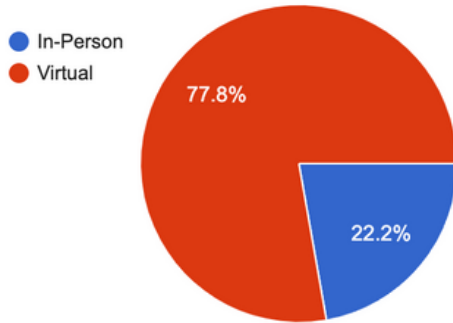


# Franchise Development

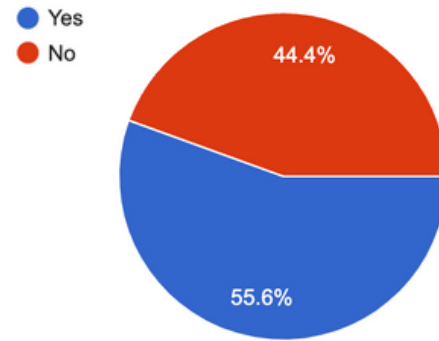


# Franchise Development

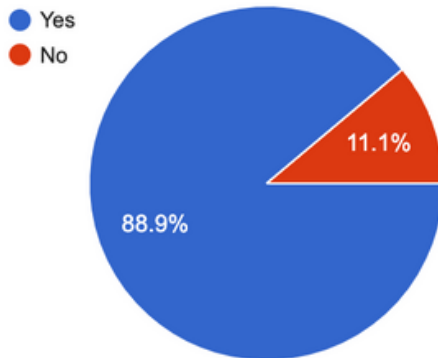
Discovery Days In-Person or Virtual?



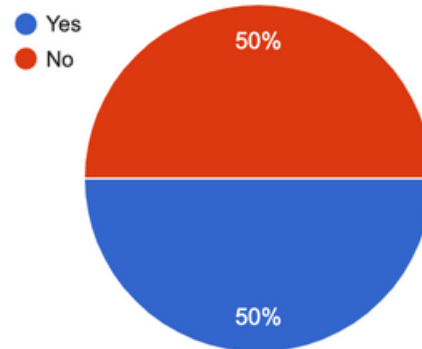
Do You Have a Dedicated Franchise Marketing Person?



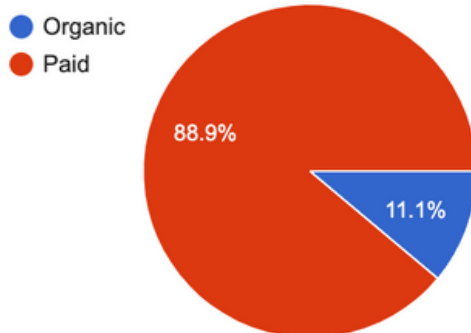
Do You Validate Well & Often?



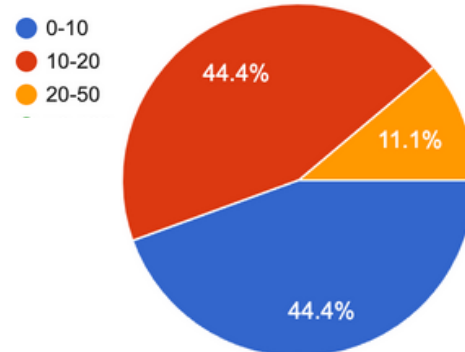
Do You Use an Annual Survey For Franchisee Satisfaction?



Do You Get the Majority of Your Leads Organically or Through Paid Methods?



How Many New Locations Are you Looking to Sign in The Next 12 Months?





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[www.netsertive.com](http://www.netsertive.com)

[info@netsertive.com](mailto:info@netsertive.com)