



# FRANCHISE INFORMATION PACK

*Service first, quality always*

[www.washrite.com.au](http://www.washrite.com.au)



### **Disclaimer**

This is a business that will not work unless you do. It will not work if you want to be a hands off or make money with little to no effort. This business requires a lot of hard work. You will probably be the sole employee of your business for the first 12 months.

Over time we can show you how to grow your business and your team. If you are prepared to work hard and wanting to build a successful business, keep reading.

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We are excited to introduce you to the Wash Rite franchise opportunity, now launching in Australia after establishing ourselves as the largest and most trusted exterior cleaning company in New Zealand as well as the southern hemisphere . With our proven franchise model, Wash Rite has become a leading name in the exterior cleaning industry, offering services such as house washing, roof treatments, gutter cleaning, and more.

As we expand into Australia, starting with our head office location in Newcastle, NSW, we invite aspiring entrepreneurs to join the Wash Rite family and take advantage of the growing demand for professional exterior cleaning services. Our franchisees benefit from a comprehensive support system, including in-depth training, marketing assistance, and access to premium equipment and cleaning techniques.

With the Australian property market booming and the need for high-quality exterior maintenance services on the rise, now is the perfect time to join Wash Rite and build a successful business backed by a trusted brand. This information pack will guide you through everything you need to know about becoming a Wash Rite franchise owner, from startup requirements to the ongoing support you'll receive as part of our network.

We're here to help you succeed, and we look forward to welcoming you into the Wash Rite Australia family!



# ON WHAT IS OUR SUCCESS BASED?

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Since its inception, Wash Rite has rapidly grown into New Zealand's largest and most recognised exterior cleaning brand, delivering high quality services to thousands of satisfied residential and commercial customers nationwide.

Our success is built on a foundation of quality, reliability, and a commitment to excellence, helping property owners maintain the cleanliness and appeal of their homes and businesses.

Here's a closer look at what drives Wash Rite's success:

## **Nationwide Franchise Network**

Wash Rite has developed an expansive franchise network across New Zealand & Australia, empowering local entrepreneurs to build successful businesses with strong support from the parent brand. With over 110 franchise trucks or Utes operating group-wide, our reach is unparalleled, offering customers easy access to our trusted services.

## **Proven Franchise Model**

Our franchise system has been carefully refined to ensure that franchisees have everything they need to succeed. This includes comprehensive training, robust marketing strategies, ongoing business support, and access to industry-leading equipment and products. This proven model enables franchisees to hit the ground running and grow their businesses effectively.

## **Diverse Service Offering**

Wash Rite provides a wide range of exterior cleaning services, including house washing, roof and gutter cleaning, soft washing, building washing, and more. This service versatility allows franchisees to cater to different client needs and grow their customer base, from homeowners to large commercial clients.

## **Strong Brand Reputation**

Wash Rite's commitment to quality has earned it a strong reputation. We have become the go-to name for exterior cleaning, thanks to our consistent delivery of excellent results, superior customer service, and environmentally friendly cleaning solutions.

### **Join The Largest In The Industry**

Wash Rite's rapid growth to become the largest exterior cleaning company in the Southern Hemisphere is driven by its successful franchise model, which provides local entrepreneurs with comprehensive training, marketing support, and access to cutting-edge cleaning equipment. This support system has enabled the brand to expand nationwide, ensuring consistent, high-quality service across New Zealand and Australia.

### **Expansion into Australia**

Building on our New Zealand success, Wash Rite has expanded into Australia, starting with our head office in Newcastle, NSW. This marks the beginning of a new chapter in our growth, as we bring our expertise, trusted brand, and proven business model to a new market.

### **Environmental Responsibility**

Wash Rite is committed to using environmentally safe products and cleaning techniques. This focus on sustainability not only helps protect the environment but also appeals to eco-conscious customers, further strengthening our market position.



# BENEFITS OF JOINING WASH RITE?

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## Internal Business Systems

- We have world class systems in place that reduce almost all your Administration time by using cloud based software which means all your data is saved in the cloud and you can access it from anywhere in the world at anytime day or night.
- Head office will complete all data entry information into the CRM (Customer Relationship Management) system.
- You may already have an accountant which is fine, Wash Rite does have an outstanding relationship with an accountant who we work with which will offer you a fixed rate and they already understand our process and can make your involvement seamless.
- We use an app on an ipad or smartphone to send quotes which allows instant quoting and formats the quote into a very professional looking Quote. This system allows us and you to see the quote and allows the client to accept the quote via the email.



# SALES & MARKETING

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## Sales & Marketing Systems

At Wash Rite, we understand that a strong sales and marketing strategy is crucial to the success of our franchisees. That's why we've developed a comprehensive system designed to drive customer acquisition, brand awareness, and long-term business growth. By leveraging multiple marketing channels and high-impact sales techniques, Wash Rite provides franchisees with the tools and support they need to build a thriving business.

### 1. Home & Garden Show Presence Across Australia

Wash Rite's marketing success is closely tied to our regular participation in Home & Garden Shows across the country. These events are a cornerstone of our marketing strategy, allowing us to connect directly with potential customers, showcase our services, and build brand recognition in new markets. Our presence at these shows creates valuable opportunities to meet homeowners and commercial clients face-to-face, offering demonstrations, promotions, and giveaways that generate leads and convert new customers. As a franchisee, you'll benefit from our consistent presence at these high-traffic events, driving awareness for your local business.

### 2. National Sales Team

Our dedicated National Sales Team is committed to helping franchisees close deals and expand their customer base. This expert team is responsible for generating large commercial contracts, securing national partnerships, and negotiating high-value agreements that provide a steady stream of business for franchisees across the network. With a focus on driving commercial sales, our National Sales Team provides invaluable support to franchisees, helping you secure long-term clients and repeat business to fuel your growth.

### 3. Expert Digital Marketing Support

Wash Rite's head office team includes a group of expert digital marketers who manage everything from social media to online advertising and SEO. Our digital marketing strategy is designed to ensure that your local franchise is highly visible online, capturing the attention of potential customers who are searching for exterior cleaning services. From Google Ads campaigns to engaging social media content and high-ranking SEO, our team works behind the scenes to drive online traffic and increase bookings for your franchise.

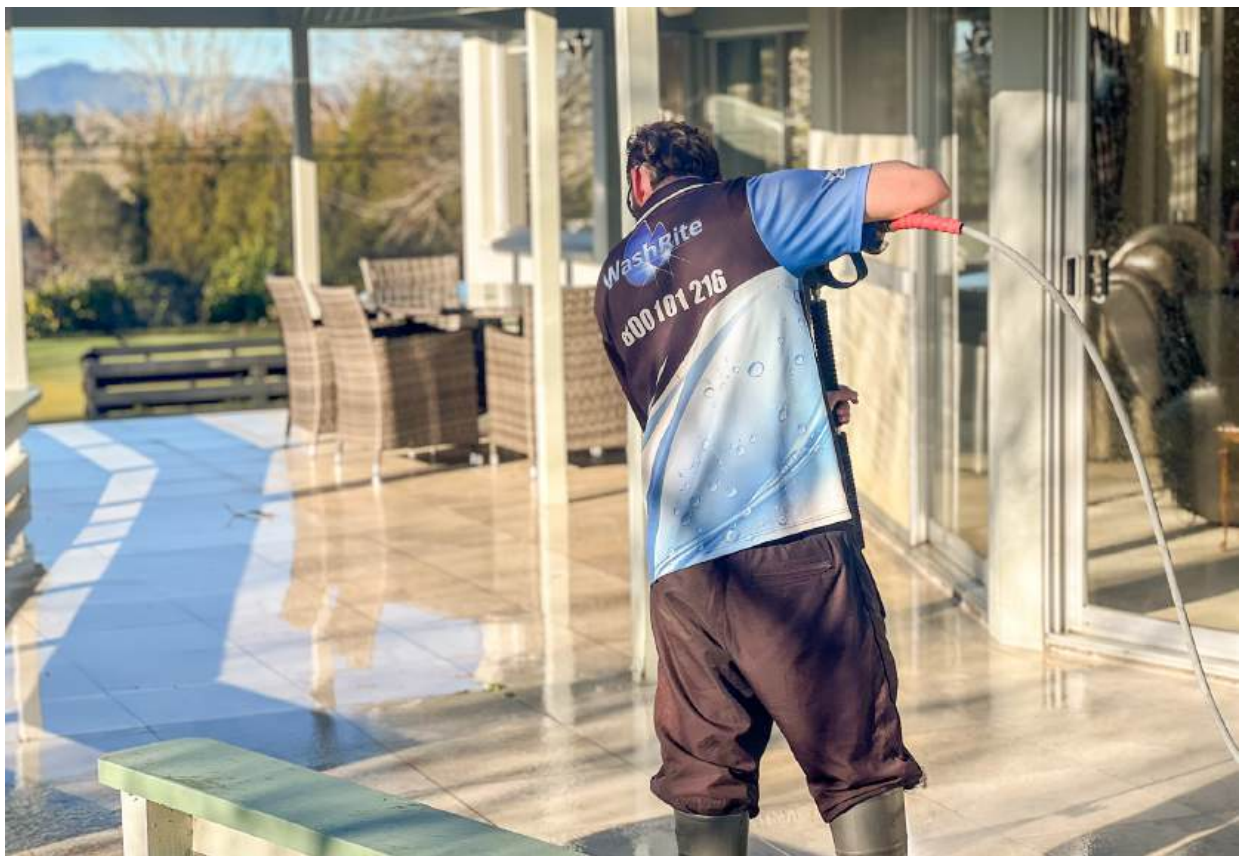
As a Wash Rite franchisee, you'll be supported by a sales and marketing system that has been proven to deliver results, combining traditional marketing approaches like Home & Garden Shows with cutting-edge digital strategies and expert sales support. This multi-pronged approach ensures that you'll have all the tools you need to grow your business and build a successful franchise.

## SUPPORT & TRAINING

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- You are trained in every part of the business and industry from sale's and marketing, quoting, doing the jobs and follow up customer service.
- Training in all Wash Rite Business systems.
- Assistance in business development and tenders.
- On the job assistance or assistance with equipment setup or repair.
- In house purchasing of chemicals and equipment from head office.
- Compiling and completing all general accounts on your behalf.
- Monitoring Franchise performance and quarterly financial reviews.
- Business advice and mentoring.

*We know the importance of effective training and support*



# SUPPORT & TRAINING

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As a new Wash Rite business owner, your training program is structured to ensure you start with the skills and confidence you need to succeed as part of the Wash Rite team. The goal is to ensure every franchisee can consistently and professionally deliver Wash Rite's top-quality exterior cleaning services.

## 1. Pre-Training Preparation

- **Initial Consultation:** Franchisees meet with Wash Rite's head office to discuss expectations, goals, and any specific needs or questions. This consultation sets the foundation for the training journey.
- **Basic Onboarding Materials:** Franchisees receive introductory documents and guides, including the Wash Rite Operations Manual, to familiarise themselves with the brand's standards and core services.

## 2. In-Person Training Program

- **Duration:** The primary training program takes 2 weeks
- **Location:** Newcastle, NSW

## 3. Core Training Modules

- **Safety Protocols and Compliance:** Safety is a top priority, and franchisees learn Wash Rite's safety standards and protocols, including personal protective equipment (PPE) requirements, environmental safety practices, and job site safety.
- **Equipment and Product Training:** Franchisees are trained on the use of high-pressure washers, softwash systems, and any other equipment they'll be using regularly. They also learn about the products Wash Rite uses for various cleaning applications and their safe, effective use.
- **Service-Specific Training:**
  - **House Washing:** Techniques for exterior house washing, including soft washing to avoid surface damage.
  - **Roof Treatments:** Roof cleaning and moss treatment procedures.
  - **Concrete and Driveway Cleaning:** Pressure washing techniques for concrete surfaces to achieve optimal cleanliness and client satisfaction.
- **Customer Interaction and Service Delivery:** Franchisees learn to deliver a high-quality customer experience, from initial client interactions to post-service follow-up. Training emphasizes courtesy, communication, and handling client inquiries.

#### 4. Operating System Training

- Franchisees are trained on Wash Rite’s operational software, which handles scheduling, invoicing, and customer management. This system helps them efficiently run day-to-day operations and ensure accurate reporting and documentation.

#### 5. Business Operations and Management

- **Sales and Marketing:** Franchisees are introduced to Wash Rite’s marketing tools and strategies to attract clients. They learn about local marketing, digital outreach, and how to leverage Wash Rite’s brand reputation.
- **Financial and Administrative Management:** Franchisees are trained in basic financial management, invoicing, and record-keeping to help them maintain a profitable and well-organized business.
- **Quality Control and Customer Feedback:** Franchisees are taught to conduct quality checks and gather customer feedback to ensure service standards are met and continuously improved.

#### 6. Ongoing Support and Development

- **Mentorship and Field Support:** New franchisees have access to a mentor or support staff member for hands-on guidance during their first few months. Field support includes periodic on-site visits to address challenges and offer feedback.
- **Regular Training Updates:** Franchisees receive ongoing training updates as Wash Rite rolls out new services, technology, or procedures.
- **Community and Networking:** Franchisees join a network of other franchisees, fostering a sense of community and allowing them to exchange tips, experiences, and best practices.

By the end of the training program, franchisees are fully equipped to operate their business, meet Wash Rite’s high standards, and deliver exceptional service to their customers.

# WE KNOW THE IMPORTANCE OF EFFECTIVE TRAINING AND SUPPORT

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It is vital to let the market know that you exist. So, not only will we help plan your initial marketing strategy, we will assist with quoting and selling your services. Our “Quick Start Marketing Plan” is designed to get your business off to the best start possible. Plus as part of your marketing launch we require you to spend a minimum of \$400 and Head office will match your \$400 and raise another \$400 to make a \$800 contribution from head office on launch marketing within your area in the first 2 months to launch your business with a “splash” – we’ll assist and help plan this launch at training.

Even though we are always just a phone call away, you will receive a complete operations manuals that will assist you during your initial training. This will also serve as a reference tool after you are up and running. The manuals cover operations, as well as service procedures which have been developed. e also knows the power of learning from others. We will keep you in close contact with other franchise owners from the group.

With the skills and experience Matt and Troy have put into developing the marketing and practical application for Wash Rite and with the excellent training email support, telephone calls and our very own private internet based forum which is a knowledge base of information and a free discussion forum for everyone to stay in contact, learn and grow their businesses together.



# PRACTICAL TRAINING MODULES

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## Common types of chemicals used

- Different materials houses and commercial buildings are made from and how to clean them.
- Equipment and how to use each piece of equipment for the best result.
- Health & Safety training.
- Different type of roof and how to clean them.
- Concrete, driveway and hard surface cleaning methods.
- Deck and fence cleaning methods
- Different washing techniques
- Basic repairs and maintenance of your equipment.

Throughout the practical training you will be paired up with an experienced building wash technician who will guide you through the training process and answer any question you may have, This part of the training the in depth and we endeavor to get you as hands on as practical. By the end of the training period you will have an in depth practical and theory knowledge of how to wash any type and size of building and roof you will come across.



# SALES & MARKETING MODULES

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- Lead generation and Social Media Marketing
- Quotes & Conversions
- Quoting practice and scenarios
- After sales service
- Your personal marketing plan
- Quote scenarios and practice
- Writing and implementing your launch marketing plan
- Practice Quoting jobs

Each module has a practical and theory session that must be completed to the trainers satisfaction before being awarded the Wash rite certificate of competency.

As with all practical job skills, quality and speed come with practice and you learn more on the job in 'real life' than any amount of training days.

So we actively encourage you to get out there and do it for real....' as soon as you have completed the induction training.



# PROFESSIONAL EQUIPMENT & STANDARDS

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When someone invests in a Wash Rite franchise they are supplied with an equipment pack which is included in the franchise purchase.

This includes the truck, At all time Wash Rite only uses the highest grade professional equipment and late model vehicle's.

This helps Wash Rite portray a very professional and uniform standard across the country.

Beneath is a picture of the type of setup we provide our franchises with and the standard we hold our bread and equipment to at all time's.



**Standard Wash Rite Truck**

# OPPORTUNITY OF A LIFETIME

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## Opportunity of a lifetime

Joining Wash Rite as a franchisee is the opportunity of a lifetime, offering you the chance to own and operate a business with the support of a proven brand and a comprehensive franchise system. As the leading exterior cleaning company in the Southern Hemisphere, Wash Rite provides you with the tools, training, and ongoing assistance needed to thrive in the booming property maintenance industry. With access to national sales opportunities, expert digital marketing, and a presence at high-traffic Home & Garden Shows, you'll be positioned for success from day one. Now is your chance to build a profitable and rewarding business with the full backing of an industry leader!

## Pricing

Investing in a Wash Rite franchise starts as low as \$40,000 + GST, making it an affordable and accessible opportunity to own a successful business. The investment amount is dependent on if you wish to work from a trailer, ute or light truck. This investment includes everything you need to get started, including all the essential equipment, comprehensive training, operational manuals, and ongoing 24/7 support to ensure your success. From day one, you'll be equipped with the tools and knowledge to operate your business confidently, while benefiting from continuous guidance from our experienced team. With Wash Rite, you're not just buying a franchise—you're gaining a partner in your business journey.

## Expected Turnover

Based on the performance of other franchises in the Wash Rite network, we expect that you could generate a daily turnover of \$850 to \$1,300 +GST per day during your first nine months of operation.

As your business grows and you gain experience, it's not unreasonable to anticipate a turnover of \$1,000 to \$1,500 +GST or more per day, based on the past performance of other franchisees in our group.

With our proven business model and ongoing support, you have the potential to achieve impressive results and build a thriving, profitable franchise. Wash Rite franchise group has many franchisees whom have multiple trucks in their business turning over \$100,000 per month so the sky is the limit.

# THE TYPE OF PERSON WE ARE LOOKING FOR

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Buying a franchise is an important decision, in fact it's often one of the most important business decisions you'll ever make. You will need to determine does the company have a culture that you can fit into, will you enjoy the work and the customer contact, will you make a decent living with a chance to grow your business to the level of success you desire and enjoy an improved lifestyle work / life balance.

We also need to be 100% sure that you're the right 'fit' for us. Over time we have developed a knack for selecting the 'right' people and can fairly accurately predict who will be successful in our franchise organisation. With this in mind we actually turn around 80% of franchise applicants away as we only want to appoint franchisees who we feel have the best chance of success.

## Are you the kind of person we're looking for?

- You must have a strong work ethic and follow a system to sell 'in demand' service
- Possess a desire to succeed and earn well above average hourly income
- Have good people skills, be customer focused and be a team player
- Are professional, energetic and self motivated
- Know the importance of operating in a systematic manner
- Are willing to learn, follow and value a proven system and not 're-invent the wheel'
- Have good time management and communication skills
- Commit to a long term mutually profitable business relationship with us
- Have the full support and commitment from your family
- Have some basic DIY skills and not be afraid of some physical work






If you have never run a business before that's not a problem but you must have the commitment to learn and follow the systems we teach you.

Our systems and training are designed to give you the skills, competence and confidence to run your own successful business without any special knowledge or qualifications Your Wash Rite franchise is not employment or sub contract work. When you become a franchisee you set your own pricing, collect your own money and actually build your own client base.






We can't and won't do it for you but we'll help you every step of the way and provide all the tools, systems and support necessary to build a successful and profitable business and lifestyle

# AVERAGE COST OF JOBS






## JOB 1

 HOUSE WASH	
 Value GST Inc	\$550.00
 Time On Job	2.5 Hrs
 Chemicals	\$15.50
 Truck & Pump Motor	\$14.50
Total cost of sale GST Inc	\$30.00
Average hr rate	\$208.00
<b>Total Gross Profit</b>	<b>\$520.00</b>

## JOB 2

 MOSS & MOULD ROOF TREATMENT	
 Value GST Inc	\$350.00
 Time On Job	1.5 Hrs
 Chemicals	\$80.00
 Truck & Pump Motor	\$20.00
Total cost of sale GST Inc	\$100.00
Average hr rate	\$180.00
<b>Total Gross Profit</b>	<b>\$250.00</b>

## JOB 3

 GUTTER CLEANING	
 Value GST Inc	\$180.00
 Time On Job	1 Hrs
 Chemicals	\$0.00
 Truck & Pump Motor	\$20.00
Total cost of sale GST Inc	\$20.00
Average hr rate	\$160.00
<b>Total Gross Profit</b>	<b>\$160.00</b>

*As you can see from these three standard everyday jobs there are great margins and great profit in this industry*

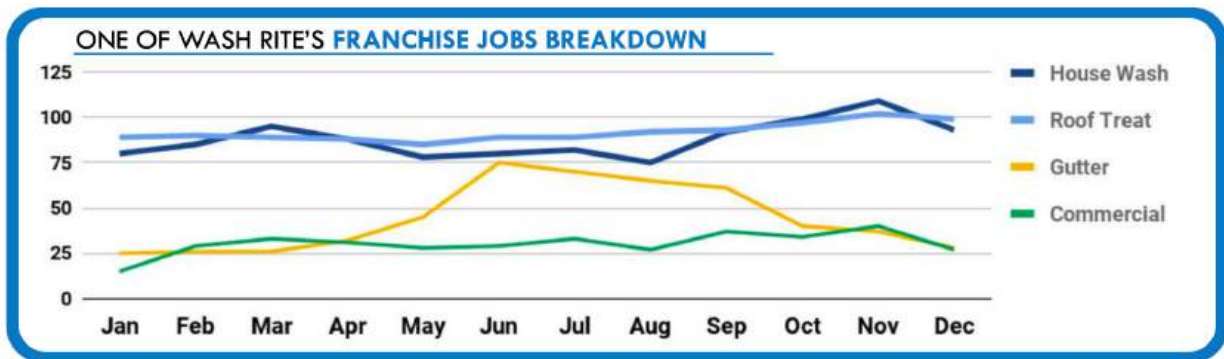
# IS THIS A SEASONAL INDUSTRY?

No the exterior cleaning service's Wash Rite provides is not a seasonal industry, you will find some services get busier at set times of the year such as gutter cleaning is very busy in autumn when all the leaves are falling.

As you will see from the chart below the work flow is steady all year, the jobs listed below are the breakdown of the Wash Rite's franchise's.

As you will see it does not show all of our service's Wash Rite offers, missing from the chart below is concrete and driveway cleaning, exterior pest & spider treatments, fence and deck cleaning, chimney sweeping.

## Wash Rite's Franchise jobs breakdown:



## YOU MIGHT ASK...

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Has Wash Rite aligned themselves with any large nationwide or regional clients?

The answer is YES! Just a couple are listed.





**FRANCHISE  
INFORMATION PACK**