



FRESH  
MOBILE CARVALETING  
freshcarvaleting.com

FRANCHISE  
PROSPECTUS

Join the fastest growing mobile  
valeting franchise in the UK

[www.freshcar.co.uk](http://www.freshcar.co.uk)



# Key benefits

- Flexible working - You tell us your availability and we will do all we can to fill your diary.
- Guaranteed income - No fees to pay if you turnover under £2k a month.
- Dedicated Fresh Franchise Support Manager
- We can support you in acquiring a van or you can use your own
- Proven model with over 85 successful franchises across the UK and Ireland
- Customer service team on hand to support you with day-to-day enquiries.
- Dedicated WhatsApp group for instant support and advice



Availability throughout the UK and Ireland



## Financially, we are in it together

Franchise guarantee policy: No fees to pay if you turnover under £2k a month

Average income for franchise owners with one van is £30,500, although you earn more for each extra van you have on the road



## We help fill your diary

You decide how much you want to work, its your business after all!

Tell us your availability and customers will book themselves in through our APP

Add time off you need any time through our booking technology



## Single or Multi-van Option

We can support you with acquiring additional vans and equipment.

It's possible to build a team with multiple vans quickly

There are no limits when growing your business with FRESH!



# Why choose FRESH car valeting?

Fresh Car Valeting is one of the largest, most recognised and fastest growing mobile valeting brands in the UK

**100,000+**

**Bookings made**  
Total value of £7m  
Avg. £68/booking

**31,500+**

**New customers  
acquired in 2022 & 2023  
combined**

**15,000**

**APP downloads since  
launching in June 21**

**60%**

**Of our bookings  
were made by regular  
customers since  
launching**

A bold statement, however our customer base of over 24,600+ people who book with us regularly backs this up. We're in a fortunate position. We want to revolutionise the way the industry works by putting our clients first, focusing primarily on delivering an excellent service and being passionate about what we do.

There are many reasons to become a Fresh Franchisee. As well as getting comprehensive training and being part of a successful brand, we look after all of our people and customers at every level and offer support to ensure you and your business succeed.

Your Very Own Fresh Opportunity We believe that everyone should have the opportunity to start their own business, whether it be due to lack of capital, time or just not being able to find the right idea. We have found the solution by offering a 'business in a box' package.

We pride ourselves by partnering with ambitious individuals who have a drive for remarkable success. We work extremely close with them and provide the systems and processes to achieve their goals.

**The benefit to you is over half a decade of experience in the industry. We know the car cleaning industry inside out and back to front - we have cleaned over 100,000+ cars in the last five years. We understand our customers and know exactly what they want - a personal service, a shake of the hand and a quick chat. The days of cowboy valeters are over. Let us share with you our insights and help you create a successful business with a healthy base of repeat customers.**

# Using technology to revolutionise the valeting industry

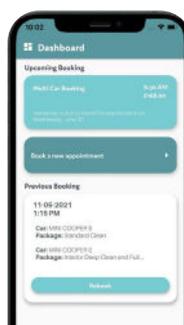
The use and investment in technology is in our veins and forms a key part of our strategy moving forward. Whether it's our website, App or customer subscription services, all of our platforms are designed with the customer in mind. Making them current and easy to use to give the best experience for the customer.

Our App was launched in June 2021 and is growing from strength to strength. With over 15,000 downloads to date, the proof is there that customers love the flexibility it offers. The ability for customers to pay directly through the app has also been added giving the customer even more flexibility when it comes to payment.

Choose the perfect package for you



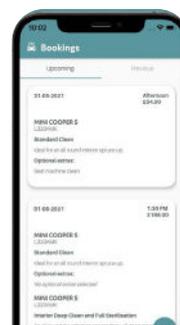
Book appointments from your dashboard



Select the best time for you



Keep on top of your bookings, past and present



Our website is constantly updated to ensure the correct information is available to new and existing customers. With nearly 250,000 unique visits to the website in 2021 alone, we continue to promote FRESH nationally and locally whenever a new Franchise is launched. In addition to our own website, we create all new Franchisees their own dedicated Google listing describing your business and adding a local contact number (landline) for customers to make a booking over the phone if required. This landline number goes straight to our customer service team for them to assist them with their enquiries.

## Preferred Valeter

Customers have the choice of how they book a service with us, whether it's through the app, website or over the phone. When booking an appointment customers also have an option to choose their 'preferred valeter'. In some of the larger cities, we can have multiple Franchisees covering multiple postcode areas. Franchisees build strong relationships with their customers and this option ensures the customer can select the valeter that they know and use on a regular basis. With over 60% of our business coming from repeat custom, we know how important it is to give customers this 'choice'.

# Car Club Subscription

## Brand New For December 2021

The Car Club is our subscription service giving customers even more control and flexibility around all of their car care needs.

Customers can choose to pay monthly for all of their car care requirements choosing how frequently they would like their cars valeted and what services they require. The app allows customers to manage their subscription at home as well as book their services at a time that suits them..



### STANDARD FROM £35

The ideal month-to-month spruce up, keeping your car in pristine condition. Thorough interior & exterior valet, similar to our mini valet offering. We are able to tailor the service to your needs.

Includes:

- The spot cleaning of fabrics using a wet and dry extraction vacuum.

**Estimated time taken:**  
**1 hour - 1.5 hours**



### PLUS PAINTWORK FROM £42.50

Features the standard membership services and includes a regular coating of polish and wax to protect & enhance your paintwork. Coat of hand polish applied once every 3-6 months, bringing out the original colour and removing minor scratches. High-grade carnauba wax coating is used to protect your paintwork from the elements and reduce minor scratches. This service also includes:

- Hand polish
- Hand wax

**Estimated time taken:**  
**1.5 hours to 2 hours**



### PLUS CAR CARE FROM £37.50

Features the standard membership services but focuses on car safety protocols such as a tyre safety check, tyre pressure top-up, windscreen top-up, and an oil & coolant check.

The service also includes:

- Tyre pressure top-up
- Windscreen fluid top-up
- Oil & coolant check
- Tyre Tread Safety Check

**Estimated time taken:**  
**1 hour to 1.5 hours**



### FRESH MEMBERSHIP FROM £45

The complete package! Including:

- The standard membership
- Plus Paintwork
- Plus Car care
- ... all in one!

**Estimated time taken:**  
**2 hours**



# The

# FRESH story

Fresh started in 2016 as a university project. Sam, the founder, saw a gap in the market for a premium valeting service delivered by people who were proud of their work, rather than people who were keen to make a quick buck.

Fresh was created with one idea in mind - if we can figure out how to deliver a consistently excellent service, look after our clients and build a team of people who are passionate about what they do, we just might revolutionise an industry which hasn't had any innovation in over a decade.

We've decided to take this even further, having each member of our valeting team run their own franchise. Our franchisees collect regular clients using our proven systems and have the opportunity to build an amazing business for themselves.

## Sam's story



**At the start, Sam cleaned every single car himself. He was out in the van for over two years while building a customer base and team. Sam initially planned to run Fresh while at university. However, within a year, the business was turning over £20,000 a month with a team of 8 people. It quickly became obvious that Fresh needed his full attention, so he left in 2016 to manage the business full time.**

Having a passion for cars himself, Sam is still keen to get his hands dirty as often as possible. He often does training days with staff or goes out in a van on a Saturday. Most of his time is now spent recruiting, running finances, marketing and setting the strategic direction for the business.

**I could never have predicted how quick things would go.**

All we did was put our heart in to each and every car, and before we knew it we were inundated with bookings. I remember I would come home after a day of valeting and spend all evening replying to emails, Facebook messages and texts.

More information about the history of Fresh Car Valeting and Sam can be found [HERE](#)

# How does the franchise work?



● **Van & equipment** We can support you with acquiring a suitable van. Depending on the circumstances we may give you the option to rent a van from us. If you already have a van, we have clear guidelines on what you would need and can setup everything for you free of cost.



● **Payments** All cash payments would be taken and deposited by you. Online or App payments would come in to a holding account and your share of the payment would be distributed to you as soon as it arrived in the account.



● **Management of customers** Most customers will be acquired by the Fresh marketing strategy, of which the ads are paid for by us. You have to tell us your availability and we'll book them in to your diary for you. The rest of the customers will come from your own local marketing efforts. From then on, you manage the customer directly. For example, you may need to tell them that you are running late. Ideally, customers will then become subscribers of the Car Club in which case you will see them regularly.



● **Setting up your own company** Having done it over 85 times already, we can guide you through the process of setting up your own company, making sure everything is done in the most tax-efficient way possible. Your company would be set up as a limited company through Companies House.



● **Getting paid** You will acquire cash in the bank as the month goes on and be able to clearly see how much profit the business makes each month. It is then up to you how much you would like to pay yourself. We recommend keeping a buffer at all times

# Our support package

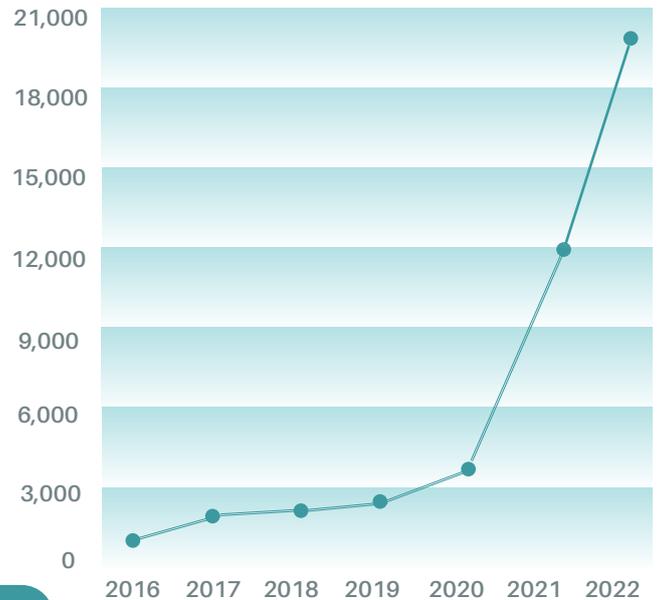
**Marketing** We currently run a number of vans ourselves, as well as having over 85 franchises across the UK. We're experts in acquiring, caring for and retaining customers. Fresh will advertise heavily on social media platforms and Google, as well as printing off 2,000 leaflets to get you started. It will be your job to do the local marketing ie, handing out leaflets, using your own network and contacting businesses. We can usually have a franchise fully booked within the first few months from digital marketing alone. However, the more leaflets handed out the better.



Highest spending customer has spent

**£10.5k**

New customers acquired



**Customer Management** Once we've found customers, we will deal with all of the incoming leads and get them booked in to the diary depending on the availability you have set. A massive 61% of our bookings in the last 5 years have come from regular customers. Customers can book via the our website, app or over the phone with our customer service team. As well as letting you valet in peace, this also means you can enjoy your days off without being on call 24/7 for customer enquiries.

**Finances** Our in house team can put you in touch with an accountant who knows the franchise model inside out to help look after your books/accounts.

**Systems** You'll have full access to our systems and operations manuals. This includes how to clean cars, the car club infrastructure, which equipment to use, access to the APP, a page on our website and much more.



**Ongoing advice** Having launched in over 40 areas ourselves, we know the struggle of getting a business of the ground. We'll be on call 7 days a week to make sure your franchise is as successful as possible. You will also be assigned a dedicated Business and Support Manager with regular check-ins to ensure your franchise is operating smoothly.

# Services we include

	<b>VALETS</b>	<b>Mini Valet</b> Basic day to day inside & outside clean <b>From £45.00</b>	<b>Full Valet</b> Our most popular package - a thorough inside and outside clean. <b>Interior</b> <b>From £75.00</b>	<b>Full Valet + Paint Protection</b> The full valet with a coat of polish & wax. <b>From £105.00</b>	<b>Signature Valet</b> Everything we could possibly do on a mobile job including clay bar, aromatic treatment and a coat of sealant. <b>From £140.00</b>
	<b>INTERIOR</b>	<b>Interior Standard Clean</b> A thorough clean inside. <b>From £45.00</b>	<b>Deep Clean</b> As above but with all fabric shampooed, leather conditioned, roof lining cleaned and meticulous attention to detail. <b>From £75.00</b>		
	<b>EXTERIOR</b>	<b>Exterior Safe Wash</b> Two bucket method safe wash. <b>From £32.50</b>	<b>Exterior Detail</b> Safe wash with clay bar, polish and wax. <b>From £85.00</b>		
	<b>CAR CLUB</b>	<b>Standard Membership</b> A regular monthly valet including vehicle safety checks.	<b>Plus Paintwork</b> Standard Membership but including a top up of polish and wax per 3 months.	<b>Plus Car Care</b> Standard membership plus a car safety checks	<b>FRESH Membership</b> Standard membership plus paint protection and safety checks

**Specialist Services** In addition to the above, we also offer 10+ specialist services for customers to choose including steam cleaning, sanitisation and dog hair removal.

# How

# to get started

We know that a successful franchise is all about great people. We work hard to find the right people, so the first step is to complete the 'Apply Now' form on our website. Then a representative of Fresh will give you a call to find out a little more about you and answer any questions you might have. Then it would be great if we can meet you in person. Meetings are organised around your schedule and can take as little or as long as you want. They give us a great chance to get to know you a bit better and find out why you want to become a Fresh Car partner. You can also ask as many questions as you like to ensure that this is a great fit for you and your family.

There are a few things we look for in a new business partner. Primarily we look for people who care about customers and who fit in with the culture of the business. Business partners need to be professional and resilient at all times. Think about standing in the snow at 7:00am waiting for a car to heat up! But for the right person it will also be an adventure full of fun.

## Investment Required

Franchise Price .....	£4,750 + VAT
Van Deposit .....	£1,000 + VAT
(not required if you are supplying your own van)	
Equipment deposit & van fit out .....	£3,000+ VAT
First stock batch .....	£1,000 + VAT

### TOTAL INVESTMENT REQUIRED

£9,750+VAT

Marketing Fee ..... 6.25% - 8.33% +VAT

Management Fee ..... 6.25% - 8.33% +VAT

**Additional training available - Detailing from £300. Chip repair from £510**

Partial finance may be available in certain territories, some personal investment will be required

\* We do also require evidence of a minimum of £1,000 working capital which needs to be available to support business growth but may not always be required\*

Other van options are available

**"I wouldn't go back to my old job, I like working for myself. I choose my own hours. I choose my own days. I can work it around my family"**

David (Fresh Car Valeting Franchise Owner: Newcastle)

# The numbers



	1 VAN	1 VAN	4 VANS
	Low Activity	High Activity	Avg. Activity
Total Revenue	<b>£54,422</b>	<b>£61,497</b>	<b>£204,989</b>
Cost of Sales			
FCV Management fee	<b>£5,442</b>	<b>£6,150</b>	<b>£12,881</b>
Software costs	<b>£30</b>	<b>£30</b>	<b>£30</b>
Marketing fee	<b>£5,442</b>	<b>£6,150</b>	<b>£12,881</b>
Staff salaries	<b>£0.00</b>	<b>£0.00</b>	<b>£78,000</b>
Vehicle lease	<b>£3,840</b>	<b>£3,840</b>	<b>£12,800</b>
Insurance	<b>£1,200</b>	<b>£1,200</b>	<b>£3,900</b>
Chemicals	<b>£1,633</b>	<b>£1,845</b>	<b>£5,125</b>
Petrol	<b>£2,767</b>	<b>£2,767</b>	<b>£9,070</b>
Equipment & Maintenance	<b>£1,691</b>	<b>£1,691</b>	<b>£5,381</b>
Accountancy fees	<b>£900</b>	<b>£900</b>	<b>£1,500</b>
Card transaction fees	<b>£544</b>	<b>£615</b>	<b>£2,050</b>
Other	<b>£500</b>	<b>£500</b>	<b>£2,000</b>
Total Costs	<b>£23,990</b>	<b>£25,687</b>	<b>£145,628</b>
<b>Profit</b>	<b>£30,492</b>	<b>£35,870</b>	<b>£59,431</b>

\*Please note that the above numbers are for valeting only. Earnings could increase by offering Detailing and Maintenance services. Training available separately.



# With you

## every step of the way

**Contact Us and we will call you!** - Complete the **'Apply Now'** form on the Fresh website telling us why Fresh would be great for you and the best time for us to get in contact. A member of the fresh team will give you a call to find out more about you and answer any questions you may have.

**Watch our Webinar** - Once you have completed your application form, you will have access to our Webinar recording hosted by the Founder, Sam. He will give you a detailed overview of the franchisee and explain how everything works.

**Video call** - Meet one of the Fresh team to discuss the opportunity, ask questions and discuss next steps.

**Trial Days** - Straight into the deep end - one / two days out in the van with a trading Franchise. This will be an opportunity for you to see if running your own valeting business is something you want to pursue. It will also offer an insight into their story, why they chose us and how they have progressed since launching their business.

### Meet the Team



**Contact us**  
[franchise@freshcarvaleting.com](mailto:franchise@freshcarvaleting.com)

- We would love for you to meet our team who will be there to support you as you begin to grow your business. To do that we would love to welcome you to our office in Edinburgh or we can come to you- find out more about the business model and assess if this is the right opportunity for you.

### Two Training Weeks

- You will be out in the van learning how to run your own valeting business from the ground up. From Mini Valets to Full Signature Valets; you'll go from a rookie to a certified Fresh Car College graduate. Your custom van will also be ordered at this stage.

### Launch Week and Continued Support

- Our Pre-Launch Marketing Campaign will be well under way, your van will have arrived; it's all go from here. A dedicated Business Support Manager will work closely to help you develop your business. As you begin to operate your business, we are always a phone call away.

