

# OvenGleamers™

The Oven Cleaning Service

*guide to buying a franchise*



# The OvenGleamers™ Guide to choosing an Oven Cleaning Franchise

## Graham Rogers - *Franchisor*

Welcome and thank you for taking the time to research the oven cleaning franchise opportunities available in the current marketplace.

This guide will provide you with some important pointers to help you find the best oven cleaning franchise for you...if there is one!

By guiding you to research each option available to you and what you need to find out before venturing into buying an oven cleaning franchise, we aim to ensure that when you do decide which oven cleaning franchise is your favoured option then you make that decision based on expert advice.

I am Graham Rogers Franchisor of OvenGleamers™ the franchise network of The Oven Gleam Team Ltd. I've had a varied work life to date. After spending 12 years in the Royal Air Force as an avionics technician I was made redundant and then worked as an IT consultant for six and half years. The work, whilst it lasted, was lucrative and my normal working rate was about £50 an hour giving me an income of approximately 100K a year. However I was not happy and fulfilled, I spent all my time living away in hotels and the day to day work was boring - and I wanted more control of my destiny. So I bought a cleaning franchise and moved to my home town of Taunton in Somerset. I bought a Grade II Listed house, completely gutted it and renovated it and when I came to the kitchen build I put in a brand new AGA cooker. I first bought an AGA with my RAF redundancy money for my house in North Wales and really I knew that having an AGA would really make the large kitchen in my 'new' house the centre of the house. Although I didn't realise it at the time this was going to shape my future. A year later when I had



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the AGA serviced I chatted to the AGA service engineer and discovered that this particular company had 15 engineers servicing 5 AGAs each on daily basis - "Wow what a lot of AGAs there must be in this area", I thought.

By that stage my home cleaning franchise was growing week on week and many of my clients were asking about someone to clean their ovens. At the time the products on the supermarket shelves were limited to a few products that were potentially dangerous to the user and to the client's kitchen so I told the clients to be very wary of using them and to be careful about which products they were going to ask the cleaners to use.



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This though got me thinking... *“Could I potentially solve their problem?”* If there were lots of AGAs then of course there were even more ovens and would my clients and the AGA owners like me pay a professional to come into their home and clean their AGA or oven?”

Well I started researching and found there were a couple of franchise companies offering such a service and a few independent ones but certainly not a national service. I looked into the franchises being offered but was not impressed by their equipment set up. It did not appear safe to me and that was back in 2003. Instead I trained with a large multi-van oven cleaning company near London, I paid nearly £3000 for my training and spent most of week just watching someone else clean ovens - so I didn't get very much 'hands-on' experience. This wasn't ideal but it gave me the basis and I am a fast learner! I bought a specialist dip tank from this company, bought a new van, had it sign written and I went out oven cleaning or more appropriately I went out 'Oven Gleaming' and 'AGA Gleaming' as my main target initially was the AGA cookers in Devon. I named the company OvenGleam.

Established in early 2004 we have since grown to a multi-van business running 5 vans across the South West of England and South Wales and have been known as an AGA cleaning specialist in addition to our core oven cleaning specialisation and we are now recommended by all the AGA shops in the area.



Graham demonstrates the cleaning quality OvenGleamers™ delivers

In November 2010 we offered our first franchisee a pilot area and after waiting for our pilot operation to get established we then started selling further franchises with the next franchisees coming on board from September 2011 onward. Nearly a year on we are about to start training franchisees 8 and 9 and have another training course scheduled for early November for those franchisees wanting to be up and trading in time for the busy December/Christmas period. We have had lots of interest, excitement and 'buzz' in our first proper year of selling franchises and are looking forward to next year with new franchisees already being scheduled onto training courses.

So how can I help you? Well firstly I'll explain about the current market and the various options on offer to you and then I'll give you my 10 top questions to consider when choosing an oven cleaning franchise.



# The Marketplace

With a population of 67 million people and approximately 26 million households there are in excess of 26 million ovens, AGAs and Range cookers in the UK. All of these will get dirty in their life cycle and at some point the majority of householders will say “I wish someone else would clean my oven/AGA/Range cooker”. If we assume that 50% people would never have someone to clean their ovens, of the remaining 50%, say only 50% could afford it, that leaves us with 6.5 million potential clients, that’s still an awful lot of ovens! Oven Cleaning is a super large marketplace.

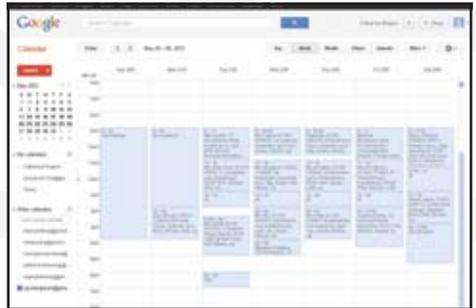


Before

After

No wonder oven cleaning is one of the fastest growing sectors in the UK. The domestic cleaning market in the UK is worth £3 billion and is growing with more people having less time to clean their own houses and ovens.

Yellow Pages gave oven cleaning it’s own section only 3 years ago suggesting the demand for such a section. The oven cleaning sector is really still in it’s infancy. Although oven cleaning has been offered professionally since the early 1990s it is still a service that is unknown to many households. We get phone calls from excited potential clients on a daily basis exclaiming that they never realised that this service existed and how glad they are that they’d found us!



The OvenGleamers™ calendar booking system



The OvenGleamers™ Trade Stand



Before

After



# The Oven Cleaning Business

## What are your options?

### 1. GO IT ALONE?

Research the oven cleaning sector to find a good company to offer you training, buy equipment, a van and get going. Possible, not too difficult but fraught with some unscrupulous trainers at the moment and the equipment being offered varies from dangerous to hardly fit for purpose to well just OK. Ideally you need equipment that has been tested over a period of years by a company to ensure that it is going to be consistent and reliable for you to use to build a business. And when you have completed the training, then you need to go out and market your business which will involve testing different marketing ideas and adverts to see which work. This is how we started and yes it will waste you a lot of money... guaranteed!

### 2. BUY A FRANCHISE?

Here again you are faced with options. There are some larger players in the marketplace and some smaller new to the market companies offering franchises.

Be particular when researching, we have noticed some of the newer companies offering franchises have franchisors who have operated their own oven cleaning company for less than a year. So they are hardly offering a depth of experience within the industry and lack the skills which are built over years of trading and actually cleaning ovens. Other companies have been bought out, sold, gone into administration and been re-energised again following corporate buyouts. Then there are companies like our own which offer the background of a multi-van business started by an owner operator who has then franchised whilst still remaining in the original business.



An example of a franchise area map

### When choosing ask yourself these three questions:

1. What level of expertise is offered in the training process and ongoing throughout my franchise tenure?
2. What equipment does the franchise use and what developments are they doing to enhance that equipment?
3. What experience does the franchisor have of being an owner operator; will they be able to know what it is like to have been me?



# The Oven Cleaning Business

## My Top 10 Questions

**My top 10 questions to consider when buying an oven cleaning franchise.**

1. How much does it cost?
2. What do I get for the money in terms of Territory/households?
3. What are the monthly management fees?
4. Equipment? How safe is the equipment? Has the system evolved in the last 10 years? What improvements are being made to the current system? Where does it stand with regards to Health and Safety?
5. Training? The length of training will vary - how long is it and does it include?
  - a. Health and safety and current legislation
  - b. Customer service training
  - c. Marketing psychology
  - d. Marketing methods
  - e. Promotional activities
  - f. Finance packages
  - g. Customer retention package.
  - h. Systemised training manuals
  - i. Detailed cleaning process
  - j. Hands on training on all types of ovens, AGA cookers and range cookers.
  - k. Add-on training eg hobs extractors BBQs.
  - l. Upselling and cross selling skills training
  - m. Joint venture marketing
  - n. Business Growth planning



All of our franchisees receive a training certificate

6. Does the company help me look after customers? Will it take calls or messages? Will they book clients in for me? What about when I go on holiday?
7. Technical expertise: who will help me after I've finished my basic training? If I have a problem what will I do?
8. Promotional support? Am I charged a marketing levy? What advertising on and offline does the franchise offer?
9. Ongoing support? What does the franchise offer in terms of ongoing support? Do they organise training days on a regular basis. Is there a newsletter or franchisee forum?
10. What is the long term goal of the franchisor? Will I be dealing with the same people 5 years from now, 10 years? 20 years?



# A Final Word

*from Graham...*



Graham Rogers - OvenGleaners™ Franchisor



The OvenGlean team!

Well I am sure I've given you plenty to think about! I hope that this guide gives you some pointers and ideas about what to look for in an oven cleaning franchise and of course if you are interested in finding out more about the OvenGleaners™ franchise please call myself **Graham Rogers** or ring my team on **01275 370571** or visit **www.ovengleanersfranchise.co.uk**

Good luck and I wish you a very healthy wealthy and happy future.

## *Graham*

Graham Rogers  
Franchisor - **OvenGleaners™**



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