

CC VALET

Mobile Valeting Franchisee



A man in a blue and black uniform is cleaning a car with a blue cloth. The background is a solid blue color with a white diagonal line separating it from the image of the man cleaning the car.

ABOUT US

Community Clean: Revolutionising Mobile Car Valeting with Unmatched Quality and Customer Connection

Founded in 2020, Community Clean has quickly become a Multi-Award-Winning Mobile Valet Service, expanding into four thriving areas and setting a new standard in automotive care.

At the heart of Community Clean is a powerful mission: to deliver the highest quality of service: -1 customer, 1 car at a time. What truly sets us apart is our unwavering commitment to building genuine connections with every customer. This personal touch has fostered unmatched customer loyalty, with an incredible 98% of our clients returning through our bespoke subscription plans.

Our tailored subscription service ensures consistent care offering customers a customised year-long plan, with professional valeting every two months or less, keeping vehicles pristine all year round.

At Community Clean, we don't just clean cars—we build lasting relationships and deliver an exceptional experience that keeps our customers coming back.



KEY BENEFITS

Becoming a franchisee with CC offers several advantages, enhancing your potential for success in the car valeting industry. Key benefits include:

01

Becoming a CC franchise

Operating under the CC name allows you to leverage an existing, trusted brand attracting customers more readily than starting an independent business.

02

Proven Business Model

The franchise provides a tested framework, reducing the uncertainties associated with launching a new venture. This includes operational procedures, pricing strategies, and customer service protocols.

03

Comprehensive Training and Support

Franchisees receive extensive training covering car valeting techniques, business management and customer relations. Ongoing support ensures you stay updated with industry best practices. Training is also provided by industry leaders.

04

Marketing and Advertising Assistance

Benefit from coordinated marketing efforts, including national campaigns and local advertising strategies, enhancing your visibility and customer reach.



KEY BENEFITS...

05 Access to Quality Equipment and Supplies

Gain access to high-quality, industry-standard equipment and cleaning products, ensuring service excellence and customer satisfaction.

06 Exclusive Territory Rights

Many franchises offer exclusive operational territories, minimising competition and allowing you to build a loyal customer base within your designated area.

07 Flexibility and Work-Life Balance

As a mobile car valet service, you have the flexibility to set your schedule, accommodating personal commitments and promoting a balanced lifestyle.

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These benefits collectively provide a solid foundation for establishing and growing a successful car valeting business under the CC franchise.

THE NUMBERS

Franchise Figures

LOW ACTIVITY

**£4000
MONTH**

- ✓ 80 Monthly Maintenance Customers (£50 Average Value)
- ✓ 4 Customers, 20 Working Days

- ⚙ **£48,000 Revenue**
- ⚙ **£18,000 Costs**
- ⚙ **£30,000 Take-Home**

MEDIUM ACTIVITY

**£5000
MONTH**

- ✓ 100 Monthly Maintenance Customers (£50 Average Value)
- ✓ 5 Customers, 20 Working Days

- ⚙ **£60,000 Revenue**
- ⚙ **£20,000 Costs**
- ⚙ **£40,000 Take Home**

HIGH ACTIVITY

**£7500
MONTH**

- ✓ 80 Monthly Maintenance Customers (£60 Average Value)
- ✓ 4 Customers, 20 Working Days £4800
- ✓ Ceramic Coat & Machine Polish - 5 Jobs (£350 Average Value) £1750
- ✓ One-Off Deep Cleans - 5 (£120 Average Value) £600
- ✓ Upsells (Upholstery, Hand Polish, Decontamination, Dog Hair) £350 Total Value

- ⚙ **£90,000 Revenue**
- ⚙ **£30,000 Costs**
- ⚙ **£60,000 Take Home**

Costs (After Initial Cost)

- ⚙ **Royalty - £12,000**
- ⚙ **Products - £1750**
- ⚙ **Equipment & Uniform Upkeep - £500**
- ⚙ **Software - £1250**
- ⚙ **Payment Processing Fees - £1000**
- ⚙ **Business Insurance - £500**
- ⚙ **Accountancy Fees - £750**
- ⚙ **Marketing Fees - £1500+**

Not Included

- ⚙ **Van / Car**
- ⚙ **Van / Car Insurance**
- ⚙ **Van / Car Tax**
- ⚙ **Fuel**

WHY CC VALET

Join the Community Clean Franchise – Drive Your Future Forward

Community Clean is a **Multi-Award-Winning** mobile car valeting brand that's transforming the industry—and now, we're offering ambitious entrepreneurs the opportunity to be part of our success story.

Here's why becoming a Community Clean franchisee is your next big move:



Proven, Profitable Model: Successfully operating in 4 thriving areas, our streamlined business model is designed for rapid growth and long-term success.

Cutting-Edge Technology: Our custom-built app simplifies bookings, customer management and operations—keeping your business running smoothly.

Unrivaled Marketing Support: Gain access to powerful, results-driven marketing strategies that consistently attract and retain high-value customers.

Trusted, Recognized Brand: With 100+ 5-star Google reviews, Community Clean is a reputable name that customers know and trust.

Unmatched Customer Loyalty: 98% of our customer base is on a recurring subscription plan, providing you with a steady, predictable income from day one.

Expert Training & Support: Receive certified training from industry leader AutoGlym and benefit from 12 years of car valeting expertise to ensure your success.

Your Business. Our Support. Limitless Potential.

Take the first step toward owning a Community Clean franchise—where you'll receive world-class training, ongoing support, and a proven path to building a profitable, scalable business.

Are you ready to drive your future? Let's make it happen!



USING THE POWER OF CUSTOMER CONNECTION AND COMMUNITY TO REVOLUTIONIZE THE INDUSTRY

The power of customer connection lies in building trust, loyalty, and long-term relationships that drive business success. When you genuinely connect with customers, you go beyond simple transactions and create meaningful experiences. Here's how strong customer connections can empower your business:



01 Increased Customer Loyalty

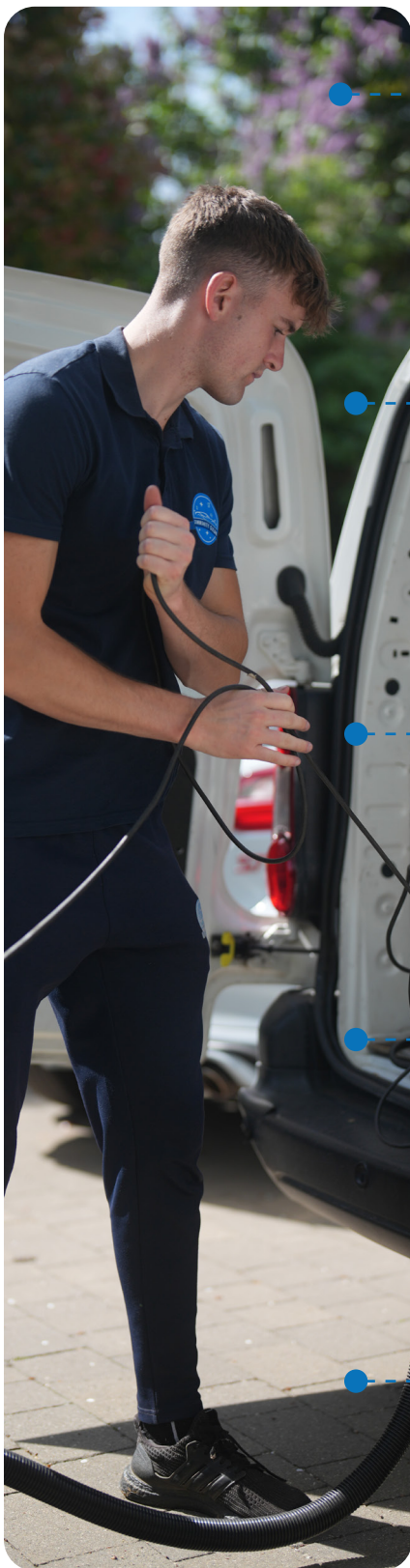
- Customers who feel valued and understood are more likely to return.
- Emotional connections foster brand loyalty, reducing the likelihood of switching to competitors.

02 Better Customer Retention

- Maintaining relationships encourages repeat business, which is more cost-effective than constantly acquiring new customers.
- Personalized communication and thoughtful engagement keep your brand top-of-mind.

03 Positive Word-of-Mouth & Referrals

- Happy, connected customers become brand advocates, recommending your services to friends and family.
- Personal referrals carry more weight than traditional advertising, leading to organic growth.



04 Improved Customer Experience

- ⚙ Understanding customers needs allows you to offer tailored solutions and better service.
- ⚙ Proactively addressing concerns strengthens trust and enhances satisfaction.

05 Higher Revenue & Sales

- ⚙ Customers who feel connected are willing to spend more and are more open to upsells or premium services.
- ⚙ Strong relationships create opportunities for cross-selling and bundling additional products or services.

06 Valuable Customer Insights

- ⚙ Meaningful interactions provide insights into customer preferences, behaviors, and pain points.
- ⚙ These insights help you refine your offerings and anticipate future needs.

07 Brand Differentiation

- ⚙ In competitive markets, genuine customer connection sets you apart from competitors.
- ⚙ Customers often prioritize emotional connections over price, especially when service is personal and attentive.

08 Brand Differentiation

- ⚙ Connected customers are more forgiving during service hiccups or market shifts.
- ⚙ Strong relationships provide stability and continued support through tough times.



CC STORY

COMMUNITY CLEAN: A TALE OF COMMUNITY UPLIFTMENT THROUGH QUALITY, CONVENIENCE, AND EXCEPTIONAL CUSTOMER SERVICE

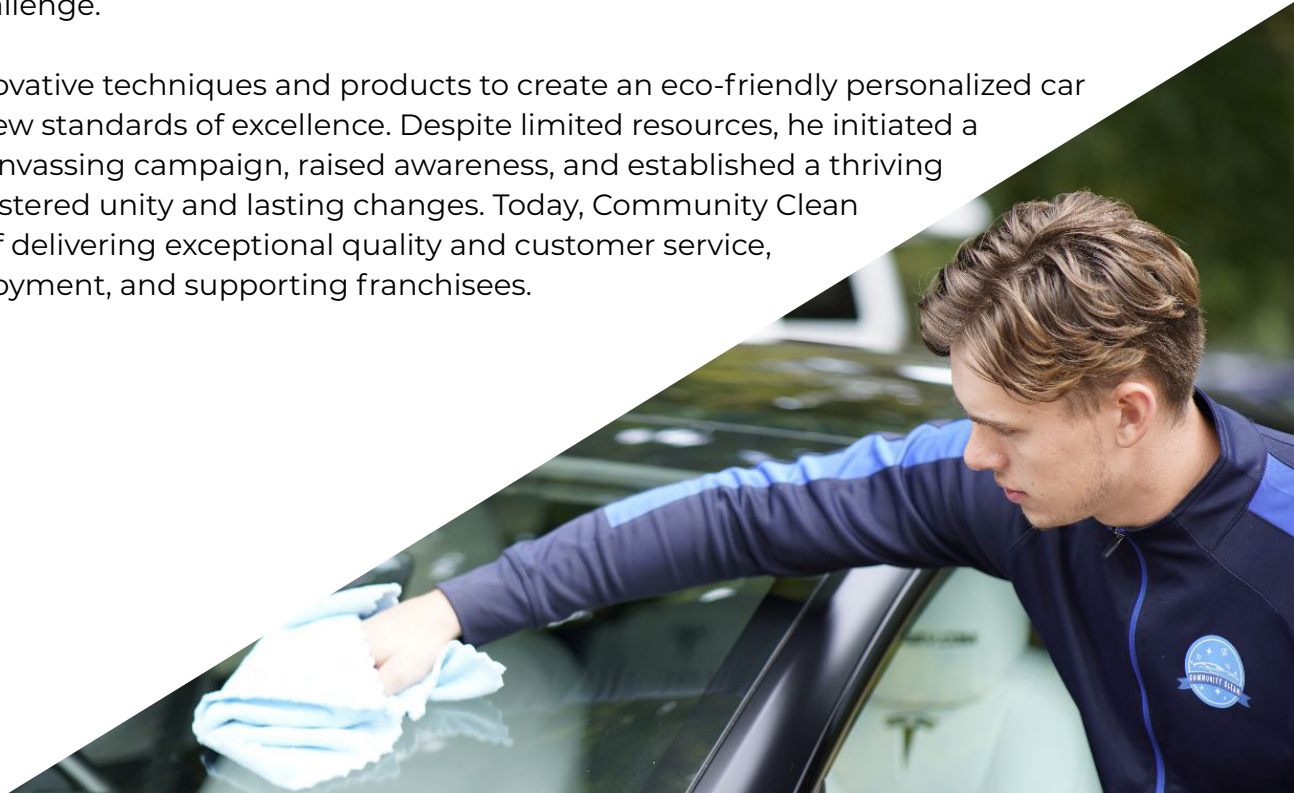
In 2020, Colvin, a project manager and a consultant, lost his job at the start of the pandemic. In a quest to replace his income, Colvin humbly started washing cars, realising that there was a market for this service.

Amid the COVID-19 pandemic, Colvin emerged as a beacon of hope, with an unwavering commitment to his community. His mission was to uplift the community's spirit through delivering exceptional cleaning services, one customer, one car, and one neighbourhood at a time. This led to the birth of Community Clean, a high-quality mobile car cleaning service, which redefined quality, convenience, and customer service while safeguarding the community.

Colvin understood that mobile valet services were typically aimed at car lovers or the affluent. In a bid to make it more affordable to the Community, he devised a door-to-door campaign, which saved on fuel costs and this cost saving could be passed on to the members of the community, making Community Clean a win-win for everybody.

Traditional car washes were not only wasteful in their water, but they also relied on slave labour, harmful chemicals detrimental to both vehicles and the environment. To address this challenge.

Colvin used innovative techniques and products to create an eco-friendly personalized car wash that set new standards of excellence. Despite limited resources, he initiated a door-to-door canvassing campaign, raised awareness, and established a thriving business that fostered unity and lasting changes. Today, Community Clean is an example of delivering exceptional quality and customer service, providing employment, and supporting franchisees.



SERVICES

Maintenance Plans

	EXTERIOR	INTERIOR	FULL VALET
SMALL	£20	£20	£40
MEDIUM	£25	£25	£50
LARGE	£30	£30	£60

One-Off Plans

	EXTERIOR	INTERIOR	FULL VALET
SMALL	£40	£40	£80
MEDIUM	£50	£50	£100
LARGE	£60	£60	£120

ADDITIONAL SERVICES

COST

Ceramic Coating	Starts from £300
Machine Polishing	Price on request
Pet Hair Removal	Price on request
Mould Removal	Starts from £200
Carpet Upholstery & Stain Removal	Price on request

Please note additional training will be provided for Ceramic Coating and Machine Polishing Support Package





MARKETING SUPPORT

Backed by Experience, Driven Locally

At Community Clean Mobile Valet, we've built our reputation not just on clean cars—but on smart, effective marketing that works where it matters most: on your doorstep. we've fine-tuned what it takes to build a thriving local customer base.

We'll kick things off with digital bookings. However here's where we really shine: **our proven customer-facing marketing strategy.**

There's no better way to build trust and get noticed than by showing up locally. Whether it's handing out leaflets, chatting with potential customers on the road, or connecting with nearby businesses.

In fact, we often see full diaries in just 2 months through our local marketing alone. this is our specialty, and you will have this team at your disposal to drive your business.



CUSTOMER SUPPORT

We Take Care of Bookings So You Can Focus on Valeting

As your customer base grows, we'll handle the day-to-day admin—responding to enquiries and filling your diary based on the schedule you've set.

Customers can make bookings through our website, mobile app, or over the phone with our team. No need to juggle phone calls during jobs or on your days off—we've got it covered, so you can stay focused on delivering quality work.

Tools & Training – Ready-to-Use Systems at Your Fingertips

From training to step-by-step guides, we equip you with everything you need to run your business smoothly. You'll learn best practices for vehicle care, get access to our app for job management.

Financial Guidance – Keep Your Business on Track

Understanding your numbers is key to long-term success. You will have the option for us to introduce you to an accountant who's well-versed in the franchise world, so you can stay on top of cash flow, tax, and everything in between with expert advice tailored to your setup.

Continued Support – Built-In Help from Day One

We know the highs and hurdles of launching a business—because we've done it ourselves many times. You'll get hands-on support seven days a week, with a dedicated Business & Support Manager checking in regularly to help you stay on track and grow confidently.

HOW TO GET STARTED

At CC Valet, we believe that a successful franchise starts with great people. That's why we take the time to find the right individuals to join our team.

The first step is simple—just fill out the form on our website. Once we receive your application, one of our team members will give you a call to learn more about you and answer any questions you might have.

From there, we'd love the opportunity to meet you in person. We'll arrange a meeting at a time that suits your schedule—it can be as brief or as in-depth as you'd like. This is a great chance for us to understand what motivates you to join CC, and for you to ask anything you need to ensure this is the right move for you and your family.



NEXT STEPS

Investment Required

Joining Fee

£2999

Equipment Fee

£2000

Marketing Campaign

£4999

*ADDITIONAL COST IF
WE PURCHASE AND FIT
THE VAN FOR YOU*

TOTAL INVESTMENT REQUIRED

£9998

Royalty Fee - £1000



LET'S GET STARTED

Your Journey Begins Here

Apply Online

To kick things off, simply complete the 'Apply Now' form on our website. Tell us a bit about yourself, why Community Clean Mobile Valet appeals to you, and when you'd like us to give you a call. One of our friendly team members will be in touch to learn more about you and answer any questions you might have.

Let's Talk – Personal Introduction Call

After applying, we'll arrange a friendly one-on-one video chat with a member of our team. This is your opportunity to get more insight into how the franchise works, ask anything on your mind, and discuss what getting started could look like for you—including finance options if you need them.

Experience It First hand – Ride-Along Days

We'll invite you to spend a couple of days on the road with one of our existing franchise owners. You'll see what a typical day looks like, learn how they got started, and hear their story of growth. It's a real behind-the-scenes look at life as a Community Clean partner.

Meet the People Behind the Brand

We're proud of the team that makes Community Clean what it is—and we'd love you to meet them. This is a great chance to see how we work, ask in-depth questions, and make sure this is the right opportunity for you.

Hands-On Training – Build Your Confidence

You will be given a minimum of two weeks of practical training, you'll work side-by-side with our franchisees to learn everything from basic cleans to our full valets. You'll gain the real-world experience needed to run your business with confidence—and we'll get your branded van ordered and ready during this time.

Kick-Off Week & Continued Guidance

By the time launch week arrives, your marketing will already be up and running and your van will be ready to roll. You'll get ongoing, one-to-one support from a dedicated Business Support Manager, there to guide you through every milestone—from your first customer to building a full diary.

With Community Clean, you're backed by a team who's been there, done it, and will be right there with you from day one.

