



£5000
Fast Start
Guarantee

Up to **100%**
Finance
via the UK Government's
Start-up Loans
scheme



**GUTTER
PRO**.CO.UK

★ ★ ★ ★ ★
2547 Reviews
4.95 Excellent
★ REVIEWS

4 Season Business
Van Based
Home Maintenance
Low Overheads
Potential Earnings - £50k+
Investment - £10,850^{+vat}
Management Franchise Available

The Low Cost, Fast Start Franchise



Hello

We're GutterPRO

With over 50 Territories now granted – GutterPRO is the established market leader for professional gutter clearing and cleaning.

GutterPRO's service removes moss, debris, grass, leaves, sticks and ... just about everything ... from our clients' gutters. We clean the outside too.

At GutterPRO we don't climb ladders – Safe and Sound we do it from the Ground – with long carbon fibre poles and industrial vacuums.

Demand for gutter clearing is high, but the sector is fragmented. Odd-job-men and jack-of-all-trades along with unbranded cash-in-hand operators make up most of the competition.

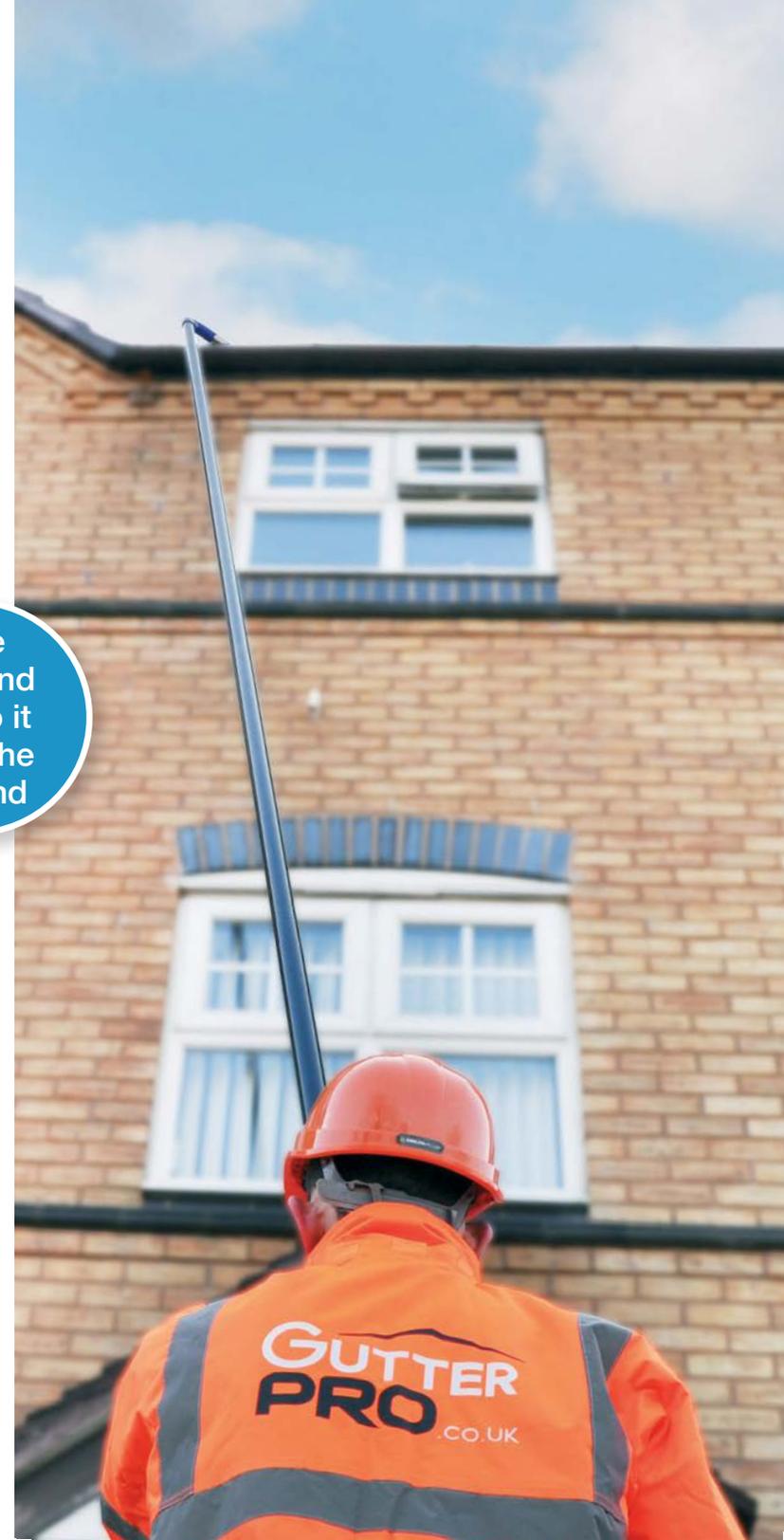
GutterPRO clients are mainly owner-occupiers and risk averse - they simply prefer dealing with professionals.

And that's the PRO aspect of the GutterPRO brand. We are PROfessional in everything we do – right down to our clean, brightly liveried GutterPRO vans, smart uniforms and savvy technology.

Have a look at GutterPRO's reviews, they bear testimony to our market position and how the GutterPRO brand is highly regarded.

Safe
& Sound
we do it
from the
Ground

A typical GutterPRO job, clearing out the gutters with our vacuum systems and carbon fibre poles.



At a Glance

How do we measure up?



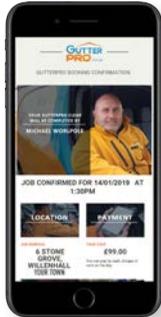
Low Cost – Fast Start Franchise



Turnover Guarantee - ALL Franchisees (working full time) have exceeded this



Follow the method and it is realistic to achieve a payback on your investment (before drawings) by Month 8



The GutterPRO APP makes running your business easier



With a single van - operating normal working hours – the profit potential is high



Without the risk of climbing ladders – after all it's important to go home safe



Reviews rank highly on Google and give customers confidence



Start with two Territories and one van – add a second in your second year



Flexible finance from the UK Government - even if your credit rating is not perfect



50+ Territories now granted, 62 large territories still available - the network is growing fast



All equipment included - lease or buy your van



Save £££'s by opting for a Fixed Monthly Fee instead of the 15% Royalty

VAT at the prevailing rate should be added to all License fees and Royalties

What's Included

Everything including the orange bucket



The Kit

GutterPRO vac, poles, nozzles, electrics, safety signage, equipment ramp and all the bits & pieces right down to the big orange bucket.



Full Workwear

Polo shirts, softshell jacket, trousers, wet-weather workwear, we even include an additional pair of trousers (a size smaller) - as most GutterPRO Franchisees drop an inch-or-two from their waists.



The Tech

The wifi enabled camera, configured app, GutterPRO Dashboard, card-payment gateway - best of all, it's all connected, working and ready for business.



Vehicle Wrap

Worth £1750 - the beacon of the GutterPRO brand in your Territory - customised for the vehicle you chose.



Marketing Launch

Worth £1800 - to launch your business in your Territory - plus 25,000 additional flyers for you to distribute locally.

£10,850
Single van

What's NOT included - your vehicle, iPhone, accommodation during your training in Telford (3 or 4 nights). Given personal preferences, we don't include work gloves or work boots. A laptop or computer is also required.

VAT at the prevailing rate should be added to all License fees and Royalties

Doing the Job

GutterPRO - quick facts and figures



Your Fast Start

Your £5000 - 3 month guarantee

GutterPRO know that their marketing methods work.

From Glasgow to Canterbury, Oldham to Lincoln (and everywhere in-between) GutterPRO know that their launch campaigns have all the right elements to get you off to a Fast Start.

That's the reason that GutterPRO guarantee £5000 of revenue in your first 3 months. We comply with the British Franchise Association guidance in clarifying that a guarantee of turnover is not a guarantee of profit.

GutterPRO also pay for all your advertising during your first 3 months and we even answer your calls and manage your bookings.

And it's also good to know that during those first 3 months the guarantee means you will receive in the order of 50 bookings.

£5000
Fast Start
Guarantee

Paul Bruce GutterPRO Franchise Partner Doncaster and Pontefract

*"For me the **Fast Start Guarantee** signalled a show of support from the Franchisor. Fast forward from the launch - I broke through the £5000 target with weeks to spare. Now with 50+ jobs behind me it's about planning the next phase and growing my business".*



Paul Bruce carrying out a camera survey

Getting Going

Doing jobs - building momentum

That means



Guaranteed



50



Jobs



8
Month
Payback

Working a normal full time week during the first 3 months the GutterPRO Fast Start Guarantee will generate at least £5000 which equates to about 50 individual GutterPRO jobs.

Technology

Boosts your efficiency on the job

Technophobe? Facebook . . . errr? Online payments . . . ahhh?

GutterPRO provide full training and will hand-hold you through the technology maze.

In no time at all you'll be using your GutterPRO APP to schedule appointments and send out automated reminders.

And like the best delivery companies – GutterPRO clients can track your arrival – to the minute. Another nice little touch that helps our GutterPRO Franchise Partners generate referrals.

And when you've done the job - the GutterPRO APP makes card payments simple to process and eliminates most of the paperwork.



Peter O'Regan GutterPRO Franchise Partner Merseyside

*"I've always liked smartphones but configuring APPs, integrating credit card payment systems with an electronic diary and online bookings made me nervous - but the GutterPRO on-boarding takes you **through the process - step-by-step**".*

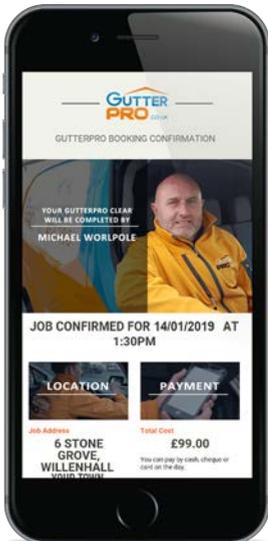
Your GutterPRO APP

Scheduling - confirming - arriving - receipt - payment



Scheduling

Scheduling your jobs is simple.



Booking

A booking confirmation for your clients.



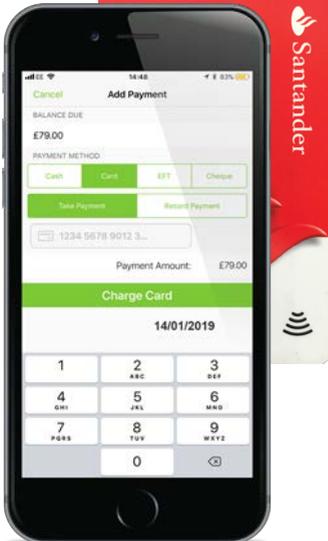
On time

Clients can track your arrival online.



Proper receipt

The APP also provides a receipt automatically.



Easy payment

And enables credit card payments.

50+ Territories Granted

Technology

That helps you run your business better

Day-by-day, week-by-week, month-by-month and year-on-year you're adding jobs across your Territory.

By the end of year 2 you could have in excess of 1000 jobs across your Territory having placed various adverts, flyer distributions and online promotions along the way.

The GutterPRO Dashboard helps make sense of your market penetration across the estates, districts, towns and boroughs in your Territory.

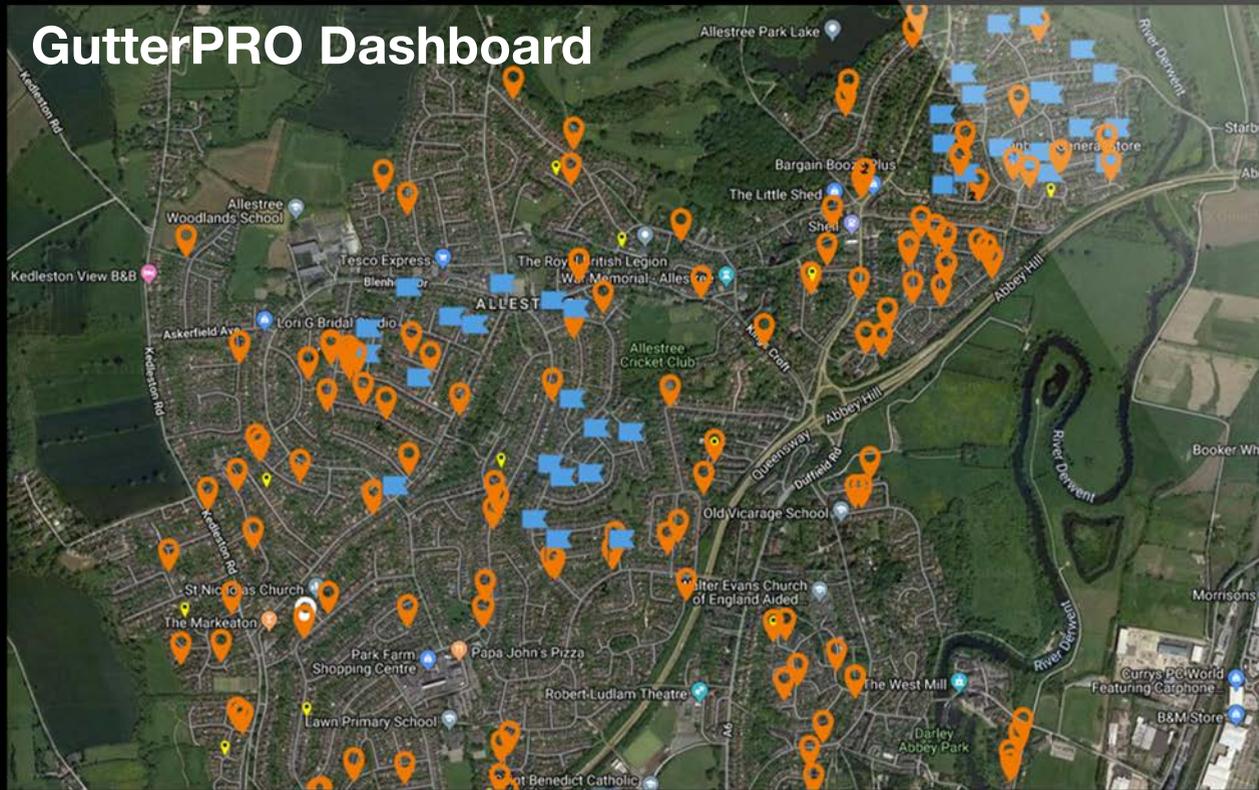
The GutterPRO Dashboard also helps GutterPRO Franchise Partners compare market penetration for different time periods - enabling them to better plan the areas for their next promotion.

Ian Reddi GutterPRO Franchise Partner Solihull and Warwick

"With almost 1000 jobs completed and 5 distinct towns making up my management franchise Territory. The GutterPRO Dashboard enables me to determine where best to place adverts or organise leaflet distributions. Put simply it helps me do the business part of the Business better".



GutterPRO Dashboard



Jobs

Estate by estate identify productive Hot Spots.

Marketing

Locate your promotional activity and monitor your results.

Month by month

Set date ranges, compare jobs and marketing activity month-by-month or year-by-year.

Enquiries

Monitor enquiries real time as they occur.

The GutterPRO Dashboard syncs automatically

Access via 

Reviews

It's quality but also the quantity

Via Trustpilot, Trip Advisor or REVIEWS.io - customers increasingly look for 5 star reviews. Reviews also have an important additional function. They're picked up by Google.

When you see the green Reviews box on a website it's actually a special token that tells Google to *trust* the site. And this in turn elevates GutterPRO on Google.

Equally important for Google is the number of Reviews and how often they are added to.

Scoring 4.95 out of 5, enjoying 5 star kudos, amassed from over 2,500 Reviews coupled with an additional 250 Reviews being added per month - GutterPRO is winning the Reviews battle on all fronts.

To capitalise - GutterPRO Reviews are woven into all marketing literature and the stars feature prominently in online promotions.



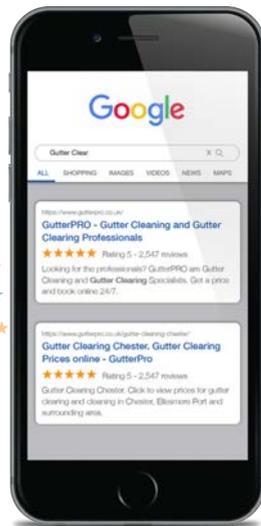
See the latest reviews at gutterpro.co.uk

Marketing Driven by our REVIEWS

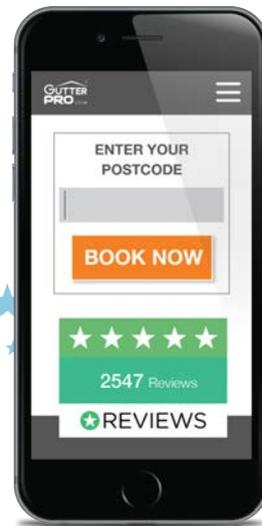


Boosts Google

The green website badge contains validated data that is increasingly important to Google.



Online searches often show GutterPRO with 5 stars. This doesn't happen by chance - it's driven by GutterPRO's validated REVIEWS data.



Online bookings

Online REVIEWS provide the confidence for customers to go ahead and book online.



REVIEWS on flyers

The REVIEWS theme appears prominent on printed flyers and adverts - providing confidence and securing bookings.

GutterPRO Franchise Partners have access to a full **marketing tool-kit** covering both online and offline - featuring GutterPRO's powerful REVIEWS statistics. Raising GutterPRO's profile, instilling confidence and acting as a catalyst for online bookings.

Getting Going

And keeping in touch



Training

4 Days of formal training at GutterPRO head office in Telford - classroom sessions - practical sessions - tech sessions - and always a curry with your fellow trainees.



Support

After the training, we will be on site with you in your first week - providing support - shoulder-to-shoulder. Day-to-day - a quick call - a little advice whenever you need.



Bookings

For the first 3 months GutterPRO provide a call answering and booking service - just a little thing that we do to lighten the load for all our new Franchise Partners.



On-going Support

Keeping in touch - Franchisee & Franchisor - is an important aspect of GutterPRO. And that extends to face-to-face meetings and regional get togethers with small groups of Franchisees. But time is money for our Franchisees so we also use online webinars to talk through new initiatives. Support can also be an informal conversation - whenever needed - or some light GutterPRO banter with the GutterPRO community on WhatsApp.



Many Franchisees report losing weight due to the active nature of GutterPRO. That's the reason we provide all new Franchisees with an additional pair of GutterPRO work trousers - but one size smaller.

Our Back Story

And today's GutterPRO team

The GutterPRO's Head Office and National Training Centre



Andy - Director

Focused on driving systems and technology to help the franchise network grow and prosper.

Ryan - Marketing

Making sure that the GutterPRO brand tells the full story of GutterPRO's strength.

Tony - Director

Has raised over £300,000 for new Franchisees via the Governments Start-up Loans scheme.

Ben - Operations

Oversees marketing launches for new Franchisees helping them to 'fast-start'.

Harry - Tech

Designing, testing, implementing the GutterPRO tech - benefiting Franchisees.

Michael - Support

Hands on support for Franchisees - all the do's and don'ts of doing the job.

Andy started GutterPRO in 2013. He simply needed to clear the gutters of his own home, and realised just how difficult it was, especially over the conservatory.

This got Andy thinking . . . and he started to develop the GutterPRO idea. Soon, his neighbours and friends were making bookings; so the GutterPRO idea was born.

Tony (having developed successful franchises around the world) came on-board to oversee the franchise development of GutterPRO. Tony was previously a director of the British Franchise Association. GutterPRO is already an Associate Member of the British Franchise Association.

If you're looking for a franchise with a low cost, coupled with a fast start, driven by an ethical team then GutterPRO could be the right opportunity.

Exclusive Territories

Over 50 granted - 62 available



In three years - we're now about halfway through the GutterPRO journey establishing the brand across the UK as the go to place for gutter clearing.

Your Territory may be available as a new start up Territory or it may be available as one of the Franchise resales that occur from time-to-time.

Local GutterPRO Franchisees meeting up to share ideas at a GutterPRO regional meeting.

Contact Tony@gutterpro.co.uk to check availability.

Your Vehicle

Lease new or buy used



See out through the window due to special Contravision panels

Multi-space Vehicle

A single vehicle for business and family. Special Contravision film covers the windows to keep external branding but not block the view from inside.
 Example - Citroen Multispace, Peugeot Partner Tepee and Volkswagen Caddy Life.



Regular Van

A work-horse for your GutterPRO business.
 GutterPRO Franchisees use Mercedes Citan, Volkswagen Caddy, Ford Transit Connect, Vauxhall Combo, Citroen Berlingo and Peugeot Partner.



A budget of £200 per month for your vehicle is allowed for in the illustrative financial projections.

Ultimately it's about personal choice and choosing a vehicle that's not only right for your GutterPRO business but suits your circumstances.

Your GutterPRO Franchise £10,850

The low cost franchise

Aside from the £10,850, the Franchisee should ensure they have the necessary financial support to meet their personal needs during the early days of the business.

The Franchisee must also fund their GutterPRO vehicle - lease or buy. Illustrative monthly payments have been included in the figures on the page opposite.

You have probably heard it said that starting a franchise is a lower risk than going solo. With GutterPRO, the rewards are a good income, coupled with an attractive independent lifestyle. But - like any business - they will only come about through hard work and commitment.



Franchise Term

Invest £10,850

No embargo on taking on a second Territory at some point - if still available

Single van



Single Territory



Single Fixed Monthly Fee

Management Franchise £14,850 Pathway to a multi-van business

The Management Pathway is a low cost way to developing a multi-van GutterPRO business.

Invest an initial £14,850. We then defer £6000 until your second year.

Start with a single van but start with two Territories from the outset.

Grow the business - you have 12 months to decide if you want to go for Expansion.

If you go for Expansion, you then invest the deferred £6000 (in 4 payments of £1500) during your second year. You add a second van and GutterPRO provide a second full kit. You keep your double Territory.

Or you can Fall Back. Nothing more to invest - keep a single Territory and your single vehicle.

1

Initially
~~£20,850~~
Invest £14,850

Single van



Double Territory



Single
Fixed Monthly Fee

You have one year to decide
Expansion or Fall Back

2

Expansion
Pay 4 x £1500

The four payments of £1500 are spread out across the duration of your Second Year

Two vans



Keep double Territory



Double
Fixed Monthly Fee

or
Fall Back
Nothing more to pay

Single van



Keep one of the Territories



Single
Fixed Monthly Fee

Ask for a copy of the
Management Pathway Prospectus.

VAT at the prevailing rate should be added to all License fees and Royalties

Show Me the Money

A more flexible funding option

Every business needs funding - to date about half of our GutterPRO Franchise Partners have utilised the Start-up Loans scheme to help them get their business off the ground.

The Start-up Loans scheme was an initiative by the UK Government in tandem with the British Business Bank. The simple aim is to help people get their business off the ground where conventional funding options may not be available or may be too expensive.

To qualify you must have a *reasonable* credit rating and be an EU citizen.

Essentially Start-up Loans are a personal loan, with a flat interest rate of 6.2% - usefully, they can be paid off early without penalty.

Start-up Loans prefer Franchisees to invest some of the money themselves. However we have been successful in providing '100% funding' on a number of occasions.

INTERESTED? - we can **PRE-SCREEN** your application for a Start-up Loan **WITHOUT COMMITMENT** to see if this funding route is possible.



If you're interested in using the Start-up Loans scheme for registering with GutterPRO - DO NOT register via the main Start-up Loans website. GutterPRO has a special relationship with a Start-up Loans delivery partner. Please contact us first for details.



GutterPRO Single Van Budget

Getting down to the facts and figures

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Turnover budgeted to grow from £4250 per month to £4500 - plenty of scope to exceed this level. Indeed Shropshire North GutterPRO achieved the underlying monthly run rate in its first year.

	First 3 months	1	2	3	4	5
Turnover	5,000	34,375	46,500	52,500	58,500	64,500
Overheads	£2,100	11370	12720	13080	13800	14160
Your Profit	£2,900	23,630	33,780	39,420	44,700	50,340

Monthly run rate budgeted to grow steadily up to £3750 during the first year of your new business.

By the 5th year, monthly run rate just over £5000. At this level, a single GutterPRO van is almost fully occupied. Perhaps it's time to expand and take on a second van.

Important Notes

- The indicative financial estimates on this page have been prepared in good faith and in line with the ethos of the B.F.A. but other than the specific 'GutterPRO £5000 turnover Guarantee', like any business, they can not be guaranteed.
- 'Your Profit' has been estimated by deducting a realistic level of 'Overhead' from the 'Turnover', along with a deduction for the Royalty, or Fixed Monthly Fee as applicable.

The GutterPRO Guarantee

- GutterPRO Guarantees you will generate at least £5000 of turnover, during your first 3 months.
- If your turnover during the first 3 months is below £5000, then GutterPRO will top up the shortfall.
- The Guarantee requires the franchisee to work diligently and full time in the business during the initial 3 month period.
- The GutterPRO Guarantee, and the obligations of the Franchisee and Franchisor are properly set out in the Franchise Agreement.
- To comply with British Franchise Association best practice we state that, 'a guarantee of turnover is not a guarantee of profit'.

Six steps to becoming a GutterPRO Franchise Partner

1

Discover
You are here



Franchise emails
Franchise Websites
Magazine articles



British Franchise Association
Informal Chat
tony@gutterpro.co.uk
07966 517 336

2

Investigate
Discovery Day
or one-2-one

Discovery Days are held at regular intervals around the UK

See our website for details
gutterpro.co.uk

By appointment - we will meet one-2-one with prospective Franchise Partners

Sometimes we are able to meet one-2-one with prospective Franchise Partners locally.

3

Scrutinise
Kick the tyres

Speak to established GutterPRO Franchise Partners



Please note - our GutterPRO Partners will be reluctant to talk to you until you sign a Non Disclosure Agreement

Ask the GutterPRO team as many questions as you like

4

Proposal
The Formal Franchise Offer

Formal written Franchise Proposal

Spend a half day with an existing GutterPRO Franchise Partner

Review a draft Franchise Agreement

Consider Start-up Loan funding - if applicable

5

Contract
It's now or never

Review the Franchise Agreements thoroughly and the sign on the dotted line

Start-up Loan Application
NB - if you are applying for a Start-up Loan, the Franchise Agreement can be signed subject to Start-up Loan Approval

6

On-boarding
Getting the show on the road

Prepare the marketing launch

Equipment
Clothing
Van
Van Wrap
Training
Support
First Job



We hand hold you through the Start-up Loan Process

Sign

Non Disclosure Agreement

Sign

Franchise Agreement

Key Facts & FAQ's

Single Van License	£10,850
Multi Van License	£20,850 - Pay initially £14,850, defer £6000 until your second year.
Royalty	15% OR pay an alternative Fixed Monthly Fee
Fixed Monthly FEE <small>This is an alternative to paying the Royalty and it is the Franchisees decision to switch</small>	£275, £325, £400, £400 and £400 Years 1 to 5 respectively
Term	5 Years
Right to renew	3 times 5 Years Thereby extend to 10, 15 or 20 years
License Fee Includes	GutterPRO vehicle brand 'wrap' GutterPRO Gutter Clearing kit GutterPRO Gutter Cleaning kit HD Camera Complete work wear kit including wet weather wear Full head office training On-site support when you launch Full marketing for 3 months 25,000 additional flyers

What else will I need?

An approved GutterPRO vehicle and Laptop.
Apple iPhone model 6 or above.

How big is my area?

Standard Franchise area - typically 275k - 325k population.
Management Franchise area - 2x Standard area.

Is my area exclusive?

Yes.

Can I take on a second GutterPRO franchise area?

Yes - also ask about the multi vehicle Management Franchise Pathway - enabling you to start with one vehicle and develop a multi vehicle business over time across a double Territory.



NEXT STEP

Contact Tony Rafferty
tony@gutterpro.co.uk
07966 517 336

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