

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

£5000
Fast Start
Guarantee

12,400+
★ ★ ★ ★ ★
★ REVIEWS



GUTTER
PRO.CO.UK

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



The Low Cost, Fast Start Franchise

Hello, we're GutterPRO

Become our next Franchise Partner

We call our Franchisees - GutterPRO Partners - a little more respect!

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

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

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

GutterPRO's achievements haven't gone unnoticed - being a National Finalists of the British Franchise Association's Emerging Franchisor of the Year, 2020.

12,400+



★REVIEWS

12,400 5-Star Reviews

Independent validated Reviews from Liverpool to Leicester and Ayrshire to Aylesbury



Safe
& Sound
we do it
from the
Ground



At a Glance

How do we measure up?



Low Cost – Fast Start Franchise



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



Based on you doing the jobs and working full time



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



Integrated back office systems



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



Flexible finance from the UK Government Start-up Loan scheme - even if your credit rating is not perfect



80+ Territories now granted, 30 large territories still available - the network is growing fast



All equipment included - lease or buy your van



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

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 £2000 - 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 Leicester (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

2021
3 NEW Partners
Exceeded
£10,000

*Three Franchise
Partners exceeded
£10,000 in their first
three months in 2021.*



Richard Loughlin

Contact Tony Rafferty to arrange a 1-2-1 Zoom
tony.rafferty@innovativefranchise.co.uk - 07966 51 73 36

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? 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.



*"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**".*

*Peter O'Regan
[Merseyside]*



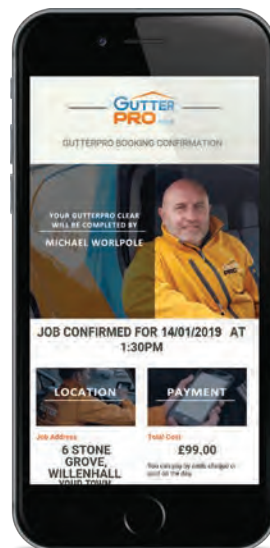
Your GutterPRO APP

Scheduling - confirming - arriving - receipt - payment



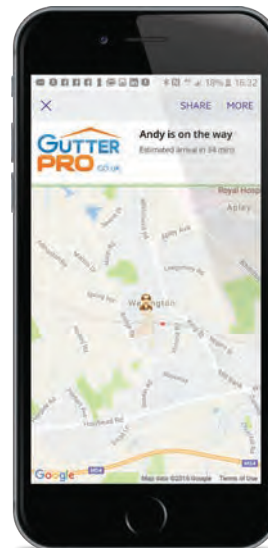
Scheduling

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.

80+
Territories
Granted

It's about the ROI

Return On Marketing Investment



GutterPRO Partners use Self employed leaflet delivery agents via the GutterPRO APP - the activity is tracked - controlled - measured - validated - generating bookings - building your business and maximising your marketing ROI.

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Track and Trace

Maxing leaflet delivery ROI



Ian Reddi

Self employed leaflet delivery agents - leaflets tracked via GutterPRO APP - a different colour for each agent - with a special function to help spot the 'blaggers' street-by-street, town-by-town. This granular marketing produces an ROI in excess of anything that can be achieved in crowded Google / online marketing space.

Brand Building . . . It's about Reviews . . Reviews . . and more . . Reviews

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 10,000 Reviews coupled with an additional 500 Reviews being added every month from verified customers - 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

Read All About it New Reviews added everyday

IAN ★★★★★
“Work professionally and conscientiously carried out.”
Posted 15 hours ago

Peter ★★★★★
“Excellent service at a good price.”
Posted 37 minutes ago

Vanessa ★★★★★
“Excellent service. Jon was courteous, explained what would happen showing me photos before he started and when he finished. Gutters clean and fascia is shining! Highly recommended”
Posted 17 hours ago

NEW

REVIEWS EVERYDAY

Chris ★★★★★
“We have had Ian visit us now for the past three years and without doubt his customer care approach and work ethic are fantastic. Nothing is too much trouble and he always has a very positive attitude to his work. Without doubt Ian's visit us has made our property maintenance worthwhile literally everything looks like new once the work is finished. I cannot recommend Ian highly enough. Lovely man superb job”
Posted 17 hours ago

Nick ★★★★★
“Excellent and very thorough service. Really good communication about time of arrival and left everything clean and clear on completion. Would highly recommend”
Posted 2 hours ago

Elizabeth ★★★★★
“Phil is a friendly guy and knows what he's doing. The “before and after” pictures showed that he'd removed a lot of detritus from my gutters.”
Posted 10 hours ago

Paul ★★★★★
“Great communication when booking, made everything clear, able to come when I needed. On the day the work was done to a high standard and fully completed in the set time. Would definitely recommend.”
Posted 15 hours ago

500

REVIEWS

added every month

99%

Reviews are 5 star

★★★★★

Marketing Driven by our REVIEWS

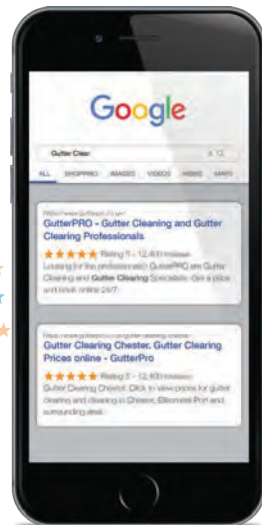
Next Step
GutterPRO ZOOM

BOOK NOW

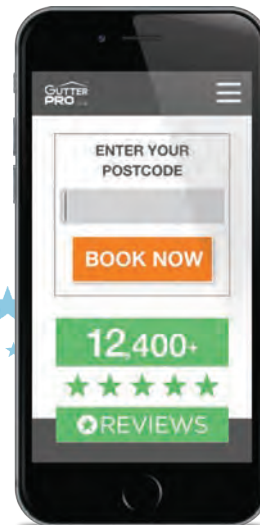


Boosts Google

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.

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Instant Quote

We make it easy for our customers to get a price and book but this piece of clever tech does so much more for Partners

Reviews

Our 10,000+Reviews feature prominently on the website

Online Bookings

Over 40% of bookings now come through the GutterPRO website

Nationwide

All Reviews from across the Network appear real time. The last Review is never more than an hour old



The GutterPRO Website

Fully responsive website adapts (SSL compliant)



On-Boarding

Starting in the classroom

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.



ON-BOARDING

**GUTTER
PRO**.CO.UK

GutterPRO On-boarding is highly structured with work books covering the principle areas.

Getting hands-on with real GutterPRO Customers

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.

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.



*Things are a little
different now, so we
keep our distance
during training*

Staying in touch

National Conference - Group Zooms

National Conference - In 2020 (before Covid struck) we held the first GutterPRO National Conference. Where over 40 Franchise Partners were able to meet each other, share their experiences and find out the latest news in what's on the horizon for GutterPRO. Face-to-face meetings aren't always possible but with the help of Zoom, we can now host more personal meetings or group discussions with a familiar face rather than hidden behind a phone.

2020 National Conference

Zoom catch ups



Contact Tony Rafferty to arrange a 1-2-1 Zoom
tony.rafferty@innovativefranchise.co.uk - 07966 51 73 36

What's going on

Rounding up all the news from across the network

Find out all the latest news across the network with our in-house magazine. Where we round up the tips and tricks we have picked up, share the successes from the year.



Exclusive Territories

Over 80 granted - 30 available - resales emerging



In five years - we have now granted over 80 Territories across the UK and have well established the GutterPRO brand 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 Rafferty to arrange a 1-2-1 Zoom
tony.rafferty@innovativefranchise.co.uk - 07966 51 73 36

Your Vehicle

Lease new or buy used



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 - Citroën 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, Citroën Berlingo and Peugeot Partner.

Go for
New / Used
Buy / Lease

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.*

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GutterPRO Franchise

Single Van - Single Territory

We are the Low Cost Franchise because we are just that. You can start your GutterPRO Franchise with an investment of £10,850+vat for a Single Territory, single van operation.

Most GutterPRO Franchises are Single Van Single Territory - the perfect size for an Owner Operator.

The Budget on the next page is based on an Owner Operator working 9-5 Monday to Friday.

There is no restriction on a Single Van GutterPRO Franchise operating 6-7 days per week with the GutterPRO Franchise Partner employing someone or using a self employed operator for the extra days.

There is no restriction, as the business matures, in adding more vans to a Single Territory.



Single Van

£10,850
Single van

Up to **100%**
Finance

Single
Territory



MON - FRI

Perfect for, 9-5 Owner Operator

*Ask for a copy of the
Management Pathway Prospectus.*

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

GutterPRO Single Van Budget

Getting down to the facts and figures

**£5000
Fast Start
Guarantee**

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	6,450	38,900	51,900	57,750	64,350	67,200
Overheads	£2578	14,402	16,195	16,631	17,675	16978
Your Profit	£3,872	24,498	35,705	41,119	46,675	50,222

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 Flexi-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'.

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 a UK 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.



HM Government



*Start-up Loans is a
Government backed
scheme funded by
British Business Bank*

PRE-SCREEN NOW

CLICK
HERE

You can pre-screen your UK Government
Start-up Loans application with no obligation
by clicking here and submitting your details.

Royalty or Flexi-Fee

Save and pay the lowest every month

The GutterPRO Royalty is 15% of your Monthly Sales. Paying a Royalty - a percentage of your sales - provides peace of mind during the early months of your GutterPRO Franchise that you are NOT 'locked' into paying any obligatory 'fixed fees'.

From month 4 - if it means a lower cost for you then you will automatically switch onto the Flexi-Fee.

The Flexi-Fee has two elements. Firstly, the fixed element, a monthly fee of £275 per month (in your First Year), £325 per month (in your Second Year), then £400 per month in subsequent years.

The second element of the Flexi-Fee is 7.5% of your Monthly Sales but only the amount OVER £3000.

This means - say in your First Year, if your Sales in a given month were £4000 your Flexi-Fee would be £275 + 7.5% of £1000, equaling £350. In this instance the Flexi-Fee vs the Royalty would be a saving of £100 a month.



*Based on First
Year Monthly
Sales of £5000*

*Whatever your Monthly Sales -
you pay the lower of the Royalty
or the Flexi-Fee - of course, you
never pay both - just the lower*

You Pay, per Month

Monthly Sales or Royalty Flexi-Fee	£1000	£2000	£3000	£4000	£5000
	£150	£300	£450	£600	£750
	£275	£275	£275	£350	£425
		£25	£175	£250	£325

You Save, per Month

*With Flexi-Fee you Start Saving
once your Monthly Sales reach
approximately £1900 per month
- the Flexi-Fee saving becomes
significant as you expand your
business*

*The Flexi-Fee and Savings
figures above refer to
your First Year GutterPRO
Franchise Sales figures*

Six steps to becoming a GutterPRO Franchise Partner

1

Discover You are here



Franchise emails
Franchise websites
Magazine articles



British Franchise
Association

2

Investigate one-2-one Zoom



Click the link above and
book your one-2-one
Zoom with a Director to
find out more in greater
detail about GutterPRO

or

Contact

tony.rafferty@innovativefranchise.co.uk

07966 517 336

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 then sign on the
dotted line

Start-up Loan Application

NB - if your 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

£5000
Fast Start
Guarantee

We hand hold you through the
Start-up Loan Process

Sign

Non Disclosure Agreement

Sign

Franchise Agreement

Please note
these amounts
are all plus vat

Key Facts & FAQ's

Single Van - Single Territory Initial Franchise Fee	£10,850
Royalty	15%
<i>pay the LOWEST of the Royalty OR Flexi-Fee</i> Flexi-Fee	£275, £325, £400, £400 and £400 Per month - Years 1 to 5 respectively Plus 7.5% of (Monthly Sales above £3000)
Term	5 Years
Right to renew	3 times - each a 5 Year Term Thereby extend to 10, 15 or 20 years
Initial Franchise Fee Includes	GutterPRO vehicle brand 'wrap' GutterPRO Gutter Clearing kit and Cleaning kit GutterPRO Gutter HD Camera Complete work wear kit including wet weather wear Full head office training and On-site support 3 months marketing package plus 25,000 additional flyers

What else will I need?

An approved GutterPRO vehicle and Laptop.
Apple iPhone model 8 or above.

How big is my area?

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

Is my area exclusive?

Yes.

Can I take on a second GutterPRO franchise area?

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

Can I take on other Franchises from Innovative Franchise?

Yes you can, we now have a number of GutterPRO Franchisees who
have added the Dri-NOW formula to cross fertilise the customer base.



GutterPRO is a trading style of Innovative Franchise Limited. The GutterPRO logo and roof device and the words 'GutterPRO' are registered trademarks along with 'Safe and Sound, we do it from the Ground'



GutterPRO Double Territory Management Franchise

Going Multi-van and scaling the business

GutterPRO have a formula for Franchise Partners who want to build a larger Multi-van business.

It's called the Management Franchise. Start with a Single Van but importantly TWO Territories - both Territories secured (and usable) from the outset.

Starting with a Single Van Management Franchise reduces your initial investment to £14,850 - a lot lower than the headline figure of £20,850 for two Single Territories.

This enables you to max out a Single Van before you add your next vehicle - to sweat the asset to put in business parlance.

When you're ready to add the second vehicle you pay an additional £6000 to cover the equipment and the vehicle wrap.

GutterPRO help you at this stage by allowing you to split the payment over a year.

During your Next Step Zoom we will explain more of the detail of the Management Franchise, along with the flexible Royalty and Flexi-Fee.





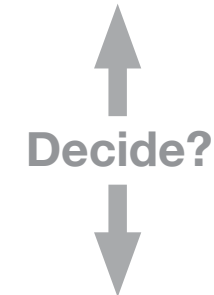
£14,850

Double Territory



4 payments of £1500

Double Territory



No additional payments

Single Territory

During the Next Step Zoom we will provide further information including the Royalty and Flexi-Fee options

Think Big - Think Multi-brand

The big idea behind Innovative Franchise

GutterPRO is part of Innovative Franchise - our first and now well established Franchise.

The big picture - we have other brands - that you can take on in addition to GutterPRO - all home services - cross fertilising the customer base - providing the platform to build a substantial Multi-brand Multi-van business.

Dri-NOW our Dry Carpet Cleaning brand is now available UK wide. Originating from a well established expert carpet cleaning business in the North of England the Dri-NOW approach has been further piloted in a number of locations.

Cross fertilisation means a massive overlap in the customers who book GutterPRO services and those who need their carpets cleaned as well.

Moving forward - Home Agency, a technology driven home cleaning and services franchise will launch in 2022. OvenX - providing oven cleaning services will also launch in 2022.

Going Multi-brand isn't for anybody! If you have the drive and ambition then lets discuss during your Next Step Zoom.



David, Dri-NOW
Franchise Partner
Leicester

Instant Price go to dri-now.co.uk

We Clean your Carpets Floors & Fabrics

Dry ready to walk on

Environmentally Friendly

Pet Safe

DriNOW

0116 412 5948

We Clean your Carpets, Floors and Fabrics

£99 Big DEAL

Booked individually £168
Save £69

✓ Lounge ✓ Landing ✓ Hall ✓ Stairs

Book Now dri-now.co.uk

01952 303 382

We Clean your Carpets, Floors and Fabrics

We Move Your Furniture

Dry Ready to Walk on

Pet & Environmentally Friendly

Commercial & Insured

★★★★★ 150+ 5 Star Reviews

Other Deals - Call or go Online

Pay After the Job

DriNOW

Book Now dri-now.co.uk

01952 303 382

Contact Tony Rafferty to arrange a 1-2-1 Zoom
tony.rafferty@innovativefranchise.co.uk - 07966 51 73 36

Next Step GutterPRO zoom

Contact Tony Rafferty (Director)
and arrange a 1-2-1 Zoom meeting
tony.rafferty@innovativefranchise.co.uk
07966 51 73 36

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