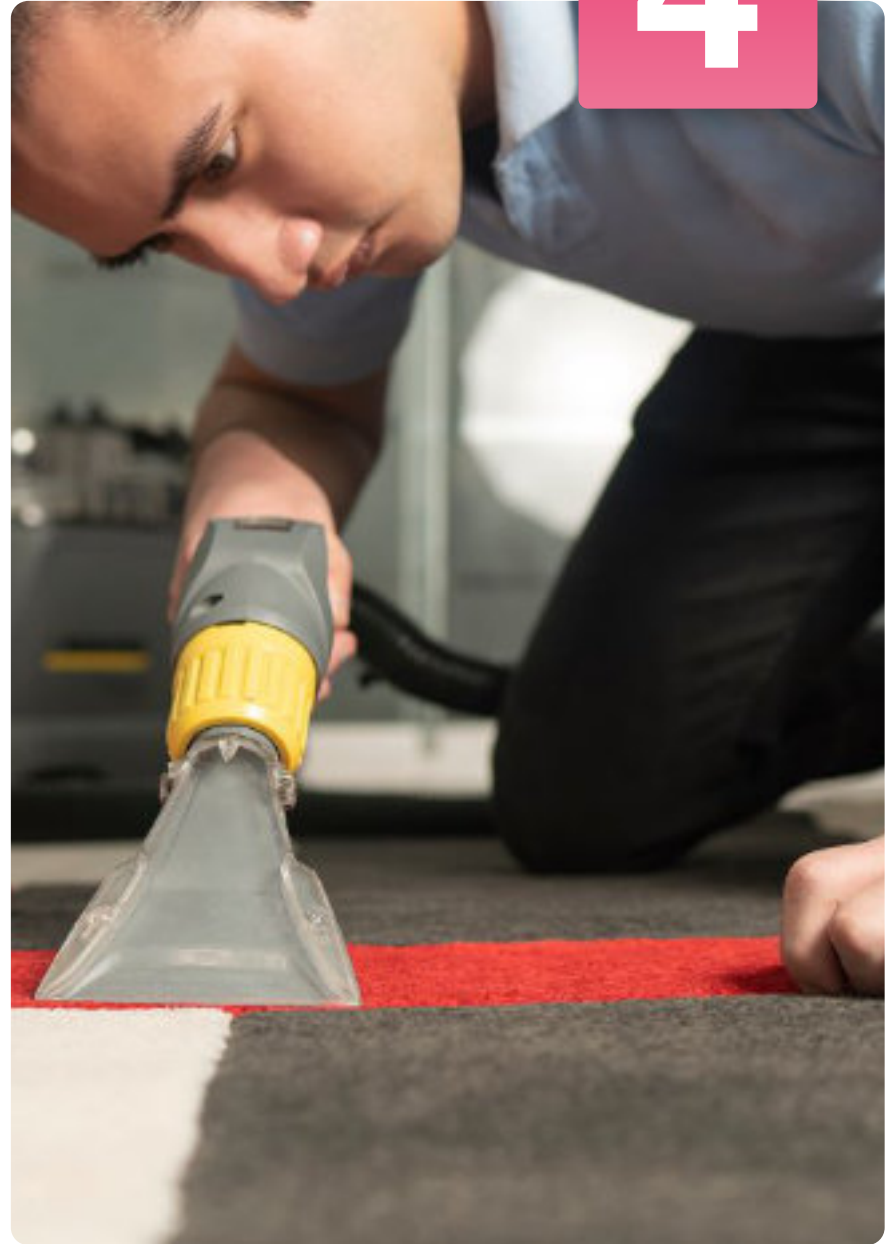




4



**CARPET CLEANING  
FRANCHISE EXPLAINED**

# The Role of the Home Service Carpet Cleaning Franchisee: Empowering Home Service Professionals



At Itzhome, we offer more than just a traditional home service business – we provide a real opportunity for entrepreneurs who are looking to build a flexible, scalable business providing carpet cleaning services in their local community.

ITz stands for – In The Zone – defined as – “a mental state of focused concentration on the performance of an activity”.

The role of a the home service carpet cleaning franchisee is to provide great carpet cleaning services to clients that book through the Itzhome booking platform. You will be servicing homes in and around your local area aiming to provide the very best of service that matches the values of what Itzhome stands for. These values include **reliability, customer care, and a passion for making life easier for homeowners.**

All Itzhome professionals, partners and franchisees share the Itz endeavours. **We are gogetters**. The kind of people who are relentless about our mission to help people care for and improve their home and earn their way.

As a franchisee, you will play a pivotal role in growing the Itzhome brand in your area by providing homeowners with trusted, high-quality carpet cleaning services.

It's about **offering a wide range of carpet cleaning services** that make people's lives simpler. Your role will be to manage your bookings (all provided through the pro app) and you will have the flexibility to build your business the way that best suits your goals.

Our bespoke, state-of-the-art online and cloud-based systems will be your backbone, enabling you to run your business from your phone and on go. Gone are the days of dealing with endless paperwork or manual processes. We've perfected the operational systems, **making it easier than ever to manage** client bookings, recruitment, payments and everything in between.

The Itzhome model is designed for the modern entrepreneur. All you need is a phone, computer and an internet connection (5g also works) to get started.

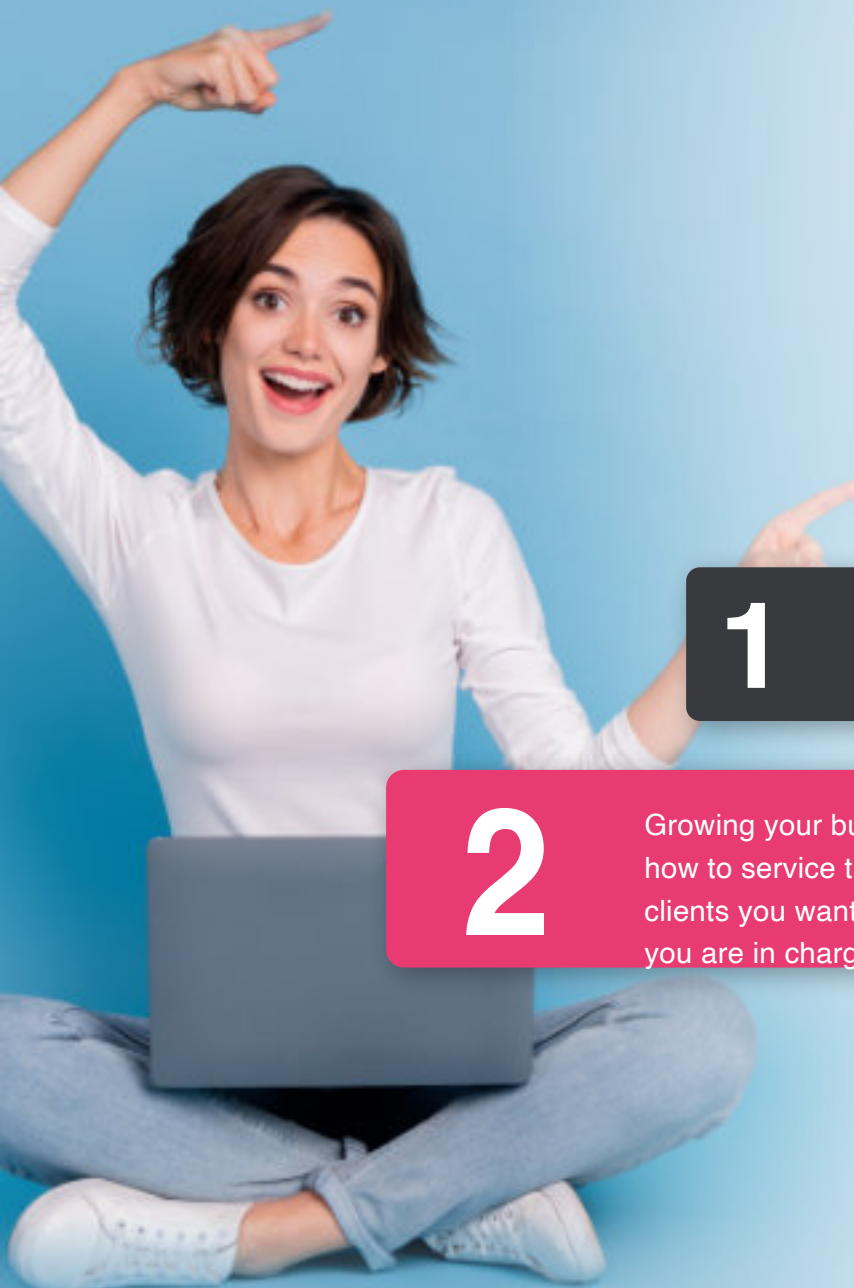
**CONNECTING HOMEOWNERS WITH TRUSTED, HIGH-QUALITY CARPET CLEANING PROFESSIONALS.**

## **A Market with Huge Potential**

Across the UK, and globally, millions of homeowners struggle to keep up with everyday chores.

In the UK alone, **the domestic carpet cleaning market is huge as 80% of home owners have carpets**. With families working longer hours, relying on two incomes, and the growing demand for assistance from aging populations, there has never been a better time to enter the carpet cleaning market.

Itzhome is uniquely positioned to meet these needs, offering a service about making homes run more smoothly. Whatever carpet cleaning services your clients need, Itzhome provides an integrated solution to their problems.



# How Itzhome Works for You

Unlike traditional businesses where you may need to juggle multiple tasks, **Itzhome provides you with proven, easy-to-follow systems** that allow you to manage and grow your business efficiently. Our online tools automate time-consuming processes, so you can focus on what truly matters: delivering a great service and growing your revenue.

**Your role as an home service carpet cleaning franchisee will have two main components:**

**1**

**Looking after your clients: You'll be connecting homeowners with the carpet cleaning services they need and building strong relationships with your clients.**

**2**

**Growing your business: We will show you how to grow your business, secure more clients and how to service the customers that book on the Itzhome platform. You get to decide how many clients you want and how busy you want to be. Whether you want to work part time or full time you are in charge.**

As a franchisee, you will benefit from a proven sales and marketing strategy that helps secure clients quickly. Our operational systems are designed to minimize time spent on administration and maximize your focus on growing your business. With Itzhome, you get all the tools you need to hit the ground running and build a profitable, flexible carpet cleaning business.



## BY OFFERING A PLATFORM-BASED APPROACH TO HOME SERVICES

# The Future of Home Services: The Power of On-Demand

## Platforms

In today's fast-paced world, convenience is king – and on-demand services are revolutionising how we access the things we need, when we need them. **Platforms like Uber and JustEat** have already proven how consumers crave immediacy and flexibility, and this trend is rapidly growing across various industries. The same shift is now happening in the home services sector, and Itzhome is poised to lead this transformation.

As a franchisee, you'll be tapping into the growing demand for on-demand home services. Much like how **Uber revolutionised the taxi industry** or **JustEat changed how we order food**, Itzhome is leveraging technology to provide homeowners with an easy, seamless experience when booking essential services, whether it's cleaning, maintenance, or other domestic chores. With a simple tap on their phone or a few clicks online, customers can access high-quality, reliable home service professionals who meet their needs – fast.

**Consumers today are accustomed to using apps and platforms to solve problems on their own terms.** Whether it's a ride, a meal, or even groceries, the world is shifting toward an “instant gratification” culture where people expect quick, reliable, and easy-to-use services. Itzhome capitalises on this by offering a platform-based approach to home services, combining cutting-edge technology with a personal touch.

## For Itzhome franchisees, this means:

**A Seamless, Technology-Driven Experience:** The bespoke platform allows customers to easily book services, track progress, and pay all through one app, creating a frictionless experience that encourages repeat business and customer loyalty.

**Scalability:** The on-demand model means you're not just relying on a traditional client base – you're creating a dynamic, flexible system that can adapt to peak times, special requests, and even last-minute bookings. It's a business model designed for growth.

**Market Adaptability:** As consumer expectations continue to evolve, those who embrace on-demand services will be ahead of the curve. The rise of on-demand platforms in other industries makes it clear – home services are ready for disruption, and Itzhome is perfectly positioned to lead the way.

By joining Itzhome, you're building a future-proof home services business that aligns with the technological and cultural shifts happening in the marketplace. As an Itzhome franchisee, you will be part of a growing network that offers on-demand services, giving customers the flexibility and convenience they expect, while providing you with a scalable, profitable, and efficient business model.

## A Proven System for **Success**

With advancements in technology, succeeding in business has never been easier. What once required significant effort, money, and skill, now comes down to following a streamlined system and process.

At Itzhome, **we equip you with everything you need to succeed**. You'll learn about our range of home services, master the techniques to deliver them effectively, and gain the qualifications to confidently manage your business. Our established marketing program helps you reach a proven marketplace, while our follow-up marketing system ensures you can service the clients that come through the Itzhome platform and if you wish consistently convert prospects into loyal customers.

As an Itzhome franchisee, you get to run your business **on your terms, at your own pace**, while building a highly profitable venture. This is the power of our model—it operates in a growing market and offers significant profit potential.

Itzhome is not just a business; it's a service that truly makes a difference by lightening the load of everyday tasks for your customers. You'll be proud of the impact you have while running your own carpet cleaning business and providing a great service to your local community

**The reason people choose Itzhome home professional franchise is because it ticks all the boxes for success:**

- ✓ Run your business on the go from your phone
- ✓ Low set-up and running costs
- ✓ Proven opportunity backed by a company with a track record of over 40 years in the home services space
- ✓ Efficient operational systems to free up your time
- ✓ State-of-the-art technology and processes
- ✓ Proven marketing strategies
- ✓ Receive jobs through the Itzhome platform
- ✓ No lease or premises needed
- ✓ Unique selling points (USPs) to make you stand out
- ✓ Simple to operate
- ✓ Work your own hours

If you're seeking the freedom, profitability, and satisfaction of owning your own business, we invite you to learn more about the exciting opportunities that Itzhome offers. It offers you a unique opportunity to work when you want and complete flexibility


# Your Role

This opportunity is designed for individuals who are motivated to work smarter, not harder. While the ability to build relationships is always helpful, what really drives success at Itzhome is your commitment to following our proven systems, service the jobs we send you to the highest of quality and grow your business using proven sales and marketing strategies.

Our business model is built for success, and anyone—regardless of experience—can thrive if they follow the system. From the moment you join Itzhome, you will be equipped with all the tools and support you need to **launch and grow your own business**. Our extensive training program covers every crucial aspect of the business, ensuring that you are fully prepared to deliver carpet cleaning services and represent Itzhome in your local area.

**What sets Itzhome apart is our emphasis on making it simple and using digital platforms.** You will leverage state-of-the-art online marketing techniques to build brand awareness, attract a steady stream of clients, and service the jobs booked on the platform. If you want to attract your own clients we will share advice on Social media marketing, targeted advertising, and our proven marketing strategies can become the backbone of your business growth. You don't need to have previous business experience to succeed—our training and ongoing support will guide you through each step.

As a home service franchisee, your primary focus will be to delivery an exceptional service that will meet Itzhome's high standards of quality. **The strength of your business will lie in your ability to consistently delivers exceptional services** to clients. Our systems are designed to help you find and retain clients, giving you the confidence to scale your business around your lifestyle

A person wearing a full white protective suit, including a hood and goggles, is using a steam cleaner on a light-colored carpet. The person is wearing blue gloves and blue shoe covers. The steam cleaner is emitting a large amount of white steam. The background shows a room with a wooden shelf and a potted plant.

At Itzhome, the role a franchisee requires good interpersonal skills and being comfortable with people AND a strong desire to provide a great service

**Itzhome's proven model works for anyone who is willing to put in the effort and follow the steps. You don't need prior experience in the home services industry to succeed. All you need is a strong desire to build your own business and the discipline to follow our system. The beauty of our model is that it's simple, efficient, and replicable—meaning you can build a successful business, regardless of your background or skill set.**

## **Here's what you can expect when you join Itzhome:**

- **Low-cost entry with minimal overhead:** Operate your business on the go with no expensive leases or premises needed.
- **Proven marketing strategies that deliver results:** Our system is tried and tested, and it works at delivering clients to home service professionals
- **Efficient growth processes:** We'll show you how to attract, more clients (if you want) and will help you meet the high standards of service that Itzhome is known for.
- **State-of-the-art technology to manage your business:** From online systems to digital app based booking platforms, we equip you with everything you need to run a smooth and profitable operation.
- **Continuous support and training:** You'll have access to ongoing training through online modules, remote sessions, and coaching and business mentoring to ensure you stay ahead of the curve.



ready to take  
control of your  
future

Itzhome is built for people who are committed to following a proven system and willing to put in the work to make it succeed. This opportunity can work for anyone—whether you have experience in business or not. By leveraging our booking platform to send you jobs, you can run a highly profitable home service business that provides your local community with a great service.

If you're ready to take control of your future, own a flexible business, and achieve financial independence, Itzhome provides the roadmap to success. The key to your success is simple: Follow our proven model, and we'll be with you every step of the way.

Our extensive training program is designed to ensure you are fully prepared for every aspect of running your own business. You'll learn how to receive jobs on the platform, how to make bookings yourself, how to scale your business and manage your operations efficiently. From induction training to ongoing support, you'll be equipped with the knowledge and confidence needed to succeed.

The "**New Franchisee Training**" program is a continuous process, starting with foundational training, including operational guidance, remote sessions, and access to an **online academy**. You'll also receive **weekly, bi-weekly, and monthly training** as needed to ensure you're always progressing and on track.

This system is designed to set you up for success, no matter your prior experience. You will receive support and guidance from our experienced team, who will **help you navigate the journey** to building a profitable business. With the proven Itzhome business model, you can confidently take control of your future and grow your business to achieve your goals.

# Training & Support Explained

Our journey continues, and the question is: will you be one of the fortunate individuals who seizes this unique opportunity as it grows?

By joining us now, you have the chance to **grow not only your business but your lifestyle** as well. If you're ready to align yourself with a proven business model that delivers exceptional margins you are in the right place. Remember—it's not about what you make, it's about what you keep. That's the true measure of success in business.

Now is YOUR moment to seize a unique opportunity that allows you to grow alongside a proven business model, tapping into an expanding market while enjoying the flexibility and benefits of running a business providing great home services in your local community.

Are you ready to create a lifestyle that works for you, with incredible earning potential and the freedom to work on your terms? If so, Itzhome is the business for you—and it's available right now.

Imagine running your own home services business in a booming industry, with the ability to scale and **achieve financial success**. You'll be operating within a business model that allows you to maximise profits providing a home service you love.

Our franchise model has been designed to give you everything you need to succeed—whether you have prior experience or not. By following our proven system, you can transform your life and business from the ground up.



# TRAINING AND SUPPORT ARE AT THE HEART OF OUR MODEL

## It's simple:

- follow the steps,
- leverage our tools and strategies,
- and you'll be on your way to owning a flourishing business that can support your goals.

**Training and support are at the heart of our model.** When you join Itzhome, you receive a comprehensive training program that includes everything from operating the booking platform, scheduling your availability, and business management. Our system is built to be easy to follow and designed to be operated from the comfort of your phone or computer. All you need is a computer and an internet connection to get started.

**But our commitment to your success doesn't stop there...**



# Training & Support Explained

Our training program is just the beginning. You will gain ongoing support and continuous training, ensuring you are always at the forefront of business development. With Itzhome, you'll have access to:

- Proven business model designed for sustainable growth
- Continuous online training and webinars that cover all aspects of your business
- Proven methods that deliver results
- Business development training to help you grow your business efficiently
- Dedicated support from a Franchise Development Officer to guide you every step of the way
- Direct access to our online learning platform

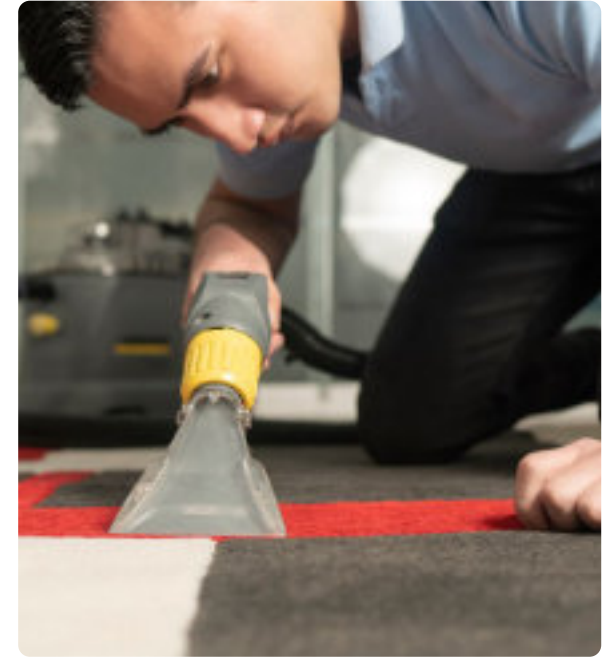
You'll also receive **all the tools and resources** you need to grow your business.. From automated, fully tracked marketing systems, incoming bookings and innovative business development initiatives, we're here to help you build a successful, **profitable business in your territory** of choice.



Itzhome's business model is designed for **flexibility, efficiency, and scalability**—giving you the power to create the work-life balance you've always wanted.

With industry-leading technology and bespoke support systems, you'll be well-equipped to handle the challenges of running your business, all while enjoying the benefits of a flexible business delivering your choice of home services in your local area.

If you're ready to **take control of your future**, build a business that works for you, and be part of a growing brand, Itzhome is the perfect opportunity for you. We're here to support you from day one and beyond, ensuring that you have all the resources and expertise you need to make your carpet cleaning business thrive.



**READ NEXT: WHY IS IT SUCCESSFUL**

