



**kleanable**  
Clean Home. Happy Home.

# Kleanable Business Prospectus

**Unlock Your Freedom.  
Own Your Future.**



# What Is Kleanable?

*If you're looking for a low-risk, high-demand business you can run from day one — this is it.*



Kleanable is a fully prepared domestic cleaning business you can start operating from the moment you own it. It's not a franchise. It's not a business-in-a-box. It's not a vague course teaching you how to do it yourself. And unlike many existing businesses for sale, it doesn't come with hidden baggage, old branding, or messy handovers.

Let's be honest — cleaning isn't glamorous. It's not some flashy start-up idea or trendy side hustle. But that's exactly why it works. This is a simple, proven service that people always need, in every town, in every season. It doesn't rely on trends or hype — just solid demand, reliable systems, and the kind of repeat custom that keeps your income steady. If you're looking for a business that feels good on paper but fails in the real world, this isn't it. But if you want something that's boring in the best way — consistent, needed, and profitable — Kleanable delivers.

It's ideal if you want freedom and control in your work life, but don't want to start from scratch alone. Unlike a franchise, you're not tied down by rules, fees or branding restrictions. And unlike most existing businesses for sale, you're not inheriting someone else's mess or paying for outdated systems.

You get everything you need to start winning clients and earning money immediately — and you keep 100% of the profits. Once it's sold, it's gone. This is a one-time sale of the full business — not a franchise or license we're offering to multiple people. Kleanable was created for everyday people who want more from life than just employment. People like you.



## Why Cleaning? Why Now?

*If you want to own a simple business that gets repeat customers, fast cash flow, and low overheads — this is one of the most proven markets out there.*



Domestic cleaning is no longer seen as a luxury. It's now a routine service for millions of UK households. In fact, over 1 in 4 homes now pay for regular cleaning — and demand keeps growing as people value time, reliability, and peace of mind more than ever.

- ◆◆ It's recession-resistant
- ◆◆ Clients book weekly or fortnightly
- ◆◆ No qualifications or trade skills needed
- ◆◆ Set your own hours and client area
- ◆◆ Start small and scale at your own pace
- ◆◆ No rent, stock, or expensive equipment needed

This is a business that meets a real need — one that keeps coming back week after week.

It's a one-time investment of £6,950 (reduced from £9,950 for a limited time). After that, everything you earn is yours.

**This is a one-time sale.** Once you acquire this Kleanable business, it's yours — exclusively. We won't sell it again, resell the brand in your area, or licence it out to someone else. You're not buying a franchise or a licence — you're buying the business outright, with full ownership and zero future restrictions.

## How It Works

*The Kleanable business model is designed to be simple, repeatable and scalable.*



Once launched, your business follows a proven structure that generates new enquiries, converts clients, and delivers a reliable recurring income.

### Here's how:

- ❖ You receive a fully branded website and Google Business profile
- ❖ You market your service using our ready-to-use templates and tactics
- ❖ Clients request weekly or fortnightly cleans
- ❖ You match them with a self-employed cleaner (paid directly by the client)
- ❖ You earn income through your low-friction, recurring management fee, paid monthly or quarterly in advance

### Work Around Your Life

This business is flexible. The owner can start part-time, fitting it around family, school runs, or other jobs. You can grow it at your own pace — whether you want a few regular clients or a full local operation.

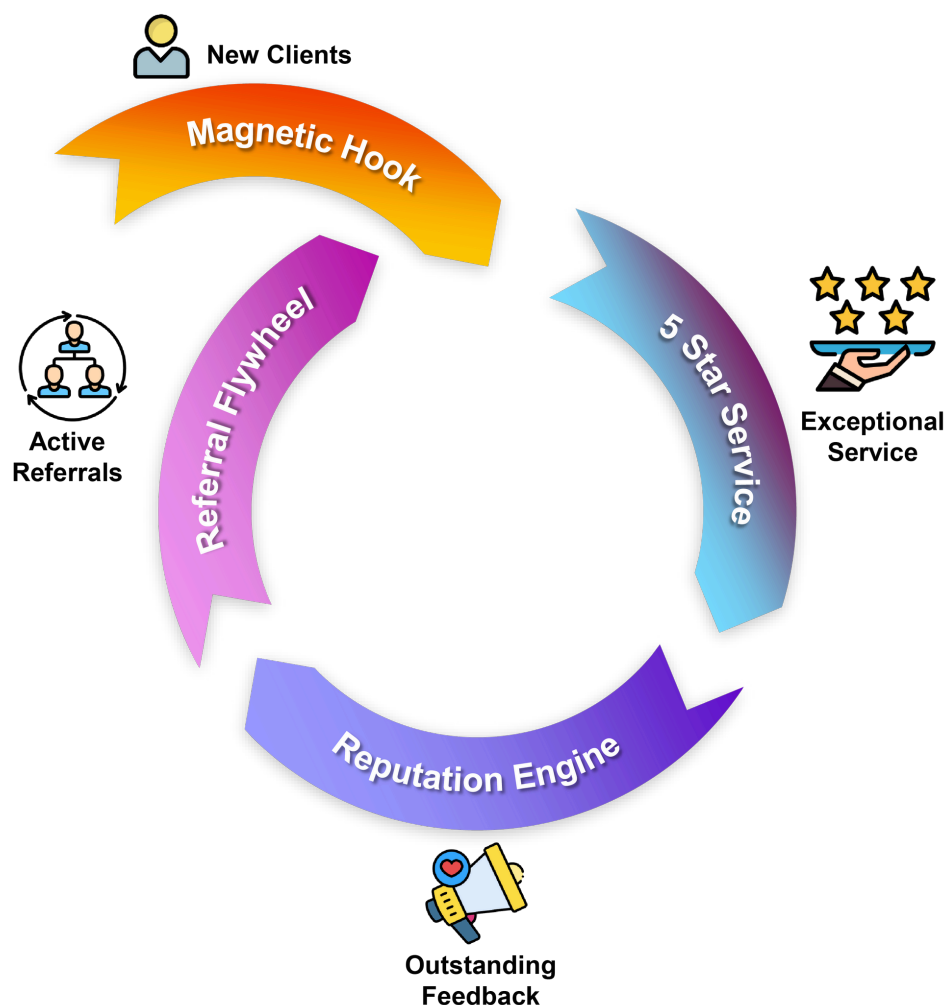


## Our Success Formula

We believe building a profitable business shouldn't rely on luck or guesswork. That's why we created the **Kleanable Grand Slam Success Formula**:

- ❖ **Magnetic Hook Offer:** Simple but compelling offer to attract the right clients
- ❖ **Five-Star Service System:** A structured approach that keeps clients coming back
- ❖ **Reputation Engine:** Tools and prompts to build trust and reviews fast
- ❖ **Referral Flywheel:** A method to turn every happy client into new business

Each of these four elements works together to grow your income without constantly chasing leads.



## Your First Year: What to Expect

- ◆◆ Management fee: £5 per cleaning hour – payable monthly or quarterly in advance
- ◆◆ Typical client: 3 hours/week = £60/month recurring
- ◆◆ 2 new clients per week = 104 by year-end
- ◆◆ Estimated end of Year 1 = ~£6,000+ monthly revenue
- ◆◆ Estimated end of Year 2 = £70,000+ annual recurring base

## Client Leads Included

To kick-start your success, we invest £500 into targeted local marketing to help you secure your first 15 clients quickly. That's about £900/month in recurring income right out of the gate.

## Return on Investment

You could cover your full investment in a few months, with the income from your first 10–12 regular clients. Everything after that is yours.

## What's Included

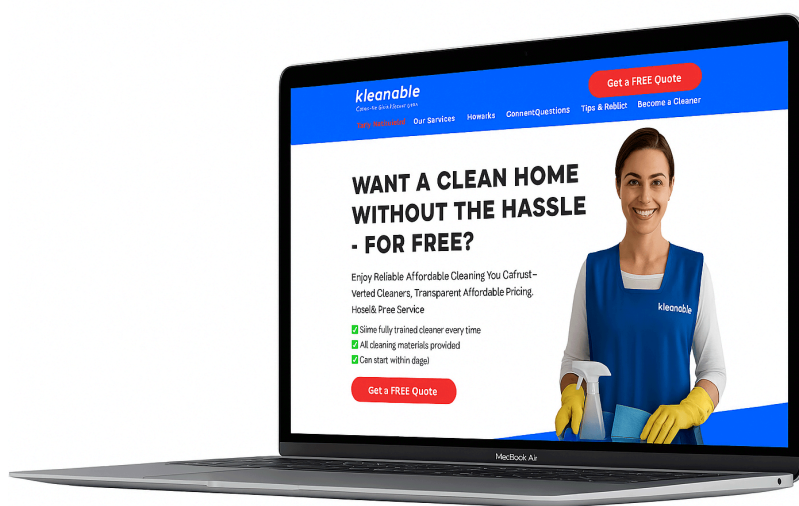
Here's what you get with your Kleanable business:

- A professionally designed website, already live – [www.kleanable.co.uk](http://www.kleanable.co.uk)
- Branded Google Business profile for local visibility
- 15 guaranteed client enquiries from a £500 launch marketing campaign
- Custom branding, logos, business cards, and flyers
- Plug-and-play marketing and sales materials
- Client booking system and onboarding tools
- Cleaner recruitment templates
- Lifetime access to our launch resources
- Full face-to-face training and handover – in-person or via Zoom
- 90-day setup support
- Ongoing email support (for future questions)
- ...and everything else you need to hit the ground running.

Everything is built for you — no tech skills or design work required.

### Limited Time Bonuses

- £500 marketing campaign included (we run it for you)
- Cleaner recruitment contribution (£200 value)
- Management fee software preloaded
- First 3 months support completely free





# What Makes This Business Different



There are lots of ways to own a business — but most of them come with hidden costs, uncertainty, or ongoing commitments. Kleanable was built to solve all of that. Here's how it stacks up against the usual routes people consider.

## Compared to Buying a Franchise

Franchises can seem like a safe bet — but they come with tight restrictions, hefty fees, and little flexibility. You're buying into someone else's rules, not building something of your own.

- ◆◆ **No royalties:** You keep every penny of profit.
- ◆◆ **No territory limits:** Operate in your chosen area or expand as you grow.
- ◆◆ **No strict branding rules:** You own the business, not just the right to run it.
- ◆◆ **100% profit is yours:** No monthly cut going back to head office.
- ◆◆ **Low investment:** Get a return of your investment in months.

With Kleanable, you're not "renting" a business. You own it — fully, and from day one.

## Compared to Starting from Scratch Alone



Building your own business sounds appealing — but it often leads to years of trial and error. Most people spend more time planning than launching, and waste money on websites, branding, and guesswork that never converts.

- ❖ **No guesswork:** The systems, branding, and setup are already done.
- ❖ **No wasted time or money:** Skip the false starts and costly delays.
- ❖ **No tech or design struggles:** Everything is built and configured for you.
- ❖ **No trial-and-error:** Proven tools and a clear roadmap mean you can focus on doing the work, not learning on the fly.

With Kleanable, you're stepping into a business that's been carefully constructed — not cobbled together on evenings and weekends.

## Compared to Buying an Existing Trading Business

Many people look for businesses that are already trading — hoping to take over something solid. But these often come with hidden problems, outdated systems, or staff issues the seller doesn't mention. And you're usually paying a premium for their version of "potential."

- ❖ **No old baggage:** Avoid inheriting bad habits, poor reviews, or tired branding.
- ❖ **No transfer chaos:** Everything is streamlined and clean — no messy handovers.
- ❖ **No inflated valuations:** You're not paying for goodwill or someone else's burnout.
- ❖ **No unknowns:** Every system and tool was built with clarity, purpose, and growth in mind.

With Kleanable, you start fresh — but without starting from scratch alone.

## About the Founder



I'm **Russell Leach**, founder of Kleanable. I built this business for people like me — people who want more control over their time, income, and future, without having to build everything from scratch.

Too many would-be business owners stay stuck. They spend months researching, second-guessing, and doubting themselves. I know because I've done it. I've also built and sold several businesses over the past 30 years — and every one of them taught me how much smoother the journey is when you've got clarity, systems, and a support structure in place from day one. That's why I created Kleanable. It's a real business, built for real people. No fluff. No hype. Just everything you need to start earning quickly and grow something solid over time.

And when you acquire the business, you don't just get the brand and systems — you get me as your launch partner too, supporting you through the first 90 days so you can start strong and stay focused. You're not left to figure it out alone. I'll personally guide you through the launch, help you use the tools properly, and be on hand if you need anything in those crucial early weeks.

People often ask why I didn't turn Kleanable into a national franchise. Truth is, I didn't want the control, red tape, or fees that usually come with that model — and I don't think buyers like you want that either. I built Kleanable to be simpler. You keep 100% of the profits, you don't report to anyone, and you can grow it however you like. That's what freedom looks like.

This business also means a lot to me personally. It's part of a bigger mission — to continue to create the freedom and stability I've spent years chasing for my own family, particularly as we navigate the ongoing costs and responsibilities of raising a severely disabled son. Kleanable isn't just a business. It's a vehicle — for me, and now maybe for you — to build a more independent, flexible life on your own terms.

Kleanable is part of a small portfolio of professionally developed service businesses I've created under my company, Star Businesses. Each brand is built with the same goal in mind — to give everyday people a real chance to own something simple, profitable, and life-changing. You'll find a link to Star Businesses throughout this guide, so if you're curious about the bigger picture, feel free to take a look — but Kleanable is where it all starts.



## Success Timeline



★ Trustpilot



*"Super reliable and friendly service!  
My cleaner is always on time, does a great  
job, and doesn't cut corners.  
Can't recommend them enough."*

*Sophie L.*

Here's how your first 90 days might look:

### Week 1-2

- You get access to all brand assets and training
- Your website and Google profile go live
- We launch your first client campaign

### Week 3-6

- You speak with your first leads
- You begin matching clients with cleaners
- You learn the daily rhythm of the business

### Week 7-12

- Your reputation engine kicks in
- You start receiving client referrals
- You begin building reliable monthly income

**By the end of 3 months, you should have:**

- 15-20+ clients
- Fully systemised operations
- Clear growth plan for Year 1

## FAQs & Next Steps



### Who is this for?

People who want to run a real, high-margin business without reinventing the wheel.

### Do I need cleaning experience?

No. Your role is to run the business and manage client relationships. You don't have to do the cleaning yourself, unless you want to.

### Can I talk to someone first?

Yes. Book a call and we'll go over everything.

### What does it cost?

£6,950 — a one-time payment. No royalties. No surprises. You secure the business with a 50% deposit, pay the 50% balance on handover and launch.

### Is there a guarantee?

Yes. We back it with real support and 15 client leads included to help you launch strong.

### Will this be sold to someone else too?

No — this is a one-time-only business sale. Once it's purchased, it's removed from the marketplace.

## What's the Next Step?

Book a call to ask questions and get to know each other to see if this is the right fit for you. No pressure. No obligation.



[Book a Call Now!](#)

You've done the research. You've looked at the options. Now it's time to decide.

If you're serious about owning a business that gives you more freedom, more control, and a clear way forward — this could be it.

Don't keep circling. Book a call. Let's talk it through and see if Kleanable is right for you.

You don't need to build something from scratch alone. You just need the right starting point and support.

This could be yours. Let's make it happen.

***Unlock Your Freedom. Own Your Future.***



[\*\*www.starbusinesses.co.uk\*\*](http://www.starbusinesses.co.uk)

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### **Image Disclaimer**

Please note: Many images and promotional visuals used throughout this document and on the website are professionally created mock-ups. They're designed to help you visualise the full potential of the brand and marketing assets — all of which are included as part of the Kleanable business package. This approach allows you to hit the ground running with a polished, professional presence — ready for immediate local launch.