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Referrals / Lead Process

The Cleaning Authority '[Request for Consideration](#)' / BAI Affiliates **must** submit this form in order for your clients to be registered (Effective: October 20, 2009 / Click on the link to view / download the form)

The Cleaning Authority '[Discovery Day Process](#)' (Effective: October 2009 / click on the link to view / download the process document)

DESCRIPTION:

The Cleaning Authority offers franchisees innovative and sophisticated methods to develop large, successful residential cleaning businesses. Business owners implement an ambitious and effective customer acquisition program. This program, through employee management and client satisfaction systems, drives their cash based, residual income model. The Cleaning Authority's business model combines simple business fundamentals with solid systems, and an unprecedented support infrastructure, towards tremendous income potential. TCA opportunity offers a great ROI, consistent annuity based revenue and a wonderful life-style flexibility. This is a Monday thru Friday business, with

ADDITIONAL INFORMATION:

[The Cleaning Authority 'October 20, 2009 – Conference Call' presentation](#) (Effective: October 20, 2009 / Click on link to view / download the slides)

[The Cleaning Authority 'Ideal Candidate Overview'](#) (Effective January 2009)

[The Cleaning Authority 'Testimonials'](#) (Effective January 2009)

[The Cleaning Authority 'Revenue Chart'](#) (Effective January 2009)

[The Cleaning Authority '100% Program for BAI Affiliates'](#) (Effective: August 2008 / Video)

few to no weekends or holidays. Per unit sales average better than \$750,000.00 annually.

BACKGROUND

Year Established: 1989

Year First Franchised: 1996

Franchised Units: 189

Company Owned Units: 1

Projected New Units (12 months): 40

Registered: Registered in All Necessary States

FINANCIAL/TERMS

Cash Investment: \$30K - \$50K

Total Investment: \$120K

Minimum Net Worth: \$150K

Franchise Fee: Approx. \$30-50K

Royalty: 6% - 4% sliding scale

Ad: 1% National Fund

Average Number of Employees: Relative to Customer Count

Passive Ownership: Yes, After the First Two Years

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: 3rd Parties

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-Operative Advertising: Ambitious, targeted direct marketing program (company facilitated)

Training: Two-week home office training. Following this training we continually keep franchisee on track with regular on-site visits and weekly phone calls. Added to that support, operations personnel are assigned to franchisee during each phase of growth. We also offer a weekly newsletter, franchisee intranet forum, regularly scheduled refresher training sessions, regional conferences, and an annual convention.

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