



Contact
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Cleanest Restaurant Group

2 Minute Drill

Year Business Started	2013	Year Started Franchising	2022
Number of Company Units Open	1	Number of Franchise Owners	10
Franchise Units Open	9	Additional Franchise Units In Development	1
Franchise Fee	\$ 60,000	Investment Range	\$ 102,000 – \$ 144,000
Franchise Fee Discount	Veterans 10%	Item 19	Gross \$ 3,574,774 Net \$ 754,000 (21%)
Required Liquid Capital	\$ 60,000.	Required Net Worth	\$ 100,000
States with Operating Locations	NY, MA, FL, PA	State Registration Intentions	NY
On the SBA Registry?	Yes	Royalty	8%

“OUR STORY”

The company goes back to 1974 when my dad owned a general cleaning company. I started helping my dad clean, strip & wax floors and shampoo carpets at 12 years old. After graduating college, I took over the business. After many years of doing general cleaning, this type of cleaning became more of, who is the cheapest and not who is the best. All the cleaning companies would line up with the same vacuum, mop, bucket, window cleaner, disinfectant, etc., and the question was, who will do it the cheapest, not the best way to do business.

In 2013, NYC Department of Health started to grade the cleanliness of restaurants. This was the moment I decided to dedicate myself to learning to be the best at cleaning and sanitizing restaurants. After many years of trial and error, we have perfected the program and now have become the leader in the cleaning of restaurants. We are now truly considered the top *Restaurant Cleaning Specialists*.

After continuing to perfect our program we have been asked by many of our accounts to travel out of state because they couldn't find another company to provide the quality of cleanliness that we have given them. This is why we decided to give this great opportunity for someone to go into business for themselves without ever being by themselves. I am excited that I will be able to help them run the business and not worry about the mistakes I made over the years. The new owners will be up and running right away with the knowledge and support we will provide.

Brand Description

Cleanest Restaurant Group is a pioneering cleaning company dedicated exclusively to the unique needs of restaurants. With over 50 years of industry experience, our expert team ensures the highest standards of cleanliness and sanitation for front-of-house and kitchen areas. We use specialized techniques, tools, and products developed through years of refinement to help restaurants pass Health Department inspections and maintain a spotless environment that satisfies both regulators and customers. Our commitment to quality, reliability, and thoroughness makes us the trusted partner for restaurant owners who demand excellence in cleanliness and hygiene.

BUSINESS FEATURES:

1. Low start-up cost & Low overhead
2. No brick & mortar needed – Work from home
3. Fast Start up (2-3 Months)
4. Impressive item 19 – {Gross Sales: \$3.5M: Profit: \$754K (21%)}
5. No National competitors
6. Needed - High demand service
7. Recurring Revenue
8. Niche business
9. Over 50 Years experience in the business
10. Executive owner model (Work on the business, not in the business)
11. Large territory
12. Single & multi-unit territory owners available
13. Potential immediate national restaurant cleaning accounts available

ELEVATOR PITCH:

"Imagine owning a business that guarantees a steady demand and virtually no direct competition. At Cleanest Restaurant Group, we offer a unique franchise opportunity specializing in restaurant cleaning. With over 50 years of industry experience, we've perfected our cleaning techniques and proprietary products to ensure the highest standards of cleanliness. Our impressive portfolio includes established clients across the country, such as Del Frisco Steakhouse, Capital Grille, Mastro's Steakhouse, Morton's Steakhouse, Bubba Gump, and many others. As a franchisee, you'll benefit from our established brand, comprehensive training, ongoing support, and a proven business model that requires low investment and offers high earning potential. Join us in revolutionizing the restaurant cleaning industry and become your own boss while making a significant impact on the cleanliness and safety of dining establishments."

Brand Differentiators and Competitive Advantages for our Customers:

1. We are the only specialist in the restaurant cleaning business.
2. Private labeled cleaning products – Tested & improved over 11 years
3. Extensive hands-on training
4. Established techniques for cleaning the entire restaurant, including all types of equipment.
5. Support – 24/7
6. Competitive pricing

Current Industry Conditions, Advantages, and Projections:

We are a needed service for all types of restaurants. Since covid, consumers are more aware of cleanliness and sanitation more than ever. Restaurants are able to benefit from our services to bring the cleanliness of their restaurant to the highest standard, not worry about all the short falls of trying to hire their own porters or have tired personnel try to clean after a long shift and keep in-line with their budget.

There is an endless supply of customers, which all need our service.

TARGET CUSTOMER:

- We service any type of hospitality type facility:
 - Small Coffee shops
 - Deli's & cafes
 - Quick serve restaurants
 - Large sit-down restaurants
 - Hotel restaurants & kitchens
 - Nursing home kitchens
 - Bars
 - Food trucks
 - Etc..

Item 19:

Gross Sales: \$ 3,574,775.

Net Income: \$ 749,314 (21%)

TRAINING DETAILS:

Start with 3-5 Days at corporate office in NYC:

- Get familiar with software, sales & company
- Site Visit restaurants we service
- Hands on training with specialist in restaurant cleaning.

Once open:

- We send (2) trainers to the franchisee's territory to give hands on training in their 1st restaurants for 7-9 days.
- Repeat for 2nd restaurant & 3rd restaurant until we feel the franchisee is fully familiar with the process of CRG.
- We will continue to have training available as they grow.

Potential Objections and how to Overcome Them:

These are some of the objections we may encounter with a restaurant and ways to overcome the objections:

Cost Concerns:

- **Objection:** "Your services are too expensive."
- **Overcome:** We highlight the value and long-term savings from avoiding health department fines, improving customer satisfaction, and reducing staff turnover due to a clean working environment.

Existing Contracts:

- **Objection:** "We already have a cleaning company, or we hire our own employees."
- **Overcome:** We emphasize the specialization in restaurant cleaning, the depth of experience, and the high standards of cleanliness that set your services apart from general cleaning companies.

Quality Assurance:

- **Objection:** "How do I know your quality will be consistent?"
- **Overcome:** We explain the rigorous training, regular quality checks, and the background-checked and insured team that ensure consistent and high-quality cleaning.

Specialized Equipment and Products:

- **Objection:** "Are your products and equipment safe and effective?"
- **Overcome:** Detail the proprietary, safe, and effective private labeled cleaning products used and tested for over 11 years, and the advanced techniques developed over years of specialization in restaurant cleaning.