

CLEANBUCKS RESOURCE

Cleaning Franchise Cost Comparison Worksheet

Fill in real numbers from any cleaning franchise's FDD (Items 5–7) and compare lifetime cost against a CleanBucks license.

Upfront investment

Line item	Franchise A	Franchise B	CleanBucks
Initial franchise / license fee			
Build-out / office			—
Equipment + supplies			
Vehicle + branding			
Insurance, bond, permits			
Required marketing launch			Included
Working capital (3–6 mo)			
TOTAL UPFRONT			

Ongoing fees (annual)

Item	Franchise A	Franchise B	CleanBucks
Royalty % of gross			0%
Marketing fund %			Included
Required tech / software			Included
Annual royalty \$ at \$400K gross			\$0
Annual royalty \$ at \$600K gross			\$0

10-year lifetime royalty cost

Multiply your projected annual gross × combined royalty + marketing fund %. Sum across the contract term. Compare to a flat license fee.

Year	Projected gross	Royalty %	Annual cost
1			
2			

Year	Projected gross	Royalty %	Annual cost
3			
4			
5			
6			
7			
8			
9			
10			
TOTAL			

Decision questions

- Does the brand bring me customers I couldn't get with reviews + local SEO?
- Can my market support the royalty load at year-5 revenue?
- Am I OK paying a percentage on every dollar — forever — vs. a defined license fee?
- What does the FDD Item 19 actually say about real franchisee gross revenue?
- What does FDD Item 20 say about franchisees who left in the past 3 years?