

CLEANBUCKS RESOURCE

Franchise Alternative Evaluation Checklist

Use this to evaluate any non-franchise cleaning opportunity — licensing, co-op, dealership, or independent.

Structure & ownership

- Is there a written agreement that clearly defines what I am buying (license, dealership, membership)?
- Do I own the business entity and the customer list?
- Is the territory protected and defined geographically?
- Is the contract perpetual, fixed-term, or renewable on what terms?

Money

- Total upfront cost is defined, in writing.
- There is no percentage-of-revenue royalty.
- All ongoing fees (tech, support, license renewal) are itemized.
- No required vendor purchases above market rates.

Operations & support

- Software / scheduling / CRM system is included.
- Hiring, training, and pricing playbooks are documented.
- Marketing and lead-generation system is included.
- Real operator on the other side — not just a sales team.

Brand & demand

- Brand has consumer-facing traction in my market.
- Existing inbound demand I can plug into from day one.
- I can build local reviews under the brand without losing them at exit.

Exit

- I can sell my business or exit the agreement without punitive fees.
- Customer list belongs to me, not the licensor.
- No non-compete that locks me out of the industry.

