



## **BEBRITE ANNUAL MEETING HELD IN SYDNEY**



Bebrite, one of Australia's leading Franchised Cleaning Service organizations had over 100 Bebrite and Bizzi Beez Franchise teams attend their Annual meeting on 2<sup>nd</sup> November 2008. The Bebrite Franchise Manager Diana Wilson following the luncheon addressed the large gathering, highlighting why there are so many success stories in the Bebrite network.

Diana said "The great thing about today's meeting is to recognise those teams who have achieved so much. With almost 200 teams in NSW, the ACT and Queensland it is great to welcome so many people particularly those from Canberra and far northern NSW. Due to the fact that Bebrite offers such diversity, and because of the Bebrite prominence on the Internet, we are able to achieve a consistently high volume of new work for our multi divisional franchisees, whether it is residential cleaning, commercial cleaning, carpet cleaning or hard surface cleaning".

Diana went on to say "We are very proud of the teams who are being presented with awards today, and I am delighted to see the high achievers when accepting their awards are able to speak about their experiences, and their delight with their Bebrite businesses. This type of positive feedback gives everyone an opportunity to say 'I can do that', and it positively reinforces that success breeds success".



Diana explained. "Our role at Head Office is to start people off in business, using our unique training and operational procedures. Then to secure the level of income for the Franchisee that meets their investment. From this point forward the Franchisee must use their own skill and commitment to the business, together with a positive attitude, and relying upon our long standing reputation in the market place for quality service reliable and trustworthy teams, huge marketing presence, fair pricing, and environmentally safe cleaning products, grow their business to the level they want to achieve".

Diana said. “Many Franchisees report that they see being part of the Bebrite Franchise as a strong family of people wanting to be business owners and part of a successful team, but not wanting to start a business with no reputation, no support, and no market presence”.

She said. “Successful Franchisees also tell of their pride in the continued support they receive from Head Office and new lead referrals from delighted customers, due to their high cleaning standards, in some instances as many as 10 referrals in a short space of time”.



Diana said. “Seeing so many happy smiling faces from so many teams who have been franchisees for more than ten years is an absolute pleasure”.



Diana then said. “Two of the recipients of an award are Helen and Miriam from Canberra who have worked incredibly hard, with such determination. It is not easy for two young mums with families to run any business. However their achievement and commitment is well rewarded financially, and personally. Also receiving acknowledgment were a couple from Kings Langley which is not an easy area to service, however they have been consistent with their service and their commitment and have never missed an annual meeting over a 10 year period. It is this kind of commitment that makes businesses successful and run smoothly, with little changeover due to customer loyalty”.

Diana went on to say. “Franchisee’s come from very diverse backgrounds, which just goes to prove success, does not come from experience in the cleaning industry. It comes from dedication and attention to detail, as well as an understanding how to manage time, and give all your customers the best service”.



“Many of our Franchisees are happy to work alone”, Diana said. “We have a number of very successful Franchises suitable for single operators such as one lady who started a Franchise in 1997. She has been a marvellous example of a great success story. Always gracious and welcoming to her customers, she has operated and grown her business mostly through referrals. One happy customer recommends to 10 others, remember that. She split part of her business, and is now enjoying a bit less pressure. She has kindly offered to become one of OUR Trainers, and I feel sure she would be happy to mentor and help any teams who feel they want assistance”.



“Yet another single operator, winning an award started his business in Padstow in 2000. After operating very successfully he sold his Sydney based franchise and then moved to the far north coast for a sea change. Bebrite assisted him in starting his business again at no further cost, and he has built up a nice little run which allows him time to enjoy the beautiful area”.

Diana said. “It really doesn’t matter if the single operator is male or female. Another Bebrite single operator accepted his award showing a new confidence since starting cautiously in 2001. His business has been significant and he continues to grow both with a large number of commercial and residential clients. He receives many customer referrals – again showing that the way to build is making customers delighted with the high standard of service and having them recommending you to others”.



Diana said. “A Bebrite franchise is suitable for many different types of people, from those wanting to work alone, to husband and wife, and to those who want a much bigger business. Many Bebrite teams are family orientated and it gives them the opportunity to work during school hours and still have time for their family when they arrive home from school. On the other hand, the flexibility of a Bebrite franchise makes it a perfect fit for those wanting to earn high incomes and have a combination of residential, commercial, hard surface or carpet cleaning”.



Diana then concluded. “One such team have grown an enormous Bebrite Franchise business in Canberra structured around using a number of employees. So as you can see a Bebrite franchise can suit many different operations to suit being your own boss, work for yourself, and achieve your own goals. I hope everyone will leave here today with a happy memory, a commitment to grow or improve your business and a sense of excitement. Above all, have an attitude that brings delight to Bebrite customers, which then reflects on the whole Franchise network”.