



FRANCHISE OPPORTUNITY · AOTEAROA NEW ZEALAND

Cleaning Franchise

Information Pack – 2026

Own a business with a proven model, guaranteed weekly revenue and the systems to back you. Here is everything you need to know about becoming a Spruce franchisee.



01 — ABOUT US

A one-stop-shop, built by a *Kiwi* *family*.

Spruce was established by a passionate Kiwi family who saw the need for a one-stop-shop cleaning service that could handle every one of a client's cleaning needs.

They envisioned top-quality services comparable to those of multiple specialised companies — but all under one roof. Our mission is to become New Zealand's most highly respected cleaning company, and we're well on our way to achieving that goal.



Today we're trusted across four regions for our consistency, customer satisfaction and professionalism.

2021

FOUNDED BY A KIWI FAMILY

~1,000

BOOKINGS EVERY MONTH

4.9★

FROM 130+ REVIEWS

4AUCKLAND · HAMILTON ·
TAURANGA · WELLINGTON

02 — THE SPRUCE WAY

Built on systems, *not shortcuts.*

The Spruce Way is the operating mindset behind every job we deliver — not marketing, not design. It removes ambiguity, so everyone always knows exactly what "done" looks like.

01 Systems over shortcuts
Repeatable process on every job — never a corner cut to save time.

02 Clear standards over promises
Defined, written standards — not vague assurances a client has to trust.

03 Proof over persuasion
Photo evidence and completed checklists show the work was done right.

04 Finishing properly, every time
Inspection-ready work, sign-off enforced before a job is ever called complete.

THE GOLD U IN OUR NAME

The *U* Standard

How the Spruce Way is enforced in practice. If something sits inside the U, it meets Spruce standards. The U is never decorative — it only appears when work is complete, inspection-ready and accountable.

Orientation

Simple summaries and checklists that build client confidence.

Evidence

Room-by-room, inspection-style proof that nothing was missed.

The U

Confirms accountability — the standard was met and signed off.

03 — WHY PURCHASE A CLEANING FRANCHISE

A large, resilient market that *keeps growing.*

\$3.1_B

New Zealand commercial cleaning market size in 2026 — and forecast to keep climbing.

+4.5% CAGR 2020-2025

7,000+ operators

Source: IBISWorld, Commercial Cleaning Services in New Zealand (Dec 2025).

WHERE THE MARKET SPENDS

01	Commercial & interior building cleaning	LARGEST
02	Washroom cleaning services	●●●●●
03	Exterior building & window cleaning	●●●●●
04	Industrial cleaning services	●●●●●
05	Residential cleaning services	●●●●●
06	Street & road cleaning services	●●●●●
07	Other specialised cleaning	●●●●●



Steady, recession-resilient demand across residential, commercial and specialised sectors means consistent work — and a stable platform for scalable growth.

A cleaning business with work, systems and *standards behind it.*

Spruce gives franchisees more than a name. You step into a working cleaning operation — with booked work, central support, MySpruce, training, checklists, photo proof and the U Standard behind every job.



Work supplied, not left to chance

Spruce generates, chases and books work across residential, commercial and specialised cleaning services.



Systems that run the day

MySpruce, scheduling, customer communication, payments and job details keep the business organised from day one.



Standards customers can see

Guided checklists, training and photo proof help every job meet the Spruce Way — clear, accountable and inspection-ready.



Room to grow

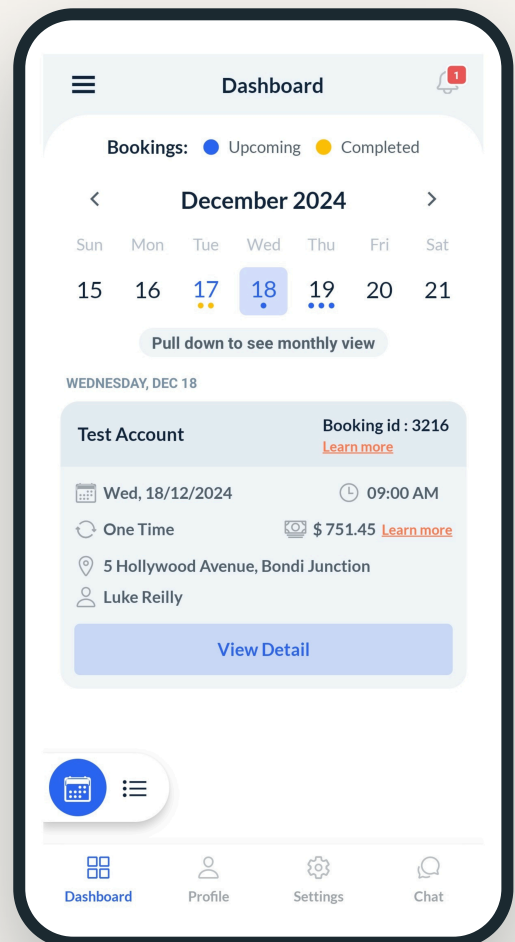
With multiple service types under one brand, franchisees can build beyond basic house cleaning as demand grows.

You run the local business. Spruce backs you with the **brand, systems, work pipeline and standards** to help it grow.

We use technology to *your advantage.*

Every Spruce franchisee runs their day from MySpruce and our booking system — so the admin disappears and you can focus on the clean.

- Your schedule, sorted**
Jobs, calendar, addresses and client comms — handled for you.
- On the way**
One tap tells the client you're heading over.
- Get directions**
Route to any booking site with a single tap.
- Reviews & ratings**
See the feedback clients leave on your jobs.
- Earnings, tracked**
Know what you've earned — and get paid reliably.



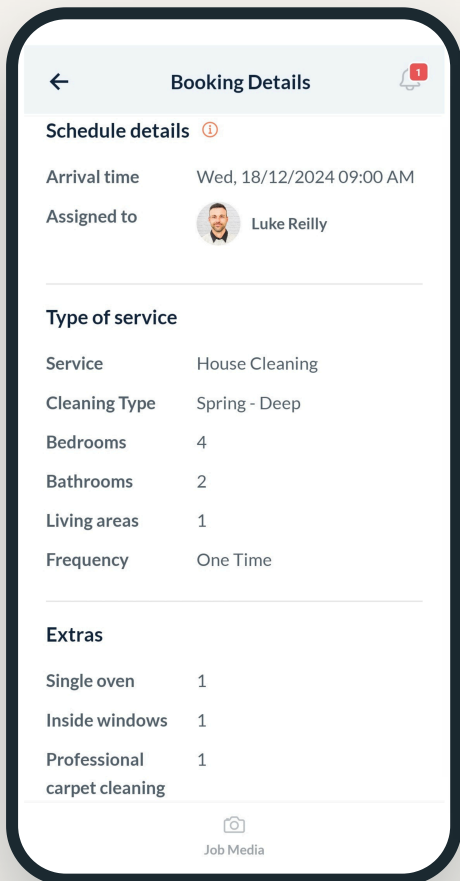
The franchisee dashboard — your whole week at a glance

05 — CHECKLISTS, TRAINING & PROOF

Every job, *done to standard.*

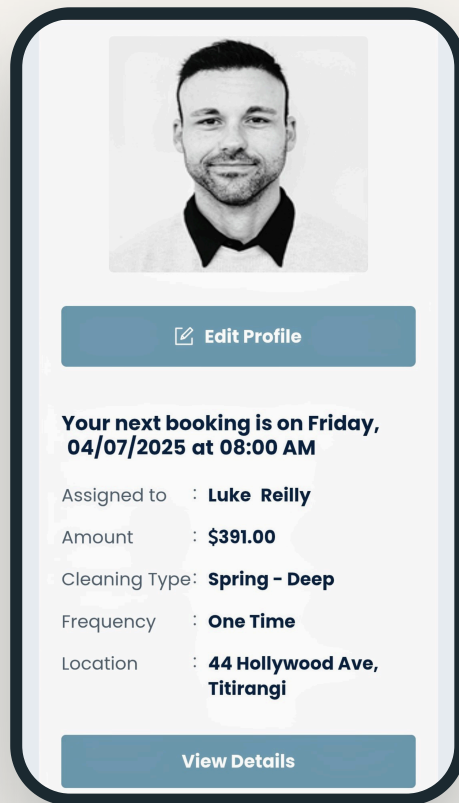
Guided checklists, photo proof and role-based training mean quality is never left to chance — it's built into every booking, for you and your clients.

FRANCHISEE VIEW



Service, rooms, extras & your job checklist

WHAT YOUR CLIENTS SEE



Their assigned pro, the price & their next booking



Guided checklists add mandatory items for every add-on, role-based video training keeps your skills sharp, and photo proof makes each job inspection-ready — the U Standard in action.

06 — NO ADMIN. REAL EARNINGS.

You clean. *We handle the rest.*

As a Spruce franchisee you'll save hundreds of hours a year — no finding new customers, chasing work, invoicing, or dealing with overdue payments. We take care of all of it.

No admin work	We find the customers, chase the work, invoice and collect payment. You focus on the job.
CRM & resources	A central hub for company info, training resources, news and updates — always at hand.
Premium brand	Our trademarked brand offers enhanced income security and a higher hourly rate than other cleaning franchises.
All-inclusive pack	Equipment, branding and full training fees — quality vacuums, mops, products, uniforms, business cards and vehicle signwriting.

\$1k–\$2k

GUARANTEED WEEKLY REVENUE (EXCL. GST)

\$29,000

MINIMUM INVESTMENT + GST

Choose from multiple investment levels and buy into a business with guaranteed weekly revenue — everything you need to hit the ground running, included.

07 — WHAT SPRUCE DOES FOR YOU

We bring the work. *You do the job.*

01 **Bring in work**

We generate demand across residential, commercial and specialised cleaning services.

02 **Chase every lead**

We follow up enquiries, nurture opportunities and help turn interest into booked jobs.

03 **Book and organise jobs**

We schedule bookings, manage changes and keep job details clear inside the system.

04 **Handle payment**

We invoice, collect payment and chase overdue accounts, so you're not left doing admin after hours.

05 **Support quality**

Training, checklists and photo proof help every job meet Spruce standards.

06 **Help you grow**

As demand builds, Spruce supports you with marketing, service expansion and operational guidance.



Spruce **brings the work, books the work, supports the standard and handles the admin** behind it — so you can focus on delivering the job and building your business.

07 — ADMINISTRATION

The paperwork, *handled end-to-end.*

01 Set up customers & make changes

We add every new customer into our system for smooth communication and workflow.

- Create the customer profile and input all contact details
 - Add billing address and preferred payment method
 - Set up recurring services or special preferences
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02 Add bookings

We add requested services to the customer's account and keep everyone informed.

- Add the service you or the client requested
 - Send reminder emails 2 days before the booking
 - Adjust changes and assign online bookings
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03 Invoice or take payment

We send invoices and collect payment for services rendered.

- Send the invoice via Stripe and take payment
 - Chase any overdue payment on your behalf
-

04 Pay you

Spruce guarantees payment for completed jobs, straight to your account.

- Paid into your selected payment method
 - Monthly for commercial · fortnightly for domestic
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08 — OUR IDEAL FRANCHISEES

We're selective about *who joins Spruce.*

We're fussy about who represents Spruce — because our franchisees carry the standard, the client experience and the brand name. We're not looking to approve every applicant; we're building a national cleaning company with real standards, so the right fit matters.

The right franchisee doesn't need to know everything on day one. But they do need to be coachable, reliable, proud of their work and willing to follow the systems that protect the Spruce standard.



Hard-working

Prepared to do the job properly and finish to standard.

Coach-ready

Open to training, feedback and improving over time.

Standards-led

Knows the Spruce name depends on consistent work, not shortcuts.

Growth-minded

Wants to build a proper business, not just pick up occasional jobs.

If the fit is right, we'll back you with the *brand, systems, work pipeline and support* to help you build.

Ready to take the *next step?*

Give us a call or submit your interest online and we'll schedule a time to chat — answering your questions and walking you through the options to see if owning a Spruce franchise is right for you.



CALL US FREE

0800 737 333



EMAIL

franchise@sprucehome.co.nz



LEARN MORE & USE THE FRANCHISE CALCULATOR

sprucehome.co.nz/cleaning-franchises

