

K B M

FRANCHISING

Candidate Summary

Prepared for: BrightSpace Commercial Cleaning | Date: 19 March 2026 | Ref: CS-001

CANDIDATE OVERVIEW

Full Name	James Hartley
Location	Leeds, West Yorkshire
Contact Email	james.hartley@email.com
Contact Number	07712 345 678
Enquiry Source	Franchise Portal A
Date of Enquiry	11 March 2026
Qualification Call	18 March 2026
Call Duration	42 minutes

FINANCIAL POSITION

Capital Available	£28,000 (confirmed liquid)
Funding Requirement	None - proceeding without external funding
Franchise Fee	£20,000
Investment Timeline	Ready to proceed within 6-8 weeks

BACKGROUND AND CURRENT SITUATION

James is currently employed as an Operations Manager at a national facilities management company, where he has worked for the past six years. He manages a team of 14 and oversees contracts across commercial office and retail environments in the Yorkshire region. His day-to-day responsibilities include client relationship management, staff scheduling, quality control and contract renewals.

Prior to this, James spent four years in a similar role for a regional cleaning contractor, giving him over ten years of direct experience in the commercial cleaning sector. He is familiar with the operational demands of the industry and understands the standards required at a commercial level.

MOTIVATION FOR FRANCHISING

James has been considering the move to self-employment for approximately two years. His primary motivation is to build something of his own while applying the operational expertise he has developed in employment. He is specifically drawn to the commercial cleaning sector because it aligns directly with his background and he feels confident in his ability to manage and grow a client base in this space.

James cited the BrightSpace model as appealing because of the recurring revenue structure and the B2B focus. He is not interested in consumer-facing franchise models and has researched the sector carefully before making enquiries. BrightSpace is the only commercial cleaning franchise he has approached.

FIT ASSESSMENT

Franchising Score (FS)	5 / 5 - Capital confirmed, timeline immediate, highly motivated, clear rationale
Brand Score (BS)	5 / 5 - Directly relevant sector experience, operational background, B2B focused, right geography
Overall Score	5 / 5

James is among the strongest candidates KBM has qualified to date for a commercial cleaning opportunity. His sector experience removes the single most common risk factor at this stage - the candidate who is enthusiastic but operationally naive. He understands what the day-to-day reality looks like and is entering this with open eyes.

KEY STRENGTHS

Direct commercial cleaning sector experience at operational management level.
Strong understanding of B2B client relationship management and contract retention.
Capital confirmed and available immediately with no dependency on external funding.
Clear, considered motivation - not an impulsive decision, researched over two years.
Geographically well placed for the Leeds territory - existing professional network in the area.

FLAGS AND AREAS TO EXPLORE

James is currently employed full time. He intends to give notice once a franchise agreement is signed rather than before. This is a standard position and poses no concern, but it is worth confirming his notice period on the discovery call to ensure the timeline aligns with your onboarding schedule.

He has not previously run his own business. His operational experience is strong but he has not held P&L responsibility. Worth exploring his commercial awareness and appetite for the business development side of the role during the discovery call.

R E C O M M E N D E D N E X T S T E P

K B M R E C O M M E N D A T I O N

Progress to Discovery Call - James is a strong, well-qualified candidate with directly relevant experience and confirmed capital. KBM recommends progressing to a discovery call at the earliest opportunity.

Suggested discovery call focus areas:

Notice period and start date confirmation.

Business development appetite and approach to winning new contracts.

Territory expectations and growth ambitions.

Walk James through the full franchise model, support structure and day one expectations.

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