

K B M

FRANCHISING

Pipeline Update - Recruitment Management

Client: BrightSpace Commercial Cleaning | Period: 3 March to 16 March 2026 | Update No: 1

PERIOD SNAPSHOT - 3 MARCH TO 16 MARCH 2026

New enquiries received	14
KBM Way contact attempts made	38
Candidates who responded	9
Qualification calls completed	5
Candidate summaries delivered	5
Candidates progressed to handover	1
Candidates currently nurturing	2
Candidates disqualified	2

CUMULATIVE PIPELINE - SINCE 2 MARCH 2026

Total enquiries received to date	14
Total qualification calls completed	5
Total summaries delivered	5
Total candidates handed over	1
Total candidates disqualified	2
Total franchisees signed to date	0

CANDIDATE STATUS OVERVIEW

Candidate	Status	Score	Notes
James Hartley	Handed Over	5.0	Discovery call booked with client 19 March. Strong candidate.
Sarah Okonkwo	Nurturing	3.5	Interested but 6 months from being ready. Follow-up scheduled May.
David Marsh	Nurturing	3.0	Capital confirmed but uncertain on territory. Needs more time.

Rachel Summers	Disqualified	1.5	Capital insufficient at £8,000. Not suitable at this stage.
Tom Whitfield	Disqualified	2.0	Enquiring generally about franchising, no specific interest in brand.
9 further leads	KBM Way Active	-	Contact attempts underway. Updates to follow in next period.

PIPELINE NOTES

This is the first fortnightly period of the arrangement and the pipeline is taking shape well. 14 enquiries have arrived from Franchise Portal A and the BrightSpace website, which represents a solid volume for a first two weeks.

The standout candidate is James Hartley, who has been handed over following qualification. James brings directly relevant operational experience in commercial cleaning and his capital position is confirmed. A summary was delivered on 17 March and a discovery call is scheduled with you for 19 March. He is the strongest candidate in the pipeline at this stage.

Two candidates are currently being nurtured. Sarah Okonkwo is genuinely interested but has indicated she is approximately six months away from being in a position to commit. KBM will follow up in May to re-engage. David Marsh has confirmed capital but expressed uncertainty about his preferred territory, specifically whether the Leeds area suits his commute. This is worth exploring on a discovery call if his position firms up.

Two candidates have been disqualified. Rachel Summers has insufficient capital at this stage. Tom Whitfield submitted an enquiry through Franchise Portal A but was researching franchising generally rather than specifically interested in the BrightSpace model. Both received a professional response and a candidate summary has been prepared for your records.

Nine further leads are currently in the KBM Way contact sequence. First contact has been made with all nine. Responses are being tracked and qualification calls will be scheduled as candidates engage.

OBSERVATIONS

LEAD SOURCE NOTE

Of the 14 enquiries received, 11 came via Franchise Portal A and 3 via the BrightSpace website. The website leads have shown higher initial engagement - 2 of the 3 responded to first contact versus 7 of the 11 from Franchise Portal A. Worth monitoring over the next period to see if this pattern holds.

POSITIVE INDICATOR

Response rate from KBM Way contact attempts is 64% (9 of 14), which is above the industry average for structured outreach. This reflects well on the quality of leads coming through and the effectiveness of the contact programme.

RECOMMENDATIONS FOR NEXT PERIOD

Proceed with the James Hartley discovery call on 19 March. KBM will follow up with you after the call for an update on how it went.

Continue monitoring the 9 leads currently in the KBM Way sequence. Qualification calls will be scheduled as responses come in and updates will be included in the next pipeline report.

It would be worth reviewing the Franchise Portal A portal profile before the next period. Early data suggests website leads are engaging at a higher rate than portal leads. A small adjustment to the portal copy may improve lead quality and intent. KBM can assist with reviewing the messaging as part of the ongoing arrangement.

NEXT PIPELINE UPDATE

Week commencing 30 March 2026. If you have any questions before then, please contact Nathan directly.

KBM Franchising Ltd | nathan@kbfmfranchising.co.uk | 07576 829 679 | kbfmfranchising.co.uk

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