



The Vanguard Cleaning Systems® USP

Vanguard Cleaning Systems' Unique Selling Proposition (USP) focuses on its **eco-friendly and health-conscious cleaning solutions**, which address increasing global demand for sustainable practices in the cleaning industry. Compared to its major competitors, Vanguard differentiates itself with:

Senior Executive Master Franchisees: Many Vanguard Cleaning System® master franchisees are also senior 'C' level executives of major corporations indicating the professional quality of the business and its processes.

Unique Franchisee Royalty Policy: Unit Franchisees do not pay royalties on their non-Vanguard accounts and get accounts from their Vanguard Cleaning Systems® master franchisee directly

Commitment to Green Cleaning: Vanguard specializes in environmentally responsible cleaning practices, utilizing non-toxic, biodegradable products and sustainable cleaning techniques. This approach appeals to businesses in eco-conscious markets and aligns with stringent environmental regulations.

Customizable Cleaning Solutions: Vanguard offers highly customizable cleaning plans tailored to the unique needs of each client, providing flexibility that is often lacking in large competitors like Jani-King and Jan Pro.

Focus on Small-to-Medium Enterprises (SMEs): While competitors like Jani-King often target large corporate accounts, Vanguard's flexible pricing and service structure make it an attractive choice for SMEs and mid-sized businesses.

Emphasis on Franchisee Support: Vanguard's comprehensive franchisee training, operational tools, and marketing support stand out, particularly in markets where small business owners may lack industry-specific knowledge.

Localized Approach: Vanguard prioritizes adapting its business model to local market needs, enabling franchisees to thrive in diverse cultural and economic environments.

Silicon Valley, California Based: The latest operating technology is available to Vanguard Cleaning Systems franchisees and master franchisees.