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*Sophisticating your Space…*

*Dominating your Domestic Duties*

**Your consultant – Sophie Leach**

*“Far out! Its 5:30, am still at work, then it’s damn peak hour traffic to pick up the kids, get home, sort the kids, sort dinner, sort laundry, try to tidy up prepare for tomorrow, sort out the weekend…… I admit it, I need help!”*

*We all sometimes feel that our household chores are out of control, if only there were more hours in the day, or energy to do it, without having to sacrifice valuable time elsewhere in my day.*



Allow me, Sophie, to happily review, analyse, improve and ***Sophisticate*** your current situation, minimising your ongoing frustrations. I am a guru and truly enjoy; space organisation, household management of materials and products, as well as problem solving. I aim to find ways to manage spaces, time / routines and personal goals, to ensure you are living your best life, whilst knowing your home-life is hands you can trust.

Having returned to Perth just before the pandemic, after 10 years of working on International Super Yachts, I wish to bring you my personalised and specific love of organisation, interior management and sustainability, to help you maximise your life and thrive in the outside world thanks to stream-lining your inside world. ”

**Vision:**

**To motivate and inspire clients to find time and relief to become a better version of themselves, whilst improving their household environmental impact.**

By softly introducing improved ways of cleaning / organising / helping them manage their personal goals, space, family home, calendars and household products in the most optimal way.

I will assist and guide clients towards being the most productive, proactive and successful version of themselves through rechannelling their energy. Using honest, clear and open communication to create trust and understanding between the client, consultant and cleaners (AKA Super Stars / Elves / Freaking Fairies / Sp-Ace Team).

Products / tools / suggestions will be recommended based on tried and tested sustainable and eco-friendly and Australian owned companies.

After the business has celebrated it’s 1 year anniversary, will donate 10% of monthly profits to the local community by supporting Mental Health in Perth <(https://www.360.org.au/services/mental-health/)>

**Mission**:

**Sophisticated Services offers clients an eco-friendly approach to property management, space organisation, personalised attention and service to allow clients the joy and freedom to focus on more important aspects of life.**

To analyse and manage the client’s home space, areas, routines and products to work for them. Improving the mornings, days and al-round attitudes towards life, through improved structure, organisation, great communication, $ experience.

Aiming to reach a mutual understanding and genuine trust is established with the client, on a personal & professional level via correspondence, a questionnaire, a consultation and if agreeable, a 6-8 hour / 1 day duration

Sophisticated Consulting will grow and strengthen our client base and reputation due to the thorough ability to maximise the client’s life in ways aspects they have desired, though was previously unable to surpass alone.

**Avatar / Ideal Clientele:**

**Summary:**

**My ideal clients are busy young 30-50 (perhaps single) parents with full time employment, that is of the higher earning bracket ($90,000 plus), very proud to commit to a Supreme Sophistication package.**

For Example: Busy professional couple with full time jobs and 2 x kids under 4 yrs old

Mum and wife, Julia, is 33 yrs, doctor living with her husband, Brad, 37, who is an accountant for the family businesses. Based in Jolimont, their income-earning bracket is ~$320,000. Have had 2 x cleaners for 3 hours every fortnight in the past, though they weren’t overly reliable. They are overjoyed to have trustworthy, reliable, proactive, helpful and honest help, so they are able to spend quality time being parents and not stressing about small and tedious issues.

Due to their busy life-styles they are unable to get on top of the general cleaning, dusting, rubbish, toys, laundry, wardrobe / bedroom management.

**Frustrations:** management of general cleaning – so they have a cleaner come in for a full day weekly, laundry organisation, wardrobe management, fridge / pantry organisation, medication checks, ironing and sometimes shopping.

**Solutions:** Cleaning product management and assistance. Help with less regular but scheduled cleaning of windows, garage, spare room, laundry, scullery and pantry / kitchen areas. Introduction of laundry management system, drycleaners to iron, space to workout inside, bio-degradable wipes located in busy areas, baby item organisation station.

I feel they would benefit from toy organisation, culling, product management and simple go-to instructions in areas where they are needed for reference: laundry tips, cleaning tips, scheduled contractor booking reminders (car, carpets, licencing, etc)

They love this plan as it gives them a chance to relax, prioritise their lives more productively, they have peace of mind knowing that their space is organised, looked after, and they can trust that it is done to an exceptional standard, consistently, by someone they can rely on. For this piece of mind, it doesn’t have a dollar sign.

**Logistics of the First Impression: ‘Lead’**

First interaction: Preferably word of mouth so the potential client has an idea of what to expect. Or via marketing through a business card or google search for the Website. Bookings only confirmed by phone discussion.

Before the initial consultation, I will send the potential client the **Preliminary Questionnaire** and an **NDA**, to know how best to prepare for consultation. (If initial impression from client through the phone discussion and questionnaire do not line up or don’t ‘feel right’, there is no obligation to proceed.

Arriving to meet the candidate at their residence 10 minutes early, with smart professional attire, potential client’s ‘folder’ with questionnaire (with notes / suggestions already drafted for discussion)

Review and analyse questionnaire

Brief on basics of \*\*Non-disclosure and records privacy

Brief on importance of \*\*safety and security

\*\*Complete an Introduction checklist

Discuss and note desired outcomes / expectations from Sophisticated Consulting

Share household goals and frustrations to be addressed

Align issues with possible solutions and ensure compatibility before moving forward ~ 1 hour on above topics

Together the candidate and I walk around the house making notes and taking photos

State some simple improvements / changes on the spot for simple issues

Once content with simple observations and ‘fit’ of the client, agree on a package (suggestion is package 1 for all clients)

\*\*Create a simple ‘Sophisticated Report’ based on Template, electronically and booklet form, with ‘Before’ images and hand deliver with in the week.

Report will be beautifully presented and easy to update with personal and private information ONLY on the electronic document, unless told otherwise.

\*\*Templates to be made

**Extra Services Available:**

For extra fees; professional, affiliate contractors can be organised for the below services

* 1 on 1 time with kids to teach purpose of healthy habit changes
* Health / fitness / diet analysis to compliment suggestions
* Event Planning for in house parties, birthdays, small weddings, special events, family gatherings, picnics or outings
* Baby-sitting / dog sitting
* Driving / pick-ups / deliveries
* Errands: booking contractors, laundry / dry cleaning, packing
* Gardening or outdoor maintenance management
* Any other quintessential services that might be required

**Marketing:**

Commit to a business slogan

Create Logo, website, ABN?

Survey / Poll on Social Media platforms: facebook, Instagram

Review and tally market research

Talk to friends and family

To select ideal clientele, or to fellow cleaning company business owners or well-known entrepreneurial women, to offer a Free 1-hour consultation.

Discounts for special months / dates: Mother’s Day / Birthdays / Valentine’s day

Target market is ideally busy families, couples or single parents with kids based in the higher income areas of Perth (ie: Cottesloe, Dalkeith, Nedlands, Mt Lawley, City Beach, Applecross, Swanbourne, Floreat, Mosman Park, Mt Claremont, South Perth, Hillary’s, Scarborough, etc.

**Market Research:**

Many potential clients may already have cleaners for their homes and PA’s for their professional lives though its hard to locate a company that provides a PA for the home besides a Head Housekeeper or Property Manager (this is typically for those with multiple properties).

Absolute Domestics Houseproud Cleaning Better Cleaners Perth

Maid to Clean Optima Cleaners Perth Home Cleaners

Pauls Cleaning Express House & Office Maid2match

Apps with access to contracted cleaners: Facebook groups, Airtasker, Care.com, Happy Tradie

Price Averages: $35 / hour

Services more than cleaning:

**To be considered / researched:**

Pre-marketing: online forums: FB, Linked In, Instagram, TikTok

Create website / FB page

Get a virtual assistant

Insurance: Workers Compensation / Public liability

Uniform

Staff / contractor source/s

Affiliates

References / Customer comments

Survey / Pole / feedback

Compile, note, alter as and where required and suitable.  
Breakdown costs for: time, products, equipment, contractors, travel, insurances, uniforms, general costs for running the consultancy

**Non-negotiables:** those not willing to minimise plastic or improve the environment, signs in the household that express an unwillingness to change, negative or argumentative attitudes

**Simply Sophisticated Procedure:**

Offering a **free initial 30-minute consultation**, including \*questionnaire review, which has been sent as a pre-requisite to have returned to me 24 hours before the consultation.

1. Consultation: Get personal; Personal goals, hobbies, habits, passions, routines, likes & dislikes, relationships, health, fitness, cultural back grounds, living conditions, plans for a year ahead, etc and ask what is and is not flexible / negotiable to change or alteration.
2. Followed by questions relating to what currently is and what is NOT working at their home (go through a typical weekday & weekend). Do they meet daily expectations / desired outcome?
3. Walk through the spaces together and take notes: Review current products, materials, furnishing, all rooms regarding storage and organisation

Focus areas / priorities / changes / improvements.

Starting with the bedroom – most important for sleep and pre-post sleep activities, bathroom, areas they spend most of their time, which energy is preferred, used or unwelcome in which spaces (ie, loves cooking but hates the rush of having to quickly cook for a hungry gang)

1. Review the current state and stock of products and décor, should items be improved / regulated / replaced, including fridges, pantries, towels and linen, medical stock, toiletries, storage, vehicles, appliances and general tidiness for ease of flow. We can then review preferences of product / furniture prices and sustainability for the future.
2. Discuss, and breakdown what would suit the client and their needs before making any agreements. Consultation includes an analyse and recommendations / suggestions of be to improve people’s personal spaces to maximise effectiveness.
   1. The decision to commit (keeping in mind original suggestions will change once the relationship grows) can take up to 48 hours. After the 48 hours, has a decision not been made, it will be considered cancelled. Files will be kept should the client reconsider.
3. Once a commitment has been made and membership confirmed, a schedule / plan of consultations and areas will be drafted and discussed prior commencement (only valid for package 2 & 3)
4. Tidy and organise spaces, organise clothing (cull together if required), check current products and provide a quote for new products that will compliment the home furnishings, review furniture, appliances, materials and create an inventory, create a cleaning caddy specific for that household and its furnishings, list property contacts / contractors for easy reference. Monthly updates will be scheduled monthly to monitor and improve wherever possible.

**Offers available 3 x Space-Sophisticating Packages:**

You can upgrade, or down grade, to a different package at any time.

Property Report ONLY: Includes a booklet $149

1. **Simply Sophisticated (1 day - 8 hours)**

**$599**

This includes 1-hour pre-meeting, 6 hours Tidy and Review (taking notes while doing a general clean – to cover all areas at a basic level. As well as a 1- hour review meeting after the ‘make over’ to discuss notes and suggested changes. Guidance on how to implement and maintain changes going forward.

**Your Sophisticated Consulting Report Booklet included. \*Template to be created**

1. **Standard Sophistication**

**$698 First Month 🡪 $349 monthly (4-hours)**

**$529 monthly (1-day)**

**Includes Simply Sophisticated, PLUS 4 hours per week for the First month.**

*The first month is on a trial basis, no one is locked into a contract before the 1st day of the 2nd month. A meeting is held at this point, complete open feedback is beneficial at this point. Form provided for changes to be implemented and recorded for future reference.*

**4 hours per week for the following month for a 1-month trial**. Followed by an 11-month contract for a **12-month subscription**

(Same time each week. Ie: Wednesday morning 8am – 12pm) for the 1st month only – to enable the consultant to get into the deeper side of cleaning / detailing.

After the trial month 🡪 1 x monthly Full-day consultation, cleaning, products restock and admin catch-up = **$499 (Simply Sophisticated)** + monthly membership **$349** to manage property, products and basic household administration.

First month up-front fee of **$698**

**Administration includes:**

* + - *Review current furnishings / materials and stocked products and note what can be changed, switched, improved for quality cleaning and environmental sustainability*
    - *Management of storage areas and spaces; discuss / note how to best utilise areas more efficiently*
    - *Gather appliance and furnishing booklet to store with property report*
    - *Options of how to maximise the efficiency of your household; including:*
      * *Quotes for recommended cleaning equipment, products and cleaning caddy, training and notes provided, suggested prioritised duties and guidelines of how to manage your home and maintain your furniture, art, clothes, appliances, etc*
    - *Create product / material safety sheets and information on how to use appliances more efficiently*
    - *Create a property management schedule: bin days, daily, weekly and monthly duties, professional servicing and future required checks (Car serviced, carpets professionally cleaned)*
    - *Summarise and provide a simple report for you and your*

*Optional: 1 full day per fortnight including cleaning and full product management)* ***$499/m***

1. **Supreme Sophistication**

**$599 First Month 🡪 $1999 monthly (1 day per week)**

**Includes Simply Sophisticated, PLUS 1 full-day weekly and FREE monthly review, 2 x staff.**

(Same time and day each week)

Including deep cleaning of focus areas, full product management, Interior inventories, administration, and procedure updates = **$399 (Simply Sophisticated)** + monthly membership **$1999** to manage property, products and basic household administration

First month up-front fee of **$599**

PLUS **1 full day weekly**, including cleaning and full product management

PLUS Monthly reviews - **FREE** + monthly membership after that to manage property (1 full day per week including cleaning and full product management) **$799**

\*Products invoiced separately

***After securing 4 x Supreme packages, and the hire of 4 x reliable and strong cleaners; 10% of profits are donated to Youth Mental Health Perth, Clean Up Australia & Tree Planting Australia***

**Business growth plan / to do list:**

Create a business plan

Insurance: workers compensation:

Trident: Kevin O’Neille

Phoenix: David White (Ruth)

Trial 3 x clients on a Simple package for free, to improve and alter systems and approaches for a better customer experience

Commence charging once satisfied with trial experiences. Starting off with 3 clients – one on each package

For the first 6 paying customers, referred only by word of mouth, I will give them a 50% discount for the initial Simply Sophisticated consultation.

Trialling slightly different approaches, noting all client preferences and demographics, previous cleaner / butler / PA experiences, rate clients level of personal management and organisation awareness, differences at the houses, note and keep all comments, recommendations, actual changes made.

**As the business grows;** For each property, I will need 2 x contracted cleaners for 3 x hours for every consultation.

Cleaners will be divided and given products to use, with directions on what materials to use them on, with a timeline on how much time to spend in each area: 1 x bedrooms and bathrooms

1 x living and social areas

I will be present and monitoring standards and times while working on and updating the report that is offered at the end of the day.

Hiring new staff once I have more than 4 clients and am confident in their trust and feedback from the experience.

**Loyalty Bonuses:**

Grouped or discounted pricing is available to clients with multiple properties / holiday homes.

Reward for referrals by word of mouth is 2 x gold class movie tickets.

Loyalty rewards after 6 months to the value of $150 or can donate that money to a selected charity.

Dear Clare,

Congratulations and thank you for choosing Sophisticated Services to help Dominate Domestic Duties so you can Dominate Life!

To give you a bit of insight to Sophisticated Services:

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Process breakdown:

After you have completed and returned the attached questionnaire and images of the inside of your household, we will organise a time (1 hour only) for me to come and do a property analysis of your furniture, products and produce a simple property report / suggestions / recommendations of how to improve your current situation to cater for a life of optimised / improved time for your priorities.

For a Property Report Booklet for your Property, it's just $149 (for Clare its FREE!! - cost is honest and harsh feedback)

Then you are welcome to select from the following to continue with Sophisticated Services:

**1. Simply Sophisticated (1 day - 8 hours)**

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