MATT BROOKFIELD

JANUARY 2027



THE STANDARD

BUILT FOR LONGEVITY.

One-to-one mentoring and done-for-you marketing for exterior cleaning businesses. One plan, one team, one price.

Weekly 1:1 mentoring
With someone who built it himself

Your ads, run for you
Meta, Google and your Google profile

One per county
15 businesses at a time, maximum

OUR GUARANTEE: NOT RIGHT FOR YOU WITHIN 30 DAYS? YOUR FIRST MONTH'S £997 BACK.

"The standard you walk past is the standard you accept."

mattbrookfield.co.uk

“

THE STANDARD YOU WALK PAST

IS THE STANDARD YOU ACCEPT.

A line you learn early in the forces. Most owners walk past the same problems every day.

MATT BROOKFIELD

THE PROBLEM

WORKING EVERY HOUR GOD SENDS, AND STILL NOT GETTING ANYWHERE?

- Paying for leads that **never turn into jobs**
- Flat out every day, but **the bank account doesn't show it**
- Quotes going out late, prices too low, **follow-ups forgotten**
- Stuck on the tools, with **no way to step off**
- Burned by an agency that's **never cleaned a roof** in its life

If you nodded at even one of those, this was written for you.

MORE LEADS WON'T FIX A BROKEN BUSINESS.

Every day, exterior cleaning owners are told the same thing: you need more leads. So they pay an agency £500 to £1,000 a month. The leads come in, and nothing changes. Quotes go out late. Prices are too low. The diary is chaos. The money doesn't stick.

That's a bucket full of holes. Pouring more water in doesn't fix it.

WE FIX THE BUSINESS FIRST.
THEN WE BRING THE LEADS.

IS IT RIGHT FOR YOU?

NOT FOR EVERYONE. ON PURPOSE.

It's for you if

- ✓ You're trading and already paying for leads or marketing, or ready to invest properly
- ✓ You've got a team, or you're about to hire
- ✓ You've paid for leads before and been let down
- ✓ You want the truth about your numbers, and you'll act on it

It isn't for you if

- ✗ You want leads and nothing else
- ✗ You won't put the work in between calls
- ✗ You're after a quick fix, not a business that lasts

Maximum 15 businesses at a time. If it isn't the right fit, I'll say so.



WHY ME

I'VE MADE THE MISTAKES YOU'RE TRYING TO AVOID.

I'm Matt Brookfield. Ex-Army, ex-fire service, and 25 years building cleaning businesses, including Cotswold Roof Cleaning, which now runs day to day without me.

I don't teach theory. Everything in The Standard runs in my own businesses first: the pricing, the systems, the team, the ads. You get what works, and the truth when something doesn't.

25
years building cleaning businesses

4
businesses running on a team, not on me

100
five-star Google reviews at Cotswold Roof Cleaning

YOUR TEAM

NOT A ONE-MAN BAND. A TEAM BEHIND YOU.

I run four businesses, and every one of them runs on a team, not on me. The Standard is no different. From day one you get a mentor for the business and an account manager for your marketing, backed by the people I rely on myself.



YOUR MENTOR

MATT BROOKFIELD

Your weekly one-to-one on the business: pricing, numbers, team, processes and getting you off the tools. 25 years building cleaning businesses; Army and fire service before that.



ACCOUNT MANAGER

TESSA

Looks after your ads, your Google profile and your monthly report, and answers your WhatsApp. Your account manager from day one: a real person, not a bot. Monday to Friday, 9 to 5, and anything urgent sooner.



BOOKKEEPING

ZOE

The House of Rue. Runs the numbers across my businesses. You get a free 30-minute consultation on getting your books digital for Making Tax Digital. Ongoing bookkeeping is optional, billed by Zoe directly.

WHO TO MESSAGE, AND WHEN

The business
Pricing, staff, decisions. WhatsApp Matt between calls.

Ads and leads
Anything marketing. WhatsApp Tessa, Monday to Friday, 9 to 5.

Your books
Making Tax Digital and bookkeeping. Book your free 30 minutes with Zoe.

WHAT YOU GET

EVERYTHING COMES BACK TO ONE POINT.

I build the business with you. Tessa and the team run the marketing. One plan, and everyone on it talks to each other.

EVERY LEAD ANSWERED WITHIN A MINUTE. EVEN WHILE YOU'RE UP A ROOF.

An instant text says you're on a job and will call within 2 hours. Forty seconds later, a link to your Google reviews. Trust built before you've spoken.

MENTORING

Weekly 1:1 call
60 minutes with me every week. Same shape every time, so we move forward, not firefight.

A 12-month programme
18 structured sessions across four phases, each closed with a scorecard.

Your numbers
Pricing, margins, profit per job and cash, tracked weekly. You'll know where the money goes.

Structure and team
Roles, hiring, processes, and getting you off the tools.

Marketing strategy
Your offer, message and sales process, built before we spend a penny on ads.

Between calls
WhatsApp me on the business and Tessa on anything marketing. You're never stuck for a week.

DONE FOR YOU

Facebook and Instagram ads
Built, run and checked daily by us. Switched on once the business can handle the leads.

Google Ads
Set up and run where it makes sense for your area and services.

Google Business Profile
Kept up to date: posts, photos, services, and a system for getting reviews.

Quarterly video pack
You film from our shot list; we edit it into ads. Plus a filming day when we're in your region.

Monthly report
One page: leads, cost per lead, jobs won, and what we're changing next.

Your area, protected
One business per trade per county. I won't run ads for your competitor down the road.

WHEN ADS GO LIVE

As soon as the business can handle the leads. Within weeks if you're already set up; month 4 at the latest if we need to fix things first.

YOUR APP

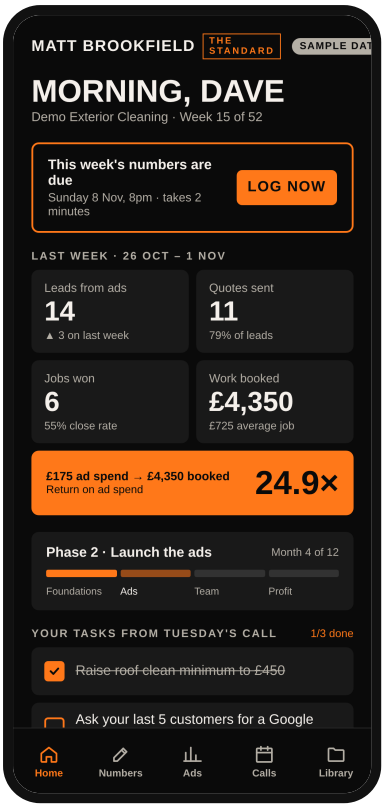
YOUR WHOLE BUSINESS. IN YOUR POCKET.

Every Standard client gets their own app on their phone. Your money, your numbers, your ads and your calls in one place. Check it in the van, at lunch or on the sofa, and know exactly where you stand.

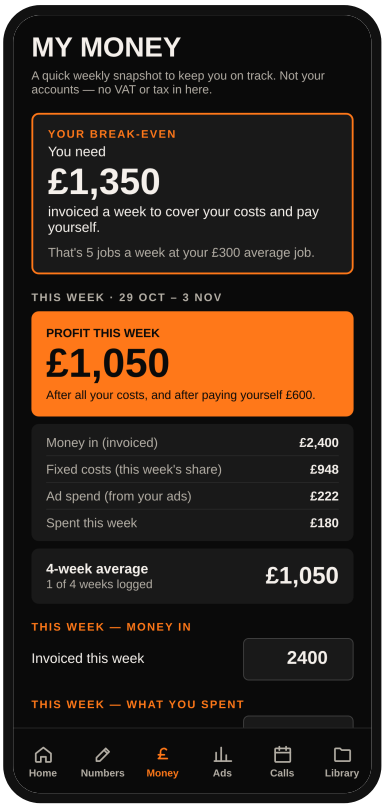
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THE NUMBERS ARE THE ACCOUNTABILITY. NOT THE LEADS.

Leads only matter if the business makes money from them. Every week you log your numbers, and every call starts with them. That's how we know the business is getting stronger, not just busier.



Your week at a glance



Profit or loss, every week

WHAT'S IN IT

Your leads, in one place

Every Meta lead lands in your app the moment it comes in. WhatsApp, call or email them straight from the app, and it reminds you when to chase, follow up or close.

Your money, every week

Set your fixed costs once, including your own wage. See your weekly profit or loss and the figure you need to break even.

Your numbers

Leads, quotes, jobs won, close rate and return on ad spend, worked out for you.

Your ads

What your ads did this week, in plain English, with your best ad and Tessa's notes.

Calls and actions

Notes and actions from every call, so nothing agreed gets forgotten.

Your library, private to you

Your plan, reports and templates. Your own login: only you, Matt and Tessa see it.

01

Sunday night, 2 minutes

Log your numbers and your money for the week.

02

Your ads, added for you

Tessa adds your ad results, so you never type them in.

03

Your weekly call

We start with your numbers. If you're losing money, we fix the pricing first.

On your home screen like any app, with no app store needed. A weekly snapshot to run the business by, not your accounts: tax and VAT stay with your accountant. Figures shown are examples.

HOW YOUR YEAR RUNS

FOUR PHASES. ONE JOB EACH.

Eighteen structured sessions, with the foundations packed into the first six months. Every phase closes with a scorecard: your numbers against where you started.

01 GET SOLID

Months 1–3

Vision and your numbers · Profit, cash and pricing · Your market · Quoting and converting · Systems · Reviews and repeat work

02 GROW

Months 4–6

Brand and positioning · Social media · Lead handling and capacity · Partnerships and commercial work · Risk and the seasons · Six-month review

03 BUILD THE TEAM

Months 7–9

Roles and delegation · Hiring right · Leading the team

04 PROFIT AND PLAN

Months 10–12

Margins and cash reserves · What the ads returned · Next year's plan and renewal review

Months 1–6 · two structured, two open

W1	W2	W3	W4
■	□	■	□

Months 7–12 · one structured, three open

W1	W2	W3	W4
■	□	□	□

■ Structured: the programme □ Open: whatever the business needs

EVERY WEEKLY CALL, ALL YEAR

Scorecard	Last week	One fire	The work	3 actions
Your 5 numbers	Done or not done	15 minutes, max	The session, or your issue	For next week

THE INVESTMENT

ONE PRICE. EVERYTHING INCLUDED.

£997

per month

+ 30-day money-back guarantee

£497 one-off set-up, then rolling monthly with 30 days' notice. No lock-in.

Ad spend paid by you, direct to Meta and Google. Minimum £25 a day while ads run.

You own your ad accounts and see everything.

Side by side with what you're probably paying now

	Typical ads agency	The Standard
Monthly fee	£500 to £1,000	**£997**
Who looks after you	One person doing it all	**Mentor and account manager**
Every lead texted back within a minute	Sometimes, often extra	**Included**
Google Business Profile	Sometimes	**Yes**
Knows exterior cleaning	Rarely	**Built one himself**
Fixes your pricing and numbers	No	**Yes**
Builds your team and processes	No	**Yes**
Protects your area	Sometimes	**One per trade per county**
Your own app with a lead CRM	No	**Included**
Weekly 1:1 with the person responsible	No	**Yes**

Not included, so there are no surprises

Ad spend. Paid by you, on top of the fee.

Posting your socials. I'll guide it; you post it.

Ongoing bookkeeping. Your first 30 minutes with Zoe is free; ongoing work is billed by her.

Websites and branding. I'll tell you if yours is costing you work.

Tax and legal advice. That stays with your accountant.

Guaranteed leads. Nobody honest can promise a number of leads. What I do guarantee: your first month's £997 back if it isn't for you within 30 days.

HOW TO JOIN

ONE BUSINESS PER COUNTY. FIRST COME, FIRST SERVED.

The Standard opens in January 2027 for a maximum of 15 businesses. Some counties are already taken by my founding clients. Once yours is gone, it's gone.

01

A 30-minute call

We talk about your business, where it's at and where you want it to go. If it isn't the right fit, I'll tell you.

02

Your county, checked

I confirm your area is still available for your trade, and hold it for you once your set-up fee is paid.

03

Your start

Your onboarding pack, a review of your online presence, and your first call. You meet Tessa, book your free consultation with Zoe, and we decide together when your ads go live.



Where your weekly calls happen.

£997

a month. Mentoring, account manager, ads and lead handling included.

- £497 one-off set-up: your ads build, lead texts and online review
- Ad spend paid by you, direct to Meta and Google
- Your county protected from day one
- Rolling monthly, 30 days' notice. No lock-in
- You own your accounts
- **First month's £997 back if it isn't for you**

BOOK YOUR CALL.

Check your county online, or WhatsApp me on **07775 504896**.

Matt

mattbrookfield.co.uk/the-standard