

# Stratus Building Solutions Franchise: A Comprehensive Review

Stratus Building Solutions is a nationally recognized commercial cleaning franchise with over 4000 franchisee locations. We have been listed in the Franchise 500 for the last three years, achieving #1 in Category in 2024 and Fastest Growing Franchise in 2023. We have built our sterling reputation on a commitment to quality and green cleaning practices that align with our commercial clients' sustainability goals.

Our growth can be attributed not only to the rise in demand for commercial cleaning. We also empower our franchisees with a unique franchise model. Our two-tiered structure opens the way for either [Master Franchisees](#) or [Unit Franchisees](#) based on the size of the business you want to start. This design empowers entrepreneur business owners to either open an individual location or open a regional office with no internal competition to maximize success and make room for growth.

If you are looking for a franchise opportunity in the commercial cleaning industry, we welcome you to explore opportunities as a Stratus Building Solutions franchisee and business owner.

## Investment and Financial Considerations

When starting a franchise with Stratus Building Solutions, the investment and financial considerations vary depending on your choice of franchise size and type. We welcome everything from individual owner-operators to those who would like to buy in at the executive level and run their own regional office. This creates a uniquely adaptive range of costs, financing, and potential revenue.

### Franchise Cost

€ \$1,000 - \$75,000

For a single owner-operator looking to take on the Stratus brand name, buying the franchise license can be as low as \$1,000, while a Master Franchise fee starts at \$75,000 for a region of 500,000. Larger business models and larger regions increase the cost of the fee. On average, Unit Franchisees should expect to budget at least \$10,000 for license, location, and starting capital, while Master Franchisees may want to consider \$100,000 - \$300,000, depending on the population of your target region.

## Financing Options

Stratus Building Solutions offers in-house financing to cover the franchise fee, startup costs, equipment, inventory, and accounts receivable. You can also pursue external business loans from third party lenders and small business investments to help start your business.

## Potential Revenue and Profitability

Stratus' profitability model is based primarily on monthly recurring contracts with business clients. This B2B business model promises recurring revenue and potentially endless potential for profitability.

## Training and Support

Stratus Building Solutions is proud to offer a comprehensive training and support package to all our franchisees as part of your membership in our growing brand community.

### Initial Training Program

Stratus provides comprehensive initial training for new Unit franchisees to help you learn the cleaning techniques that have built our reputation to where it is today.

### Ongoing Support

Owning your own business does not mean starting from nothing. With Stratus, we provide support for sales and marketing support, billing and collections, and insurance to help you ensure a smooth operational structure from the start. We also provide ongoing support to help you navigate your local market and any challenges that may arise.

We will also supply branded *Stratus Green Clean* products for your green cleaning services.

### Franchisee Community

The Stratus franchisee community provides a network of peer support, shared best practices, and networking opportunities to help your new business grow and overcome challenges with the help of your fellow franchisees and the core brand support force.

## Marketing and Lead Generation

Stratus Building Solutions helps you unite your regional marketing with our national marketing momentum to drive brand awareness and local lead generation. We provide marketing software, materials, and guidelines to help you reach customers and inspire conversions as you build your local audience of business clients.

## Pros and Cons of a Starting Your Own Stratus Franchise

Every franchise has a few advantages and disadvantages to consider. As an entrepreneur, we can help you determine if a Stratus Building Solutions franchise is the right fit for your skills and ambitions.

### Pros

- ✱ Strong national brand recognition as a commercial cleaning service
- ✱ Proven business model with a history of success
- ✱ Comprehensive training and support
- ✱ Commitment to green cleaning practices, a growing market trend
- ✱ Scalable franchise and business model, with opportunities to expand into master franchise ownership

### Cons

- ✱ Competition in the commercial cleaning industry
- ✱ Royalties and franchise fees
- ✱ The need to maintain Stratus brand standards and procedures
- ✱ Challenges regarding managing teams of cleaning staff

## Is a Stratus Franchise Right for You?

As an entrepreneur looking to start a new business, consider whether one of the 2 tiers and 16 franchise levels of a Stratus Business Solutions franchise could be right for you. We have worked hard to create a system that welcomes entrepreneurs at every level of investment and team size, from independent owner-operators to successful business investors looking to start at the executive level and open their own regional office.

We have put together a network of training and support to help onboard even those franchisees who are new to the growing industry of commercial cleaning.

If you are ready to claim the growing market demand for green commercial cleaning, look forward to a contract-based B2B service model, and are passionate about sustainable business practices, Stratus might be the perfect franchise for your next business venture.

Take the next steps and [contact us](#) to begin your due diligence consultation. Discuss the choice with your franchise attorneys and financial advisors and our team will help you begin on the path to opening your own Stratus Building Solutions franchise location.

## Get Started with Stratus

Ready to learn more about becoming a Stratus Building Solutions franchisee? Check out our [website](#) and explore the two tiers of franchise licenses we offer. You can also [request a franchise information kit](#) that provides more details about the investment costs, training program, and support resources.