

# North East England, Domestic House Cleaning Company Bucks Trend.

Adam Cadell May 22, 2013



**In the current economic downturn, where businesses of all descriptions, large and small, have been suffering, with turnovers dropping and staff numbers cut, it makes a refreshing change to report that North East England based Domestic House Cleaning Company, Time For You, have actually expanded their cleaning operation by increasing the number of cleaners on their books.**

(Newswire.net -- May 22, 2013) Sunderland, Tyne and Wear, U.K. -- Time For You commenced trading in March of 2002 and within 5 years achieved the accolade of being the largest domestic house cleaning business in the North East of England and it's managed to maintain that position throughout arguably the greatest recession the U.K. has had to endure for many decades.

But what has allowed this business to apparently buck the economic trend, while many of its contemporaries have stumbled along the way and indeed some have ceased to exist?

When this question was put to Adam Cadell, Managing Director of Time For You, North East Limited, he said, "There's probably a number of reasons we have continued to prosper while others have floundered, one of the main reasons I believe is our 'no price rise' guarantee, we are the only company who offer our clients a promise in writing, via our contract, that the only year on year increase in our hourly rate will be the proportion that is paid to our cleaners – we never increase the part of the fee which is paid to us, that's guaranteed to remain the same, even if a client remains with us for many years"

The companies services expanded earlier this year to include [house cleaning and ironing in Sunderland](#) and many other towns and cities throughout the North East.

Time For You splits its hourly rate into two separate payments, the bulk of it, currently £7.00, is paid directly by the householder to the cleaner on the day the work takes place, the balance of £2.95 per hour, which is the company's gross profit margin, is paid quarterly in advance by Standing Order, the guarantee is that only the cleaner's rate of £7 per hour, is subject to a yearly increase, the balance of £2.95 remains fixed for however long the client remains with the company, this is classified as a loyalty bonus.

Mr Cadell added, "We began our [domestic house cleaning in Gateshead](#) and we have clients who've been with us for over 10 years who are paying quarterly fees of £52, the current equivalent quarterly rate to new customers is over £76 so that represents a good saving on current rates."

Some companies have questioned the reasoning behind allowing customers to remain on a fixed rate for years, but Time For You views it differently.

Mr Cadell went onto say, "We'd rather have clients paying us the same fee for 10 years, than having to find new customers every so often because people are leaving us due to being unable to justify ever increasing costs. Our average hourly rate increase year on year is approximately 35 to 40 pence an hour, our competitors usually increase their rates by £1 or even £2 per hour each year and we know the bulk of that goes to them, our clients enjoy a much lower overall increase and they also know and appreciate that these benefit the cleaner – not us, that has to be a major contributor to our success over the years."

Time For You offers [domestic House cleaning in Sunderland](#), Gateshead, Whickham, Blaydon, Washington, Durham, Chester le Street, South Shields, Peterlee and Hartlepool in the North East of England and currently has over 450 clients, serviced by 165 cleaning ladies who provide over 1000 cleaning hours each and every week.

Further details can be obtained by contacting:

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