Thank you for your interest in the **Maid2Clean** ® management franchise.

About Us

The co-founders of **Maid2Clean** ® are Mike and Elaine Hanrahan of Weston in Cheshire, UK. The original business was established in 1993 and is now regarded as one of the leading domestic cleaning companies in the UK. Our team are always available to provide a friendly and supportive hand to all franchisees.

What Market does Maid2Clean® Serve?

Maid2Clean® serves the professional market as more and more couples go out to work to service the lifestyles that they want. These couples are quite happy to outsource their domestic chores to **Maid2Clean**.

What's in it for me?

This will be your first thought – and rightly so. Here are just some of the benefits of a Maid2Clean® franchise:

- **Maid2Clean** ® can generate good profit margins. Profits in the cleaning sector are usually lower than **Maid2Clean's** ® because we do not carry the overheads associated with generic cleaning businesses.
- Our proven system enables franchisees to set up from scratch removing or reducing many of the risks associated with most new business start-ups.
- Tap into an industry where 2.8 million homes spend £2 billion a year.
- You manage the worker and client database – you don't do the cleaning work.
- We show you how to approach your target market to attract a constant stream of clients for which you will receive a perpetual commission for every hour your client uses the service.
- In the experience of our franchises clients stay on average 2-3 years receiving 3 hours of cleaning / ironing per week. This is worth **£468 per client per year** to you.
- In the experience of our franchises 85% of client enquiries are converted.
- You will be supplied with full documentation.
- You will have your own exclusive territory with sole operating rights.
- Your **Maid2Clean** ® franchise has the potential to develop into a substantial residual income business.

- - You will be investing in a business that has seen minimal impact due to the recession.
- - You will trade a brand that does not work in isolation it's the quality of the franchise and the way we train that makes the difference.
- - You won't be buying a franchise with minimum quarterly turnover, knowing that it's profit that counts every time!

Please note: Prospective Franchisees who come and see the operation are required to sign a confidentiality agreement declaring not to divulge proprietary information.

What Do I Get For My Money?

This is the most common question we are asked – and (again) rightly so.
Below are just a few of the many benefits of a **Maid2Clean** ® franchise:

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The Maid2Clean ® Turnkey Franchise Package to compare with our competitors

1. Massive exclusive trading area c100k households
2. Local advertising to get you started
3. Subsidised Yellow Pages & Yell Advertising
4. Initial Head Office training including: advertising, client acquisition, database management, interviewing, billing, accounts, filing & admin. Learn the business directly from the Franchisor.
5. Personalised training and mentoring for every franchisee
6. Illustrative marketing plan for your business & national advertising & marketing support
7. Rapid Start up & nurturing program incorporating a personal visit from Franchisor.
8. 2-months initial cleaner & client marketing acquisition program paid for
9. Minimal risk set up - launch assistance provided at your site giving your business 100% undivided focus allowing you to run the business from the start during your 90 days nurturing period
10. Pre-launch marketing campaign to promote your business
11. Post-launch national advertising campaign
12. Business Plan for the bank & on site launch support
13. Cleaner training information
14. Comprehensive operations manual on CD
15. Business forms and letters
16. Use of the trademarked **Maid2Clean** ® automated cleaner Check-in Check-out (CICO) facility
17. Stationary to include 500 letterheads and 50,000 leaflets
18. Your first 20 Maid2Clean®ID Badges
19. client/Cleaner Contract forms
20. Superior Online Client Communication interfaces
21. Your own six page website on the **Maid2Clean** ® site
22. 24 hour access to our Franchisee Forum & Knowledge base, 365 days/year giving you continual help, guidance and assurance
23. Bespoke Cleaner application database.

24. Bespoke **Maid2Clean** ® client & cleaner database
25. Unique online ordering portal for stationery and advertising literature.
26. Comprehensive Ongoing help and support daytime, evening & weekend support for all franchisees.
27. Obtain immediate customer affinity and recognition with the best name in the business (we provide what our trademarked name says)
28. First Years Insurance
29. Industry leading software (enables cleaners to receive texts - allocating jobs).
30. Online diary system.
31. Use of the trademarked **Maid2Clean** ® Sweep2Left ethos.
32. Use of Maid2Blitz trademark
33. Use of our Nationwide-Cleaners recruitment portal
34. Use of our MaidVersity online training programme for cleaners.

Low Investment

Please note that the investment level for the Franchise Package and Operational Launch cost is just £9,999 plus VAT.

No Other Franchise Offers More!

What Training is offered?

The **Maid2Clean®** training programme is in 5 phases.

1. Read & complete the pre-launch to dos in the 450 page **Maid2Clean** ® operations manual.
2. Process Training at Head Office
3. Operations Training at our Centre in Nuneaton
4. Post Launch training
5. Business consolidation, follow up training PLUS unlimited follow-up training if necessary.

About You

- You MUST be sufficiently motivated to WANT to grow your own business and future.
- You MUST be committed to working the **Maid2Clean** ® system.

The figures and information set out are purely illustrative. They do not represent any recommended business plan and the figures or any of the aspects will be achieved. The success of all enquiries linked to many factors such as Motivation, ability of the franchisee and economic downturn. Not all enquiries

Maid2Clean Franchise Package Costings

	Initial investment	**£**	
	Franchise Package (A)		
	Licence Fee	**5,999**	
	Operations Manual - on loan	**—**	
	Training & Opening Support	**1,999**	
	Training (Hotel)	**248**	
		£8,246	
	Operational Launch Costs (B)		
NB Figures in red are used to launch franchisee's business	**Launch Leafleting & Staff Advertising** - *N. B. Monies in red are not paid to the Franchisor. This money is maintained by the Franchisee in the Franchisees Bank Account & used to fund initial operational costs (leaflets, stationery & advertising etc). These are shown in red in the Cashflow The figures and information set out are purely illustrative. They do not represent any representation or guarantee that these are the costs that you will incur because costs vary from franchise to franchise.*	953	
	Business Stationery & misc. costs	250	1,253
	Business Insurance	550	1,000
		1,753	
		£9,999.0	
	VAT	**1999.80**	
	TOTAL	£11,999	
	Note – the following costs are an indication only. Some costs may not be applicable at all if you have any if the items listed, but equally costs can be higher.		
	Potential Establishment Costs		
	Computer Hardware & Software	**400**	
	Telephony & Equipment	**100**	
	Furniture	**200**	
		£700	
	Other Potential Costs		
	Note – the following costs are an indication only. Some costs may not be applicable at all if you have any if the items listed, but equally costs can be higher.		
	Legal & Accounting Fees	**600**	
	Miscellaneous Items	**250**	
	Working Capital Provision	**2,000**	
		£2,850	
	Possible total Investment	£15,549	
	All amounts are excluding VAT where applicable unless stated		

Something to Think About…

In our own industry you will find higher charges from our competitors.
We encourage you to contact them and compare the packages on offer in order that you come to visit us from an informed perspective.

- ✔ **Maid2Clean®** differs significantly from the competition in that we do not sell you a job or ask you to run a cleaning business. We are offering a management business in the domestic cleaning industry. When you join us there is no turnover to buy that is sometimes expected from our competitors (realise its profit that counts anyway).

A **Maid2Clean®** franchisee pays £9,999 plus VAT plus management service.

The Maid2Clean® Franchise includes the proprietary information, training programme, ongoing training and unlimited support throughout the operating period, a joint visit to an accountant and bank during set-up and the rights to use the Maid2Clean® trademark and stationery forms, business letters, legal contracts etc.

Please note: Several banks are prepared to lend against this trading system subject to status to enable franchisees to fund this franchise. You are welcome to speak to our accountant who will be happy to provide further information and/or answer any questions you may have.

If you're Happy – We're Happy

Maid2Clean® cleaning clients do not wish to pay the £20-£50 per cleaning hour charged by some of our competitors. When you join us you will be part of their solution in this £2 billion industry.

Becoming a Maid2Clean® franchisee is a mutual process. You need to be happy to proceed with your Franchise Application and we need to be happy that you are capable of giving the operation the effort and attention a growing business deserves. For our part, we are looking for just ONE right person (or couple) to competently deliver the service within a territory containing 100,000 households.

Is That Person You?

If so, call us without delay & book an initial phone call with Andrew Swann here
https://calendly.com/franchise-consultant/maid2clean-franchise-initial-call

20 Differentiator Benefits at a Glance

Maid2Clean®franchisees work smarter not harder than the competition.

1. No cold calling or sales involved.
2. Customers pay in advance.

3. You get a management business (not a job or a cleaning business to run)
4. Buy a franchise from a company that operates the business themselves
   (most franchisors do not trade the business that they sell.)
5. Small initial investment under £10k buys you a complete franchise package
6. Rapid return on investment
7. Growth market sector with nationwide demand for our services
8. Minimal risk, high margin business
9. Lower overheads than the competition
10. Regular business reviews focusing on your success
11. Low interest financial assistance
12. Can be run from home
13. Call centre facility available
14. Few can compete with us
15. Low royalty fees
16. 90% repeat business
17. Strong cash flow.
18. Trusted proven business system since 1993
19. Automated residual income
20. Join a National and International Franchise Team

14 More Reasons why you should apply for a Maid2Clean® Franchise and not join a competitor

1. No more exchanging your time for money like a job or a "Man in a van" type Franchise or a "Cleaner in a van" type franchise - **Maid2Clean®** offers a residual income business.
2. No staff overhead costs
3. No cleaner overalls to provide
4. No expensive cleaning equipment to buy
5. No cleaning materials to buy
6. No transportation of cleaners or equipment from 1 job to another
7. No third parties involved – learn the business directly from the franchisor
8. No dependency on highly skilled staff
9. No cold calling or sales involved
10. No cash flow problems – clients pay in advance of the cleans
11. No van purchase/hire costs
12. No invoicing or cash collections

13. No running a cleaning business charging £30 per hour
14. No need to ever meet a client

Whats in a Brand?

The **Maid2Clean**® brand is wide reaching nowadays. Some 14,000 cleaners work for our brand today – that's the equivalent of workers from Shell UK, Esso and BP added together!

What Should I Do Next?

You are invited to visit us to see the operation for yourself, to discuss your selection of territories and to ask any questions you may have book an initial phone call with Andrew Swann here
https://calendly.com/franchise-consultant/maid2clean-franchise-initial-call

Finally… come and see the business for yourself

If I was seriously looking at buying any business I would want to see it with my own eyes. I would want to meet the **Maid2Clean**® Franchisor, talk to franchisees and the accountant that appears on our brochure. This is absolutely normal and welcomed.

When you come to visit us, remember this is a two-way process and we will similarly be looking at your own capabilities with a view to operating our unique business. Only 70% of applicants are now accepted as one third of the UK is sold and already traded by our Franchisees and we must maintain a high standard in our selection process in continuing to raise the bar in domestic cleaning.

Are you of the calibre required? Are you someone that can run their own business with our help? If you are, rest assured that if you apply the system as shown you will not fail. Franchising is about being in business for you not by yourself.

You have our assurance that we will be candid, supportive and helpful at all times before, during and after your visit. If all parties are interested in working together following our meeting you will receive a copy of the franchise agreement following your visit.

Is it going to be easy?

Nothing worthwhile in life is easy, but I think you already know that. I can tell you that it's going to be worth it though!

I look forward to meeting you when you have had an opportunity to absorb the content of this letter and to hopefully one day see you succeed with our help.

Maid2Clean Franchise – Come and see the business for yourself in a relaxed atmosphere.

Just as you must carry out your own due-diligence, Maid2Clean must ensure you have the necessary skills and attributes to operate a franchise.

We would not sell a franchise over the internet or telephone and nor should you wish to buy one in those circumstances. You need to see it with your own eyes to be comfortable with the mechanics of the business.

To find out more book an initial phone call with Andrew Swann here
https://calendly.com/franchise-consultant/maid2clean-franchise-initial-call

Sincerest regards,

Mike Hanrahan

Mike Hanrahan
Maid2Clean ® Franchise Ltd

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