



Franchise Prospectus

Table of Contents

Fig. 1 The Brand of the Future in Domestic Cleaning.....	4
Introduction.....	4
What is franchising?	5
What is Maid2Clean?.....	6
Fig. 2 - What does Maid2Clean do?	7
British Franchise Association Membership	8
Did You Know?	9
Other Memberships.....	11
Fig. 3 - Mike & Elaine Hanrahan.....	12
Business or Business Opportunity?	13
Demand over the next 5 years.....	13
Fig. 4 - Business or opportunity?	14
Timing.....	16
Fig. 5 - Example of demand versus supply.....	16
Fig &7 - Maid2Clean Office, Cheshire.....	17
Why franchise the operation?	18
Maid2Clean’s Market Differentiators.....	19
Continuous residual income development	19
Fig 7 – Maid2Clean Office, Altrincham Cheshire.....	20
Maid2Clean’s Niche	21
Tailored Client Services.....	21
Fig 8 - Dianne & Derek Bridgeman, Clients of Maid2Clean	22
The Maid2Clean Franchise - Market Differentiators.....	24
Removing the risks	25
25+ years experience.....	25
Fig. 9 – Meet the Management Team	26
Comprehensive training & operations manual	27
Turnkey operation.....	27
Plan and create your own success	27
Fig 10 - House types serviced by Maid2Clean	28
The Financials.....	29
Initial investment	29

Financial Projections.....	29
Low cost of entry	29
Cost of Franchise & borrowing Money from Banks	29
Your profit	30
Andrew Carnegie once said; “It’s not what you earn, it’s what you keep that counts.” Your turnover is less important than the profit margin you make. Your profit (less our royalty, costs and taxes) is yours to keep.Fig. 11- Residual Income Example	30
Fig. 11- Residual Income Example.....	31
Advantages of Maid2Clean	32
Management Franchise	33
Personal Touch.....	33
Join a Successful Domestic cleaning services provider.....	33
Fig 12 - Did You Know?	34
Build your own equity as you build your business	35
Franchisees.....	36
Case Study 1 - Philip Harrison (Retired School Teacher)	36
Case Study 2 - Tony Ingles, formerly CSC Service Delivery Manager).....	39
Fig. 14 - Tony Ingles (of Woman’s Own fame) – Maid2Clean Franchisee Leek & Buxton	40
Fig. 16 - Operations Manual	46
Fig 17- Leafleting – a primary marketing activity of the business	48
Fig. 18 - Franchisee Quotation.....	50
What is The Length of Franchise Agreement & Can I see The Headings?.....	52
Power of our Brand.....	54
Fig. 20 - A few of the items included in the Franchise package.....	55
Training & business start-up support.....	56
On-going Head Office support.....	56
Confidentiality Agreement.....	56
Application Process - Your steps to a successful franchise	56
Maid2Clean Application Process.....	57
What to Do Next	58
Fig. 22 - Application Form	59

Fig. 1 The Brand of the Future in Domestic Cleaning



Introduction

Thank you for your interest in the Maid2Clean Franchise.

Maid2Clean is regarded by some as the Number 1 domestic cleaning company in the UK (taken from Issue no: 11, Business Opportunity Watch, January 2008) and your interest comes at an exciting time in the development of our business as we continue to expand nationwide. The potential for Franchisees joining the Maid2Clean Concept is enormous, dependent only on your own desire for success.

We invite you to take a close look at Maid2Clean. This Franchise is a proven, ready-made system, designed to ensure success to those who are able and motivated. The comprehensive training and ongoing help and support program is second-to-none and will help you to quickly set up, establish and grow your business and your profits.

This business allows you to be your own boss with the independence, control, income, prestige and long-term prospects associated with running a successful business, but with the added confidence, security and backing of Maid2Clean.

Simply put; this is your chance to change your life and your prospects for the better.

What is franchising?

Franchising is a continuing relationship in which the Franchisor provides a licensed privilege to enable the Franchisee to do business. The Franchisor offers assistance in organising, training, marketing and managing in return for a consideration.

Franchising has been used to describe different forms of business relationships, including agency arrangements, licensing and distributorships. The most common use of franchising is 'business format franchising' which means that the Franchisor grants a license to the Franchisee, enabling him/her to trade under the trade mark/trade name and to permit use of an entire business system.

This process removes much of the risk associated with starting a business from scratch by providing all the elements necessary to establish a newcomer in the business and to run it with continual assistance on a predetermined basis.

Many Franchisors are ethical and BFA accredited franchisors aim to comply with ethical standards set down by the BFA. It works on the principle that some businesses decide to expand by granting a license to others to use their proven business system. Although Franchisees run their own business, they have the backing of a larger and more experienced organisation.

What is Maid2Clean?

Maid2Clean is a successful business whose core service is the provision of vetted cleaners to private residential householders. The business is organised so that appropriate registered workers can be delegated to one or more private households. The demand is recession proof as houses gather dust no matter how the economy is performing.

Simply speaking, Maid2Clean matches client demand to cleaners and ironers seeking work.

Fig. 2 - What does Maid2Clean do?



Who Established Maid2Clean?

The co-founders of Maid2Clean are Mike and Elaine Hanrahan of Middlewich in

Cheshire. They have experience in of running their own business in the industry since 1993.

Company History

The original business in Middlewich was initially established as a partnership between Elaine and Mike Hanrahan in 1993 and is now listed as a limited company.

Elaine Hanrahan – Prior to starting in this industry, Elaine spent 14 years with Boots the Chemist in various roles before she left to have her first baby. She commenced trading the business system in the first week of bringing her baby girl home and has never looked back since.

Mike Hanrahan – Prior to starting the business with Elaine, Mike's background was chemical engineering and standards analysis. Additionally Mike has a degree in purchasing, a DMS and an MA in Management. He has since held senior customer care & operations management type roles for Shell UK, EDS, SCT International & Getronics UK.

British Franchise Association Membership

Did you know Maid2Clean has undergone accreditation as a Franchise and was awarded with BFA Full Membership?



International Franchise Association



Did you know Maid2Clean is an international franchisor and also a member of the IFA?

Did You Know?

Did you know Maid2Clean was awarded a great rating in the B.O.A.R.D., the Business Opportunities Magazine of the Home Business Alliance (HBA)? Additionally we are listed in their directory of the top 50 Business Opportunities in the UK. No other cleaning franchise appears in this directory.

Other Memberships



Member of the
Federation of Small Businesses



Fig. 3 - Mike & Elaine Hanrahan



Business or Business Opportunity?

Maid2Clean is not a 'business opportunity' it is a proven business but there are no absolute guarantees in life. 'Business Opportunity' implies the potential to fail. If the business system is followed properly, there is no reason why your Maid2Clean franchise should fail. The Maid2Clean franchise is a genuine business that should make money for you month on month, year-on-year for as long as you continue to trade.

Demand over the next 5 years

Since 1993 we have seen the demand for this service increase year on year as more people go out to work to pay for their mortgages and the lifestyles that they want. Many people also wish to increase their leisure activity, as time and health are such valuable commodities. Millions like them are happy to pay for someone else to help around the house to give them more quality time.

With the projected rapid demand growth in the residential domestic cleaning market, there has never been a better time to become a Maid2Clean Franchisee. Please bear in mind that you will be making money for as long as houses gather dust.

Fig. 4 - Business or opportunity?

Maid2Clean® ?

Business Opportunity **NO**

or

Proven Business System **YES**





Pictured is Mike Hanrahan (Former MD) with Sir Bernard Ingram (former President of the BFA) and Brian Smart (Director General of the BFA). All were present at a Franchise show at the Birmingham NEC to support BFA Franchisors such as Maid2Clean in promoting ethical franchising.

Timing

Remember; there's never a 'convenient' time to start any new venture. It is too easy to put it off with one excuse after another. Mike & Elaine were no different but after much deliberation and during the week their first daughter was born in 1993, they started their business. Since then they have never looked back.

Fig. 5 - Example of demand versus supply

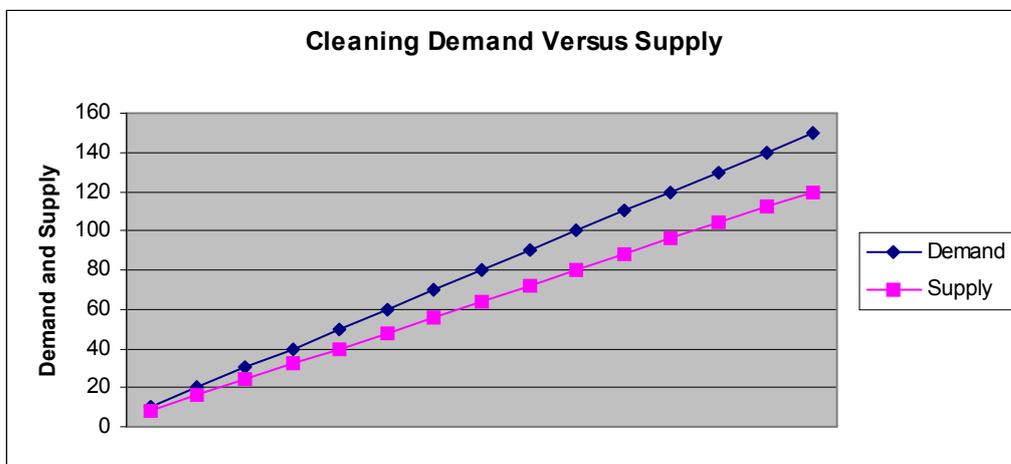




Fig &7 - Maid2Clean Office, Cheshire

Our Head Office is located in Cheshire. Here we look after the needs (and training needs) of our Franchisees as well as manage the allocations of cleaners to clients in our own cleaning agency.

Why franchise the operation?

After successfully trading the Maid2Clean system in an innovative way, the time had come to expand our presence throughout the UK and beyond, changing the traditional face of domestic cleaning as it is known today.

If houses gather dust on a weekly basis in Middlewich, they must also do so in Aberdeen and Plymouth and everywhere else between. As long as houses gather dust, and people wear clothes that need ironing, we and our Franchisees will always be in business.

Maid2Clean's Market Differentiators

What distinguishes Maid2Clean from other residential service providers?

- Residual Income creation
- Considerably less overheads than the competition
- Higher profit margin than the industry norm
- Reduced price to clients
- Never meet your clients.
- The maid2Clean system is a dynamic one, allowing value added changes to be incorporated easily without time wasting or pain.

Continuous residual income development

The Maid2Clean franchise business is not a linear treadmill type business like the retail trade (95% of businesses are treadmill income generating businesses).

What is a 'treadmill income generating business?'

Such businesses work on the usual business premise of exchanging time for money. For instance; a shopkeeper or any such business that exchanges time for money. You see: a shopkeeper needs to apply a certain amount of time and effort (work) to enjoy a good monthly turnover. He has to work just as hard the next month to earn the same as he earned the previous month.

In other words a shopkeeper is on a continuous treadmill that he is unable to get off without losing his earnings. He is, in effect, on an escalator that is going down and he has to keep climbing (working) at the same pace just to standstill.

With a Maid2Clean business the opposite is true. A real residual income is very achievable.



Fig 7 – Maid2Clean Office, Altrincham Cheshire

Additionally, at our office in Caiden House, Canal Road in Altrincham, we manage client calls & arrange our worker interviewing & vetting processes.

The majority of franchises in the Franchise Magazines today, although highly ethical, are simply offering people the chance to 'buy jobs' and these people can soon become prisoners within their own business.

This is not the case with a Maid2Clean franchise. The 'automated repeat income element' of this business makes the Maid2Clean franchise a very powerful system.

In order to earn as much the next month, all that a Maid2Clean Franchisee needs to do is maintain client numbers at the same level as last month.

This is a superior and smarter way of working than the average business (or franchise business for that matter) as the business income literally snowballs on itself month after month, representing continual growth of your business.

With all this in mind, you will quickly appreciate the awesome business that lies before you. Just do your homework and see for yourself how Maid2Clean compares with 95% of all other businesses, including franchises.

Maid2Clean's Niche

Due to the unusual way in which the Maid2Clean business infrastructure is operated, exceptional client service is delivered at lower cost than the competition can provide it. Ultimately, the client gets a superior service for the money.

Tailored Client Services

Our target market consists of those busy families who are too busy to do their own cleaning and ironing. The Maid2Clean cleaning system offers a great deal of flexibility regarding the kind of services offered to clients in the domestic market.

Fig 8 - Dianne & Derek Bridgeman, Clients of Maid2Clean



Our customers are individuals with individual needs and requirements. We show our franchisees how to meet those requirements by providing an exceptional service tailored to individual needs.

We can offer different payment options for specific tailored services giving our customers the added value of greater service flexibility.

In the UK, thousands of couples like Derek & Dianne Bridgeman from Sale in Cheshire have full time jobs, children to look after and a mortgage to support.

They have been clients of Maid2Clean for several years as they have little or no time to do cleaning and ironing. They have been delighted with the service and with the time it has given them to spend together.

The Maid2Clean Franchise - Market Differentiators

The following list distinguishes Maid2Clean Franchise business from others offering a cleaning Franchise.

- Our knowledgeable and experienced Management team continues to work in our own Maid2Clean operation.
- We offer a comprehensive training package that teaches our Franchisees every aspect of running their own operations.
- Our franchise offers an ongoing residual income for our Franchisees.
- A significantly low investment of money compared to our competition.
- A business with fewer overheads than the competition.
- A higher profit margin than the industry norm.
- A niche business offering a reduced price to Franchisee clients.
- No expensive glossy brochures to artificially increase the costs of entry.
- We practice what we preach. We are one of the few franchises that operate our own Maid2Clean system.

Due to the unusual way in which the Franchise infrastructure is operated, Maid2Clean Franchise enables the delivery of exceptional product and service at a low cost.

Removing the risks

When you become a Maid2Clean Franchisee, you will enjoy the peace of mind of operating an already established business system that has been tried, tested and fully proven since 1993.

Although there are no guarantees in any business, you will be shown how to do things correctly and your success will be largely due to diligence and effort in following those principles.

Joining a proven business such as Maid2Clean reduces the risk of starting up your business. Learning from our experience eliminates the mistakes and the years of trial and error that we had to overcome. Hence, you can enjoy the rewards more quickly whilst maximizing your long-term income.

25+ years experience

In a nutshell; you can take advantage of our 28 years (plus) of experience, right from the first day of starting your business.

Fig. 9 – Meet the Management Team



Comprehensive training & operations manual

Maid2Clean has invested heavily in creating one of the most comprehensive operations manuals in the industry. Affectionately known as 'The Maid2Clean Bible' this tutorial is specifically designed for ease of understanding. The 330-page operations manual augments the induction and training program provided during the business startup phase.

Turnkey operation

When you review the contents of the franchise package you will note that this is as close to a turnkey operation as it gets. To enable you to be up and running as quickly as possible you will benefit from comprehensive training created to teach you everything you need to know about running a Maid2Clean business.

Plan and create your own success

As a Maid2Clean Franchisee, you will follow a ready-made business plan to achieve your goals. Remember that you are not just part of the business **you are the business**. You and Maid2Clean are partners in service.

Fig 10 - House types serviced by Maid2Clean



The Financials

Initial investment

The initial cost of becoming a Maid2Clean Franchisee can be found on a separate insert. The information provided demonstrates the breakdown of the package costs and the possible total investment costs. Additionally, an example Profit & Loss statement and Cash Flow Forecast are included.

Financial Projections

In the business world there is no such thing as a guaranteed income.

With Maid2Clean however, we can show you how to duplicate our system, as well as demonstrating a reasonable earning potential for this business. We are confident that a new Franchisee can surpass break-even and obtain a good gross profit in the first year. For the next couple of years with hard work and tenacity, a Maid2Clean Franchisee should be striving to make a considerable gross profit.

Low cost of entry

Compared to most franchises, Maid2Clean is an affordable low-cost franchise with incredible growth potential. We believe there are few Franchises on the market that offer greater value for the money. Many simply offer you a 'job' type of environment whereby you simply swap your time for money. With Maid2Clean, you are growing a long-term asset that provides you with a stable residual income for as long as the cleaners keep working for the clients.

Cost of Franchise & borrowing Money from Banks

The cost of obtaining a Maid2Clean Franchise is about as low as possible for a high quality franchise package like this. We recommend you take a look at the

market/industry and satisfy yourself that Maid2Clean is offering the best value available.

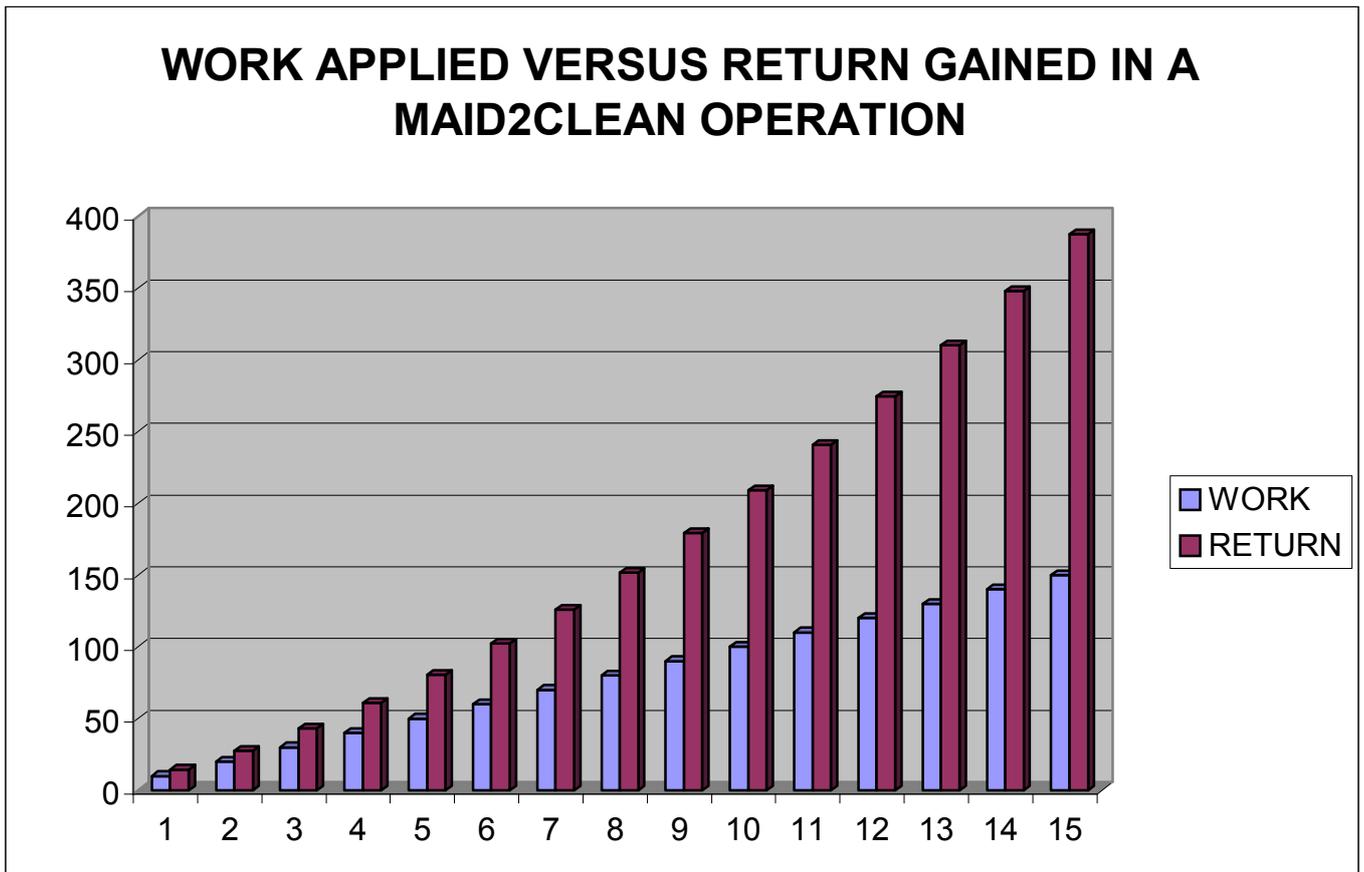
We have connections with the senior Franchise Bankers at NatWest, Barclays & the Royal Bank of Scotland. We can assist you in creating a business plan that these banks are prepared to consider seriously (subject to status).

Your profit

Andrew Carnegie once said; “It’s not what you earn, it’s what you keep that counts.” Your turnover is less important than the profit margin you make. Your profit (less our royalty, costs and taxes) is yours **to keep**.

Fig. 11- Residual Income Example Illustration

Here a graph of work applied versus return enjoyed and is shown below to demonstrate the effect of creating an ongoing residual income. It shows that over time your income will increase residually as your repeat the cycle of closing clients.



Advantages of Maid2Clean

The advantages of a Maid2Clean business are too numerous to mention in full here but the main ones include:

- You can grow a business with an automated residual income.
- You join a business where the demand is recession proof.
- The low cost of entry means no expensive loans to launch your business.
- This is a management Franchise, meaning you do not do the cleaning or ironing yourself.
- Maid2Clean offers a business system proven over 20 years and mirrored in our pilot operations.
- A Unique method of worker vetting, saving time and needless effort.
- Unique client acquisition, closure & client maintenance techniques.
- Never meet your clients.
- Other cleaning companies struggle to compete with us.
- Rapid client acquisition plan.
- Legally vetted wording in our client & cleaner contracts.
- 200+ standard letters & forms for use in your business prevent the need for you to re-invent the wheel.
- Comprehensive Franchisor support during launch.
- Ongoing Franchisor support during day-to-day operation.

- Find any subject easily and quickly in the comprehensive operations manual.

Management Franchise

As a Maid2Clean Franchisee, you will not be conducting the monotonous tasks of cleaning, ironing or domestic duties yourself. Instead, you will be managing the day-to-day business including the marry-up of cleaners to clients. Therefore you will be shown how to work on your business and not in it. We will show you how to mirror our operation to maximise your success.

Personal Touch

When you become a Franchisee, you will be shown how to add the 'personal touch' to every client relationship and how to show your cleaners to do likewise.

Join a Successful Domestic cleaning services provider

Maid2Clean has been an incredibly successful domestic services provider in the Manchester & Cheshire areas. Our pilot operations have had similar successes. With our ready-made business system you should be asking yourself 'Can I duplicate this success in my area?'

Fig 12 - Did You Know?

Maid2Clean enjoys
a cleaning client
closure rate success
of **> 90%**

This figure is derived from an average sample of data taken from franchisees. The reason why so many clients come on board is due to the fact that the information given to them is already on the leaflets. If a client was not happy with the contents of the leaflet it is unlikely that they would call in the first place.

Proven Success formula

Maid2Clean has successfully traded for over a decade. Your primary objective will be rapid growth to as many clients as possible after 12 months of trading. Once this is achieved you will be shown how to change up a gear and increase your client base to the higher levels. Exceptional Franchisees will be able to surpass our own forecasts.

Build your own equity as you build your business

As you build your Maid2Clean Franchise you are growing an asset in its own right. Your asset will provide you with an ongoing residual income. This is a benefit that cannot be overstated.

Franchisees

Case Study 1 - Philip Harrison (Retired School Teacher)

Philip Harrison has been trading as a Maid2Clean Franchisee in Hull and Beverley for the last 7 years and has 140 cleaners working for clients of his Franchise.

“Maid2Clean is better than my pension could ever be. I’m happy to trade at the level I have gained but if I wanted to expand my business the potential is limitless.”

Why did you consider buying a Maid2Clean Franchise?

“Because I did my homework and discovered it was the best value franchise of its type. I went to head office before I started to see this was a genuine business. When meeting the Franchisor, I reviewed the operations manual and quickly learned that I could do this without a problem. This was for me.”

What did you do before maid2Clean?

“I attempted to run my own land planning service for houses with street frontage spare gardens. I gave up when I discovered the local planning department & parish councils had 'links' to other preferred connections or did not honour their own rules.”

What Skills were transferable from your previous job?

“In 1988 I was using a BBC Master Model B desktop that operated Mini Office 2 for word processing, databases and spreadsheets. I still use this computer and these skills for Maid2clean. You don’t even need a new PC.”

Has your experience of being a Maid2Clean Franchisee been a positive one?

“It has - due in part to the graduated build up of client numbers and also to the level of work that I need to apply to obtain a monthly income to suit me. A big plus is the repeat income element that rolls in automatically every month. Also leafleting at the weekend keeps me well exercised at 73 years.”

What were the highlights and the low-lights of your Maid2Clean Franchise to date?

“The highlight is that Maid2clean provides a great comfort to me on top of my Pension. I can help my two sons a great deal in their lives, and take the time to master my laptop. Lowlights are the rare intrusions from authorities seeking to qualify my business operations. But there again with Maid2clean you do not stand-alone.”

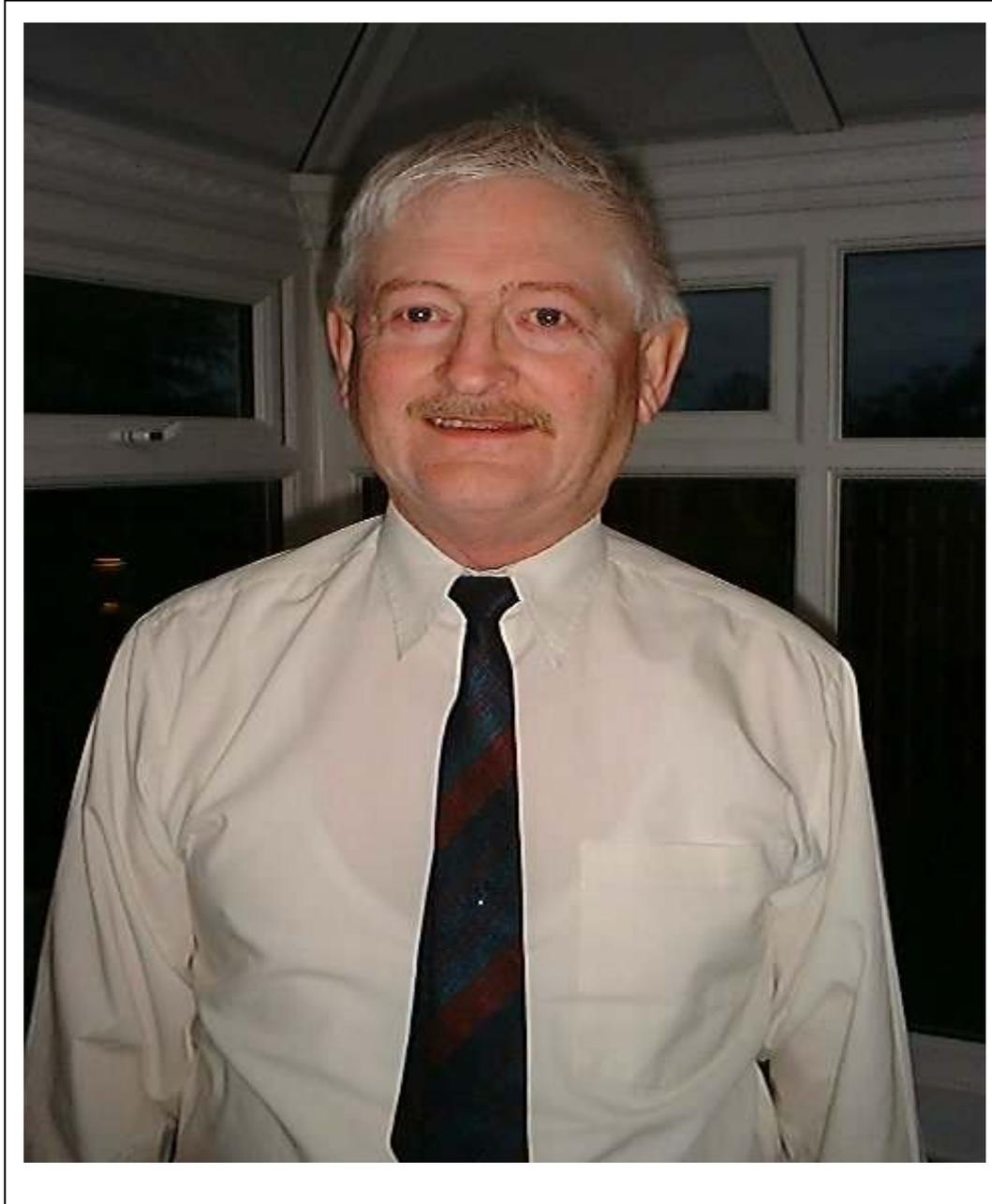
What is your experience of the support from the Franchisor?

“The Franchisor has herself experienced all the potential problems that a Franchisee will come across and every question I have asked to date has been immediately dealt with. I have found over the years that Elaine is are contactable by office phone, mobile and email to offer advice and support.”

What training have you received?

“The three-day on-site training at head office is very professional and covers the day-to-day running of the business. The Operations Manual is a complete training course in itself. Ready at a glance and for reference always. Written by the Franchisor who is operating and continually improving the business regularly.”

Fig. 13 - Philip Harrison – Maid2Clean Franchisee Hull & Beverley



Case Study 2 - Tony Ingles, formerly CSC Service Delivery Manager)

Tony has been trading his Maid2Clean for 24 months.

“The head office training and support has enabled my Franchise to grow very quickly. I really can’t wait to double my former income. This business will give you back what you put in... definitely the best investment I have ever undertaken.”

Why did you consider buying a Maid2Clean Franchise?

“I thought it was excellent value for money and I could see the benefit of the Business system. I bought it because the reward reflects the input that you put into it.”

What did you do before maid2Clean?

“I was a service delivery and transformation manager for CSC working in the ICT Industry.”

What Skills were transferable from your previous job?

“Negotiation, administration, organising people.”

Has your experience of being a Maid2Clean Franchisee been a positive one?

“Certainly, Elaine helped me set up in the initial months and gave me continued support throughout my first year.”

What training have you received?

“The 3 days at Head Office and reading the operations manual were the only training I needed”

Fig. 14 - Tony Ingles (of Woman's Own fame) – Maid2Clean Franchisee Leek & Buxton



What were the highlights and the low-lights of your Maid2Clean Franchise to date?

“The highlights for me were knowing that every time I leafleted an area I knew I could gain hundreds of pounds in revenue just for a few hours work. The main lowlight to date is cleaners letting me down at short notice.”

What is your experience of the support from the Franchisor?

“Helpful and quick to respond to any queries I might have.”

What training have you received?

“I received a comprehensive manual and 3 days training at Head Office & ongoing advice as required, as well as a refresher six months after commencement”

What were the highlights and the low-lights of your Maid2Clean Franchise to date?

*“The highlights for me were knowing that every time I leafleted an area I knew I could gain hundreds of pounds in revenue just for a few hours work.
The main lowlight to date is cleaners letting me down at short notice.”*

What is your experience of the support from the Franchisor?

“Helpful and quick to respond to any queries I might have.”

What training have you received?

“I received a comprehensive manual and 3 days training at Head Office & ongoing advice as required, as well as a refresher six months after commencement”

Question and Answers

What if I have any questions not covered here?

A. If you have any further queries we would be happy to answer them over the telephone or e-mail at maid2clean@hotmail.com. If you have access to the Internet you can view our website on <http://www.maid2clean.co.uk/> or <http://www.maid-2-clean.co.uk>

How long is the Franchise License?

A. Each Maid2Clean Franchise will be valid for 5 years of operation and will be renewable subject to mutual agreement.

Is the Franchise agreement equitable to both parties?

A. Yes (Ask to see letter of explanation of the agreement from a franchise Solicitor)

Are there additional costs to renew the Franchise?

A. No. There are no additional costs.

Please explain the exclusive trading territory to me.

A. This means that you alone can market the Maid2Clean business system in your defined areas.

Fig. 15 - Cleaning & Ironing service provision



What is Maid2Clean's Core Service?

Simply speaking, on behalf of client Maid2Clean...

- Advertises vets cleaners and ironers.
- Introduces cleaners and ironers to domestic householders.
- Provides insurances against cleaner injury or damage caused.
- Replaces workers when ill or on holiday.

How would I sell my Franchise in the future?

A. Any prospective buyer would need to apply to become a Franchisee through us in the first instance to ensure suitability of the applicant and appropriate training to run the business.

What are the Franchise royalty fees?

A. After purchasing a franchise, the royalty fee is 7.5% of gross turnover plus a 1.5% National Marketing Levy (NML).

What other costs are involved?

A. If you refer to the Franchise package details, you will note what products and services are included in the original cost of the franchise and any other costs that may be applicable to you.

Can I view the Operations/Training manual?

A. Yes, when you come to meet us at Head Office and have signed a non-disclosure agreement you are welcome to review the Operations Manual. Until you become a fully-fledged Franchisee, the Maid2Clean Manual can only be viewed on our office premises.

Is the Maid2Clean system documented from a procedures perspective?

A. Yes. The Operations Manual comprehensively covers the necessary procedures to run your business in an effective and professional manner.

How will Head Office help me in my Franchise?

A. Training & Support will be given in addition to the products and services provided in the Franchise Package sheets supplied with this prospectus.

Fig. 16 - Operations Manual



How do I trade my business as a partnership, sole trader or limited company?

A. Franchisees can set up as Sole Traders, Limited Companies or Partnerships. This depends on your own personal circumstances. If you are unsure please consult your accountant or talk to ours.

What will I be doing as a Franchisee?

A. Franchisees can expect to be trained to carry out a number of activities (too many to mention here). Maid2Clean operates in a unique way to maximise both client growth and residual income. For obvious reasons the complete business system cannot be described here because of confidentiality reasons. Furthermore there is too much to say and so little space to say it. You will learn about the day-to-day operations during your 3-day on-site training. The Operations Manual further augments your learning as it contains 350 pages of comprehensive detail regarding how the Maid2Clean business system operates. That said, the primary activities one can expect to undertake are those such as:

- *Dealing with suppliers to advertise for cleaners.*
- *Interviewing cleaners.*
- *Vetting cleaners.*
- *Leafleting for clients.*
- *Qualifying clients.*
- *Marrying up cleaners to clients.*
- *Billing clients.*
- *Processing paperwork to the bank.*
- *Replacing cleaners that are poorly or leave the agency.*

Fig 17- Leafleting – a primary marketing activity of the business



Can I have other business interests or paid employment? Can this business be run part time?

A. It is preferable to focus primarily on your Maid2Clean Operation to maximise your success in the business system. Other Franchisees have succeeded on a part time basis but you need to understand that your business will grow in proportion to the effort you apply to it.

Are you planning to join the BFA?

A. Maid2Clean joined the BFA in 2005

Can my franchise succeed?

A. Yes it can. Maid2Clean offers a Franchise Business that has passed the test of time since 1993. Why shouldn't you be a part of this success?

How much can you expect to earn?

A. This really depends on the level of effort you're willing to apply. Excellent incomes can be earned if a Franchisee is willing to put the work in. Further information regarding income projections is supplied on a separate sheet.

Is there a guaranteed trading area?

A. You will be allocated a territory of 50,000 households with an option to increase this to 100,000 households when your own Franchise grows to a certain level.

Fig. 18 - Franchisee Quotation

“Training and support was very comprehensive and all aspects of taking on a franchise were covered. The support from Elaine & their team was and still is fantastic”

Tony Ingles, July 2003

What kinds of people join Maid2Clean?

- a) *People with an upbeat/positive attitude*
- b) *People with a desire to run their own business*
- c) *People with the ability to follow a ready-made business plan*
- d) *People with a desire for success.*
- e) *People with respect for customers and staff.*
- f) *People with the ability to deliver as advertised, build a long-term business & relationship,*

What is meant by power of association?

A. Maid2Clean is a registered trademark and Franchisees enjoy the benefit of joining a Franchise whose name is totally synonymous with the industry it serves. The more Franchisees we have servicing their own areas, the more our brand will grow by the power of association.

Why should I buy a franchise instead of just doing it myself?

A. Maid2Clean reduces the risk out of the set up and start-up of your business. Furthermore Maid2Clean helps you to achieve a successful business by ongoing support and assistance. Why don't you see for yourself by visiting our Head office in Middlewich, Cheshire? During your visit you will get the opportunity to talk to other Maid2Clean Franchisees and Head Office Staff.

Can I do it and make a success of it?

A. With appropriate training and our support the answer is YES. You should be able to get a meaningful answer to this question if you are confident that you could follow instruction on the following activities:

- a) *Advertise for workers in your local area.*
- b) *Follow the Maid2Clean interview and vetting process.*

- c) *Deliver Maid2Clean approved cards in your territory.*
- d) *Deal with clients and workers in your territory as trained.*

What is The Length of Franchise Agreement & Can I see the Headings?

All our Franchise agreements are dated for 5 years to protect the interests of our Franchisees and Maid2Clean Franchise Limited. We appointed a well-respected BFA approved solicitor to write our Franchise Agreement. He has taken a great deal of time and care to ensure fairness to both parties. The agreement states clearly the responsibilities of both parties and contains the following headings.

Fig. 19 - Agreement Headings

1	Interpretation	1
2	Appointment and Grant	2
3	Commencement and Term	2
4	Right to A New Agreement	2
5	Training	3
6	The Franchisor's Obligations	4
7	The Franchisee's Obligations	4
8	Fees and Payment	7
9	Trade Marks and Confidentiality	7
10	Advertising and Promotions	8
11	Business Plan	9
12	Accounting and Reporting	9
13	Sale of Business	10
14	Death Or Incapacity of the Franchisee	11
15	Termination	13
16	Effects of Termination	15
17	Restrictions on the Franchisee Upon Termination	16
18	Acknowledgements by Franchisee	17
19	Assignment by the Franchisor	17
20	Notice and Third Party Rights	18
21	Entire Agreement and Waiver	18
22	No Partnership	19
23	No Warranties Without Authority	19
24	Severability	20
25	Definitions	20
26	Value Added Tax	21
27	Governing Law & Supervening Laws	21
	The First Schedule	23
	The Second Schedule	24
	The Third Schedule	24

What Do You Get For Your Money?

The Package

The Franchise Package consists of the following:

1. Local advertising in start-up.
2. Exclusive territory of 50,000 households with an option to increase this to 100,000 when your own franchise grows to a certain level.
3. Franchise Agreement.
4. 3-5 days hands-on Head Office Training covering worker advertising, targeting clients, obtaining clients, closing clients, managing client and worker database, interviewing workers, managing your accounts, general billing, expediting, filing and administration.
5. Initial set-up support (at your site).
6. On-site Business Launch assistance (Marketing Plan and help with distributing 10,000 leaflets).
7. Cleaner Training Information.
8. Comprehensive Operations Manual on CD.
9. All Forms & Letters to run your business.
10. 500 letterheads.
11. 50,000 leaflets.
12. 20 Maid2Clean ID badges.
13. 100 Client/Cleaner Contract (Business Trading Arrangement) forms for Ongoing Support
14. Your Area service advertised on our website.

Power of our Brand

As time goes on, the Maid2Clean brand will grow as more Franchisees grow their Maid2Clean businesses. We believe we have the best business offering, a repeat demand for our service, best service to clients, best residual income and profit potential and the best name in the industry. Maid2Clean will soon become a household name as the franchise grows.

Fig. 20 - A few of the items included in the Franchise package



Training & business start-up support

When you become a Maid2Clean Franchisee you will follow a detailed training plan including 3-days attendance at head office. To augment this training you will be offered three additional days training at Head office later in the year as required. The initial training will include the following:

- a) A prerequisite to the training course will be to read through the Maid2Clean Operations Manual. This will give you time to absorb many of the concepts you will be exposed to during the training period and all of the activities and most of the issues you are likely to meet during the day to day operation of your Maid2Clean Franchise. You should be prepared to come to the training with a list of questions about any subject on which you would like further clarification.
- b) Development of a business plan and growth targets for the year.
- c) Ad-hoc training as required.
- d) Detailed explanation of client and worker acquisition and management.
- e) Interviewing practice.
- f) Client closure practice.
- g) Daily operational management.

The refresher training will cover any aspect of the business you would like reviewed.

On-going Head Office support

At Maid2Clean, you, the cleaners and us are a team that will work together for mutual benefit.

Support from Head Office is only a call away. Following the launch of your business, additional visits to your premises will be made as required to ensure that you receive the assistance you need to keep on-track with your operational targets.

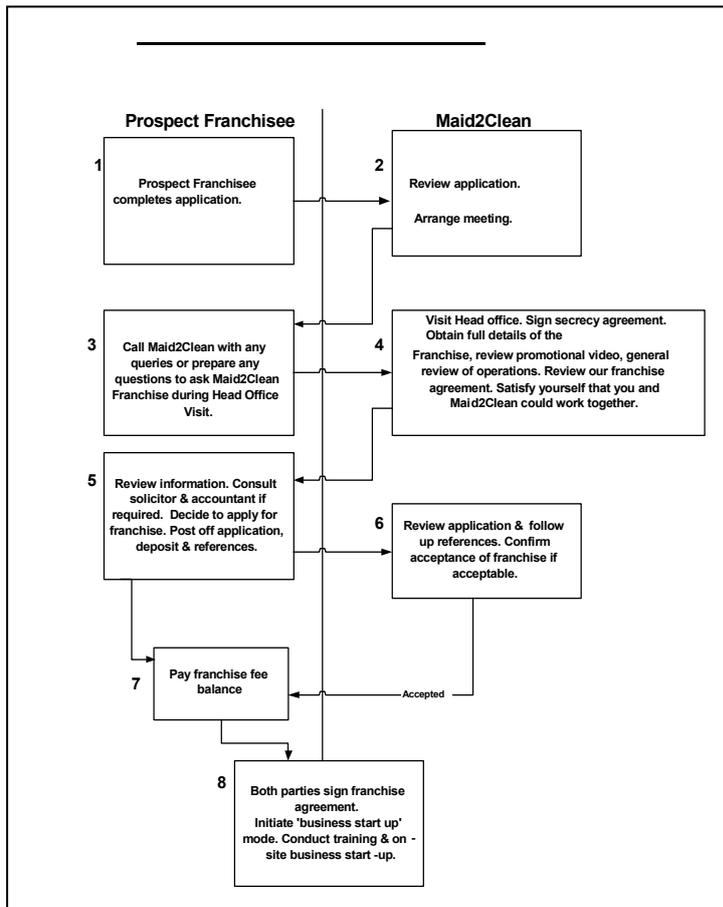
Confidentiality Agreement

When you visit us you will be asked to complete a confidentiality agreement, as several of our commercially confidential trading secrets will be disclosed on the day.

Application Process - Your steps to a successful franchise

The process to successfully becoming a Maid2Clean Franchisee is shown overleaf.

Maid2Clean Application Process



What to Do Next

Please complete the application form below and fax or post to us for immediate processing. Alternatively, call us in **01606 836080** to complete your application over the phone.

Fig. 22 - Application Form

Maid2Clean Franchise Application Form

This application is not a binding business agreement. All details treated in strictest confidence.

Name Mr/Mrs/Miss

Address.....
.....

Postcode..... Tel..... Mobile.....

Date of birth..... When is the best time to contact you?

How did you hear about Maid2Clean?

E-mail address

Please share with us your work business experience in the last 10 years

Dates	Work / Business experience
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Do you drive? Do you need to raise finance to become a franchisee?

If your application were to be successful, which month would be best for you to commence your training?
Month..... Year

Once we have your details we will consider your application and contact you.

Please sign – I certify that the above information is correct.

Signed Date.....

Maid2Clean’s Professional References

Accountants

**Burton Beavan & Co
112-114 Witon Street
Northwich
Cheshire
CW9 5NW**

Bankers

**Natwest Bank
The Bull Ring
Northwich
Cheshire
CW8 5BN**

Solicitors

**Chambers & Co
Jonathan Scott Hall
Thorpe Road
Norwich
NR1 1UH**

Franchise Consultants

**CFM Consulting
Bywood, 37 Ashbrook Lane
Esher
Surrey
KT10 9EG**