

**Maid2Clean Franchise Limited**  
17 Hampstead Drive  
Wychwood Park  
Weston  
Cheshire CW2 5GT



Dear Prospect Franchisee

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

## 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 **£390 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.

**Please note:** Prospect 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:

### The 26 Point **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. BFA Approved agreement
5. Initial Head Office training including: advertising, client acquisition, database management, interviewing, billing, accounts, filing & admin. Learn the business directly from the Franchisor.
6. Personalised training and mentoring for every franchisee
7. Illustrative marketing plan for your business & national advertising & marketing support
8. Rapid Start up & nurturing programme incorporating a personal visit from Franchisor.
9. 2-months initial cleaner & client marketing acquisition programme paid for
10. 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
11. Pre-launch marketing campaign to promote your business
12. Post-launch national advertising campaign
13. Business Plan for the bank & on site launch support
14. Cleaner training information
15. Comprehensive operations manual on CD
16. Business forms and letters
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 franchise advertised on our website
22. 24 hour access to our Franchisee Forum & Knowledge base, 365 days/year giving you continual help, guidance and assurance
23. Bespoke **Maid2Clean**® Client & Cleaner Database
24. Comprehensive Ongoing help and support daytime, evening & weekend support for all franchisees.
25. Obtain immediate customer affinity and recognition with the best name in the business (we provide what our trademarked name says)
26. Operate your business proudly with the best branded logo in the domestic cleaning business

If you would like to see the operation for yourself, please let me know and I will make arrangements for your visit.

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

Complete details of the franchise package are explained in the enclosed CD.

Please note that the cost of the **Maid2Clean**® Franchise will increase to £12,450 in 2009.

**No Other Franchise Offers More!**

## Maid2Clean Franchise Package Costings

Initial investment	<u>Guidance Notes No.</u>	<u>£</u>
<b>Franchise Package (A)</b>		
Licence Fee	1	5,999
Operations Manual - on loan	1	----
Training & Opening Support	1	1,999
Training (Hotel)		248
	Total (A)	<b>£8,246</b>
<b>Operational Launch Costs (B)</b>		
Launch Leafletting & Staff Advertising - <i>N. B. Monies in red are <b>not</b> paid to the Franchisor. This money is maintained by the Franchisee in the Franchisees Bank Account &amp; used to fund initial operational costs (leaflets, stationery &amp; 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.</i>	2	953
Business Stationery & misc. costs	2	250
Business Insurance	2	550
	Total (B)	<b>1753.00</b>
<i>Please note: current investment level of the Maid2Clean Franchise Package and Operational launch costs is for a strictly limited period only and this will be increased to £12,450 in the next quarter.</i>	Total Franchise Package & Launch Costs (A+B) Excluding VAT	<b>9999.00</b>
	VAT	1499.85
	Total (A+B) inclusive of VAT	<b>11498.85</b>
<i>Note - the following costs are an indication only. Some costs may not be applicable at all if you have any of the items listed, but equally costs can be higher.</i>		
<b>Potential Establishment Costs</b>		
Computer Hardware & Software	3	400
Telephony & Equipment	3	100
Furniture	3	200
	Total	<b>£700</b>
<b>Other Potential Costs</b>		
<i>Note - the following costs are an indication only. Some costs may not be applicable at all if you have any of the items listed, but equally costs can be higher.</i>		
Legal & Accounting Fees	4	600
Miscellaneous Items	4	250
Working Capital Provision	4	2,000
	Total	<b>£2,850</b>
<b>Possible total investment</b>	5	<b>£15,049</b>
All amounts are excluding VAT where applicable unless stated		

The figures and information set out are purely illustrative. They do not represent any representation or guarantee that the figures or any other aspects will be achieved. The success of a franchise is linked to many factors such as the location, ability of the franchisee and resources devoted to the franchisee. It is recommended that Franchisees seek advice and assistance from business advisers when preparing their business plans. Maid2Clean is happy to provide information to assist the Franchisee and its business advisers but it is essential that Franchisees make their own assessment as to the potential of the business opportunity.

## 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 listed as a limited company and regarded as one of the leading domestic cleaning companies in the UK. **Maid2Clean**® was accredited successfully to become proud members of the British Franchise Association (BFA) in 2005 and members of the Canadian Franchise Association in 2007.



**Maid2Clean**® Franchise Ltd received a Highly Commended Award in The Best Sales & Marketing Online Category at the recent **DTI Commerce Awards**. This award together with franchisees testimonials and endorsements can be viewed online and also in the Franchise Prospectus.

**Maid2Clean**® is also a corporate member of The British Institute of Cleaning Services and a member of The Federation of Small Businesses.

**Maid2Clean**® have developed the business based on The European Code of Ethics for Franchising and The British Franchise Association Code of Ethical Conduct and is committed to these standards.

**Maid2Clean**® received a superb rating in The B.O.A.R.D., The Business Opportunities Magazine of The Home Business Alliance (HBA) and is listed in the directory of The Top 50 Business Opportunities in the UK. No other cleaning franchise appears in this directory.

Our team are always available to provide a friendly and supportive hand to all franchisees.

## 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.

## Something to Think About...

In a survey by NatWest and the BFA, the average cost of a franchise is approximately £52,809.

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 charge of 7.5% of gross turnover and a 1.5% national marketing fee (details on the CD).

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.

## 19 Differentiator Benefits at a Glance

- ✓ **Maid2Clean**® franchisees work smarter not harder than the competition.
- ✓ You get a management business (not a job or a cleaning business to run)
- ✓ Buy a franchise from a company that operates the business themselves (many franchisors do not trade the business that they sell.)
- ✓ Low Franchisor royalty fees
- ✓ Small initial investment under £10k buys you a complete franchise package
- ✓ Rapid return on investment
- ✓ Growth market sector with nationwide demand for our services
- ✓ Minimal risk, high margin business
- ✓ Lower overheads than the competition
- ✓ Regular business reviews focusing on your success
- ✓ Low interest financial assistance
- ✓ Can be run from home
- ✓ Call centre facility available
- ✓ Few can compete with us
- ✓ 90% repeat business
- ✓ Trusted proven business system since 1993
- ✓ Automated residual income
- ✓ The only BFA & BICS franchise of our type
- ✓ Join a National and International Franchise Team

## 11 More Reasons why not to choose a competitor

- ✓ 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.
- ✓ No staff overhead costs
- ✓ No cleaner overalls to provide
- ✓ No expensive cleaning equipment to buy
- ✓ No cleaning materials to buy
- ✓ No transportation of cleaners or equipment from 1 job to another
- ✓ No third parties involved – learn the business directly from the franchisor
- ✓ No cash flow problems – clients pay in advance of the cleans
- ✓ No van purchase/hire costs
- ✓ No invoicing or cash collections
- ✓ No need to ever meet a client
- ✓ No dependency on highly skilled staff

**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!**

### **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. Please call us on: **01270 820200** or return the application below and we will arrange a time that is mutually convenient to all.

### **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.

Sincerest regards,

Elaine Hanrahan  
Maid2Clean® Franchise Ltd

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

This application to look at the business is not a binding business agreement. All details treated in strictest confidence.

Name .....

Address.....

.....

.....Postcode.....,

Telephone..... Mobile.....

E-mail address.....

Please tell us about your work experience over the last few years

Dates                      Work Experience

.....

.....

.....

Do you drive?..... Do you need to raise finance?.....

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

Once we have received your details we will consider your application to view the business.

Signed..... Date.....