

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 $\mbox{$\mathbb{R}$}$ franchise:

- Maid2Clean

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 can generate good profit margins. Profits in the cleaning sector are
 usually lower than Maid2Clean's
 ß
 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!

Maid2 Clean Franchise Package Costings

Franchise Package (A) 1 590 Licence Fee 1 1			
Licence Fee 1 5,995 Operations Manual - on loan 1 Training Qopening Support 1 1 1,995 Training Qopening Support 2	Initial investment	Guidance Notes No.	£
Operations Manual - on loan 1	Franchise Package (A)		
Operations Manual - on loan 1	Licence Fee	1	5,999
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All amounts are excluding VAT where applicable		Total	£2,850
All amounts are excluding VAT where applicable			
	Possible total Investment	5	£15,049
	uniess 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

- ✓ 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.
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?....

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