

Maid2Clean Franchise Ltd
Caiden House
Canal Road, Timperley
Altrincham, Cheshire WA14 1TD
Tel. 0845 257 0677



Maid2Clean Proudly Launches Franchise Charter

There is more groundbreaking news from the domestic cleaning market. In line with the Maid2Clean Franchisee Charter, Maid2Clean Franchise continues to set the pace with its competitors by publishing a best practice Franchise Charter about its engagement with Franchisees.

Maid2Clean Franchisor Mike Hanrahan stated “Maid2Clean Franchisees have certain basic rights which the franchise business recognises and respects. By doing so, Maid2Clean Franchise serves the best interests of the franchisees and the franchise operation and the franchising community as a whole. How we deal with them, train them and develop them is crucial for the future of the brand and the Charter sets out a common understanding for the future.”

The Maid2Clean Charter is shown below.

1. Maid2Clean Franchise operates proudly within the European code of Franchising ethics supported by the British Franchise Association.
2. The Maid2Clean Franchise Agreement shall meet the equitable and fairness expectations of the British Franchise Association. The agreement will explain the Franchisees rights regarding use of the Maid2Clean trademarks and business system, training and support systems, operations manual, online forum etc.
3. Maid2Clean will not enforce the purchase of supplies from the Franchisor.
4. Maid2Clean will provide a 4-stage training programme including the operations manual, pre launch To-Dos; Head Office Training; Systems Training & visit to Franchisees premises from Franchisor on a mutually agreed date. Unlimited training will be offered to all franchisees.
5. Maid2Clean Franchise will provide initial and on-going support to the franchisees throughout the duration of the agreement in the form of ongoing training, telephone support, online franchisee forum, annual conferences and regional improvement meetings.

Maid2Clean Franchise Ltd
Caiden House
Canal Road, Timperley
Altrincham, Cheshire WA14 1TD
Tel. 0845 257 0677



6. Continual access the Maid2Clean know-how, proprietary system, ongoing enhancements and improvements, Maid2Clean®, Maid2Clean CICO® and Sweep2Left® trademarks.

7. A term of 5 or 10 years with the option to renew without legal cost.

8. Maid2Clean Franchise will allow the Franchisee the right to sell the business subject to the franchisor's right to first refusal.

9. Maid2Clean and the Franchisee will act at all times in good faith towards each other and within the boundaries of the agreement.

10. Maid2clean Franchise will act as brand-policeman for the franchise system to prevent any franchisee or outsider from damaging it.

11. Maid2Clean Franchise will continuously strive to enhance the brand offerings and listen to proposed system enhancements from Franchisees.

12. Maid2Clean Franchise and Franchisees will work together to ensure the trade marks, brand offerings and reputation of the franchised system as whole are protected.

13. Maid2Clean Franchise and its Franchisees will provide timely information as defined in the franchise agreement.

Franchisor Mike Hanrahan stated "Our success depends upon the relationship and quality of engagement we have with our Franchisees. This Charter sets out to help us do that."

Further details can be obtained from Mike Hanrahan on 0845 257 0677.