

Established in 1993, Maid2Clean® has been providing high quality domestic housekeeping, cleaning & ironing services to thousands of private householders for over 15 years and now boasts 85 franchisees operating throughout the UK.



Maid2Clean® is a rapidly expanding business. The business is based on their very successful operations in Cheshire which has now been rolled out across the UK using their very successful franchise model. This gives it's franchisees the security of a large organisation supporting all their members with the very best systems and processes together with locally owned businesses, thus ensuring their Clients, receive the best possible service whichever local office they use.

## **New Maid2Clean Head Office Appointment:**

Mike Hanrahan, Maid2Clean Managing Director has announced the appointment of **Graeme Pirie as Operations Director** within the Franchise Business. Like Head Office, he will be carrying out this role in addition to his own Maid2Clean business, where he has managed to remove himself from the day to day noise of dealing with 'clients and cleaners' - something many franchisees aspire to achieve.

Over the past few years, the Maid2Clean business has grown into a very significant operation, and it is continuing to grow. As franchisors, the main aim of Maid2Clean is to provide the best training and support in the industry to all franchisees enabling them to grow their businesses to the level they want as quickly and cost-effectively as possible.

Mike has become very aware that as the business has expanded, he has been less able to provide all the support required to everyone, therefore the timing of this appointment is the right one and is effective immediately. Mike adds that "Our franchisees will already know that Graeme Pirie is Maid2Clean's most successful franchisee, to date, and that he has demonstrated exceptional managerial and technical expertise in growing his own business consistently by around 200 Clients per year over the last 4 years."

Graeme's main responsibilities will be to provide in depth start up training to new franchisees as well as offering ongoing training and support to existing Maid2Clean businesses. Many of the Maid2Clean franchisees will already know Graeme well, and feel that they will welcome this addition to the head office team and will agree that his appointment to the role will bring significant additional skills and resources to the Franchise business and enable all franchisees to reach their aspirations even quicker.

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### **Graeme Pirie - Operations Director Maid2Clean**



**Mike Hanrahan, MD with Graeme Pirie**

**"I'm very pleased to be part of the Maid2Clean Franchise operation."**

Graeme joined Maid2Clean in Jan 2005 as a Franchisee. Four years on he has a business with over 800 Clients and a turnover exceeding £250,000. This has been achieved simply by doing the same things as everyone else and by constant

learning from everyone else in the business. He now wants to share those experiences and help other franchisees reach the levels they aspire to.

Graeme says that "I realise that everyone has different aspirations for their business – some will be happy with the growth and performance they already achieve whilst others may appreciate some additional support. Naturally we want to focus our support on those who want to grow their businesses further.

There are some initial changes we're putting in place mainly to simplify some of the activities we do and to enable us to focus our attentions on "making money!"

From June 1st Maid2Clean will have streamlined the system whereby franchisees submit their monthly returns and it will have the facility to email their results directly. A copy email will be sent to their own email address so they have a permanent record and can reconcile their accounts easily.

Graeme aims to be able to email all franchisees each month with a summary of the progress they have made – and to share "good ideas" that have arisen, but the main activity will of course be ongoing support where it's needed. Graeme is based in the Midlands so is within reasonable reach of most Maid2Clean franchisees.

The franchise model is robust and has proved itself to be a model that can be replicated by almost anyone, anywhere. But the biggest strength is the wide range of skills across the business which Graeme aims to share across the entire network.