



Maid2Clean® press release
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Proud to Franchise

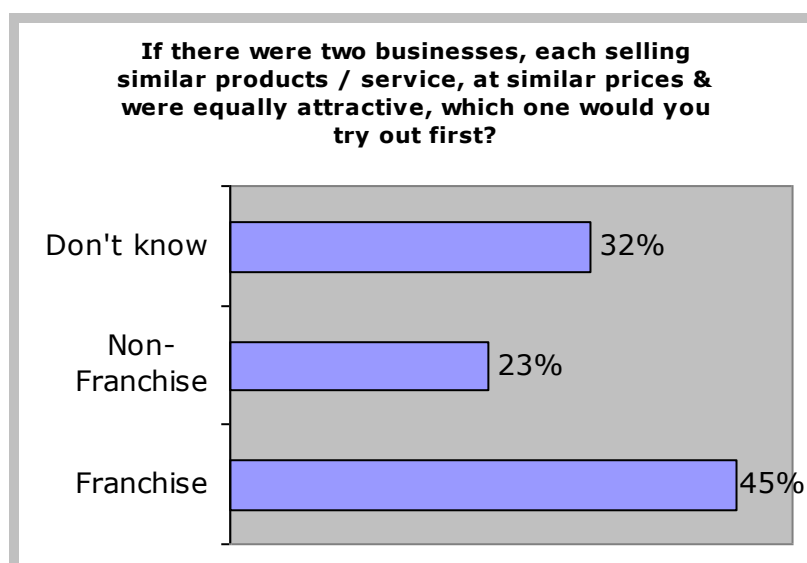
Maid2Clean® is the latest in a long line of national companies to reinforce the benefits of franchising to customers, by joining the British Franchise Association's *Proud to Franchise* campaign.

Based in Cheshire with a network of franchisees owning and running operations across the UK, **Maid2Clean®** has been trading as a cleaning business for 14 years, and franchising for several years.

The ethos of the *Proud to Franchise* movement is to celebrate and highlight the benefits to customers of dealing with ethical franchised brands operating in the UK today.

There are 759 franchise brands in the UK today and 33,500 franchised outlets. Franchising contributes £10.3 billion to the UK economy and employs more than 360,000 people.

Recent independent research commissioned by the British Franchise Association (bfa) highlights that the public prefer to buy goods and services from a franchise versus a non-franchised business. A massive 45% said that they would first try out a franchise over a non-franchise whilst only 23% prefer to use a non-franchised brand.





"Franchised businesses should be Proud to Franchise. Franchising allows the perfect combination of big company best practice delivered passionately by dedicated local business owners. This mix of good practice and great client focus enables customers to experience a consistent level of service which is rooted in a closer customer relationship," says Dan Archer of the bfa.

He continues, "In a time when the service received by customers is regularly questioned, the fact that in most franchise businesses the customer is closer to the owner, should be recognised for the benefit that it brings. The survey results show that whether a business is franchised or not does make a difference to customers."

By enrolling in the movement, **Maid2Clean®** will be actively promoting itself and its franchisees as a franchised business to the local community / on its vehicles / using its company literature / in the media*.

Mike Hanrahan (**Maid2Clean®** MD) comments, "As a franchisor, the benefits of the franchise model to customers have always been apparent, which is why we decided to expand the company through business format franchising. We are able to deliver guaranteed and consistent level of service through our franchisee network, all at a competitive price. The confirmation that the public prefer to use franchised businesses is indeed good news and is something we should take pride in."

Summary of the benefits of franchised businesses to customers

Responses to the bfa Franchise Awareness & Preference Survey showed that:-

- 69% feel they benefit from the local business which is backed by a national brand
- 66% say that they know exactly what there are getting in products and service
- 64% believe that service is more likely provided at an agreed and consistent standard
- 60% say that the prices are more competitive
- 55% prefer to keep money in the local business community
- 54% are more likely to feel a valued customer
- 53% feel they get better service because they deal with the owner.

The messages which had a greater resonance for customers were those associated with consistency of service or product delivery, security of knowledge and value for money through a franchisors bulk buying powers.

For more information on *Proud to Franchise* and the bfa Franchise Awareness & Preference Survey, visit www.proudtofranchise.co.uk.