# ADD SOME SHINE TO YOUR PORTFOLIO

Home Service Franchise Opportunity




maidpro®

# A Franchise Beaming with Benefits



**MaidPro stands out from other home service brands thanks to our fun, family-focused culture, our exceptional technology and our willingness to let our franchisees just be themselves.**

**We help you take full advantage of these amazing benefits by connecting you with experienced business coaches right out of the gate, equipping your business with proprietary software designed specifically for MaidPro franchisees and putting you in touch with our unbeatable network of franchising experts.**

### BRING IN RECURRING REVENUE

Your PROs will conduct regular cleanings for your customers, usually scheduled bi-weekly, which means your business can achieve a predictable cash flow.

### ENJOY SIMPLE OPERATIONS

With our in-house call center to assist with scheduling and our world-class software to help keep you organized, you can run your business with less stress and hassle.

### IMPROVE YOUR WORK/LIFE BALANCE

The home cleaning model allows you to work when you want, scheduling services and managing your team around your schedule. No long nights. More time with family.

### JOIN A FAMILY-FOCUSED BRAND

MaidPro was founded on the idea that people work best when they work together. We help all our franchisees achieve their business goals through comprehensive training, ongoing support and a collaborative franchise culture.

## Average Monthly Revenue*

**$53,685.39**

ALL MODELS

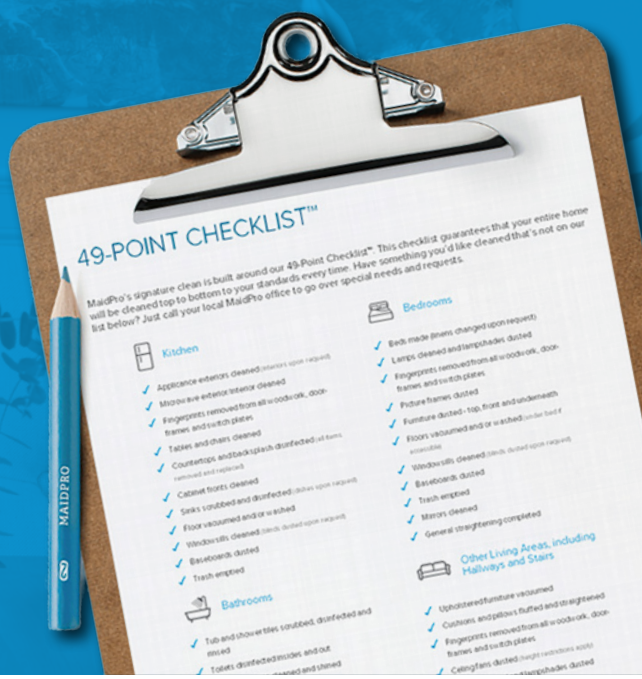
**$83,954.38**

ALL MODELS (2+ LOCATIONS)



# Squeaky Clean from the Start

Launched nearly 30 years ago by two friends right out of college, MaidPro has been revolutionizing the home cleaning segment from day one. We've implemented industry-leading technology innovations, helped franchisees scale businesses at incredible rates and expanded our own reach with multiple brand acquisitions. Through it all, we've maintained the family-focus our founders still value.






## Implementing Innovation

### GROWTH IS KEY

We're all about forward momentum—for our franchisees and our entire system. We've grown our franchise system by leaps and bounds over the last two decades and we've even purchased a variety of additional home service brands.

### CULTURE OF FREEDOM

Like every franchise, we have a system to follow—and it's pretty outstanding—but we also enjoy it when our franchisees can be themselves. With MaidPro, we let you run your business your way, without overly restrictive rules, so you can truly be the business owner you've always wanted to be.

### ADVENTURES AWAIT

Whether we're working with our franchisees in their offices, helping children in need through our MaidPro Cares nonprofit organization or taking our franchise family on yearly adventure trips around the world, MaidPro consistently delivers a one-of-a-kind, life-changing experience for everyone involved.

# The Industry's Looking Bright

**More and more people are seeking out home cleaning services. Some prefer the convenience of having someone clean for them and some just don't have time to clean for themselves. For every type of customer we encounter, MaidPro is providing a valuable, welcomed service and taking a commanding lead in a fast-growing industry.**




## Plenty of White Space

MaidPro has opportunities around the country for entrepreneurs eager to lead the field. As the home cleaning industry continues to grow, we're expanding to meet demand and helping our franchisees do the same through site selection assistance and marketing support.

## A Snapshot of Your Territory

- Your office will be your base of operations and include washer/dryer and product storage.
- You'll be centralized within your territory to maximize access for employees and customers.
- You'll have plenty of bright, branded signage and marketing materials to get your business noticed.
- You'll lead your team of home cleaning PROs from your office, home or anywhere else through our cloud-based operations software.

### NO FEAR OF AUTOMATION OR DOWNTURNS

Robot vacuums are cute, but they can't beat a human cleaning professional. Home cleaning is a resilient industry that won't be taken over by automation and has been proven to withstand recessions and even pandemics.

### CROSS PROMOTION POTENTIAL

Through our sister brands in exterior home services, pest control and other adjacent industries, MaidPro offers a wealth of cross promotional opportunities to help you gain more business and even expand your portfolio.



# What Makes MaidPro So Special

**We're used to standing out. We've garnered attention from the start thanks to our exceptional operations and unparalleled expertise in the field. With MaidPro, you'll have the tools you need to put your business on the map—and keep it there.**

## World-Class Proprietary Software

We mean it when we say we have the best field service management software in the world. Our proprietary program is specifically designed by MaidPro for MaidPro, all to give you a leading edge.

- Cloud-based, so you can work from anywhere
- Manages everything from initial leads to tips for your PROs
- Fully designed and supported in-house with 24/7 tech support
- Seamless integration with our corporate sales center

### CORPORATE SALES CENTER

Our sales experts handle incoming calls and send leads directly to you. We cover the phones so you can focus on running your business and managing your team.

### EXPERTS AT ALL LEVELS

Our corporate staff has decades of experience in home service franchising. From our founders still at the helm to our knowledgeable corporate team to our unique-in-the-industry Chief Cleaning Officer who sources products and perfects procedures, MaidPro lets you work with and learn from the best in the industry.

**Forbes**

**Consistently named one of the 10 Best Franchises to Buy**

**FranchiseBusinessREVIEW**

**Top Franchise to Own for over a decade**



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**"I feel that I'm an independent business owner but with all the benefits and support of the franchise network that's developing new systems for me and new marketing. I can choose to outsource as much or as little of the business as I like. It's the best! I'm having my cake and I'm eating it!"**

Mark and Amanda Sewell
MaidPro Franchisees

# Training You the MaidPro Way

**From the instant you start your business, we'll help you delve into the MaidPro way of life, learning from our team and setting yourself up for excellence. That includes comprehensive training materials, business setup instruction and everything else you need to get started.**

## Launching Your Franchise

- Your personal launch coach will work with you for the first few months of your franchise.
- We'll help you train your first employees and secure your first batch of customers.
- You'll work with our team to generate growth plans to continue to improve your business.
- Our franchise family will help you through community sessions with fellow franchisees who are working through the same phases you are.



### TRAINING YOUR PROS

Your team will attend our MaidPro University to get them up to speed on our cleaning procedures and 49-point check list. We'll help you ensure complete customer satisfaction by giving your PROs the top training in the industry.

### SCALING YOUR BUSINESS

Getting your business off the ground is great! Keeping it growing is even better. You'll work with a dedicated business coach to set goals for your business and knock them out of the park.

# Fresh Support from Day One



**You'll receive as much support as you need to keep your business running smooth. That includes regular calls with our corporate team, networking with fellow franchisees and assistance with marketing plans custom built for your area. We've developed an entire support ecosystem at our home office 100% focused on you!**

## Dedicated Coaches on Your Side

You never need to wonder who to contact if questions come up. You'll have the assistance of expert coaches ready and able to put you on the right track.

### BUSINESS COACH

- By your side to answer all your questions
- Coordinates support infrastructure
- Helps you build a long-term business plan

### MARKETING COACH

- Helps you execute your local marketing vision
- Offers expert advice for ad types and placement
- Access to in-house resources at no cost to you



## Peer Performance Groups

MaidPro means family. We've worked from our very first franchise to build an inclusive, supportive system where everyone feels at home. You'll work directly with your fellow franchisees through our peer performance groups to share ideas, discuss issues and inspire one another to make the most of your businesses.

# Owners and Investment

Our owners are the key to making MaidPro the amazing system it is. They're service-focused entrepreneurs excited to work alongside each other to build outstanding businesses we can all be proud of.

MaidPro offers a low investment opportunity for passionate, driven individuals who can't wait to take the reins of their own home cleaning franchise.

## You Are:

- Eager to be a part of an exciting franchise family
- Ready to promote and market your business
- Committed to providing world-class service to clients
- Dedicated to leading your team of PROs

**Discounted franchise fees available for veterans and first responders.**

FINANCIAL REQUIREMENTS

**$55,000**
Minimum Liquid Capital

**$75,000**
Minimum Net Worth

## Territory 40,000 Qualified Homes

- Franchise Fee: **$40,000**
- Total Estimated Initial Investment:**$107,560 - $152,300**

**MaidPro has options to waive your initial franchise fee to save you investment costs up-front.**



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**"Instead of trying to figure everything out for yourself, you're getting a lot of ideas from other people. Within a community like MaidPro, there's a lot of shared knowledge and with that shared knowledge comes better opportunity."**

Jesse Zook
MaidPro Franchisee for 10+ years




# A BRIGHT BUSINESS FUTURE AWAITS

Franchise with MaidPro today. Reach out to our team to get started!

**508.784.1909**

franchisesales@maidpro.com

**maidprofranchise.com**

*These figures are taken from MaidPro's FDD Item 19 issued 10/01/20. These figures are based upon the performance of the franchises which were in operation for a minimum of twelve months as of October 1, 2020. Refer to Item 19 of the MaidPro Franchise Disclosure Document for more information.

This information does not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a Franchise Disclosure Document. Certain states require that we register the Franchise Disclosure Document in those states. The communications herein are not directed by us to the residents of any of those states. Moreover, we will not offer or sell franchises in those states until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the Franchise Disclosure Document to the prospective franchisee in compliance with applicable law.