



**Maid2Clean Franchising Inc.,
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Date - as downloaded from the www.Maid2Clean.ca Website

Dear Sir/Madam

Re. **Maid2Clean** ® Franchise - Your Business Backed By Us

Thank you for browsing the Maid2Clean website and for your interest in the **Maid2Clean** ® franchise.

I am delighted to enclose the information you requested. Can I ask you to read the content carefully and, if there is anything that is unclear, please do not hesitate to call Mike Walsh, at 1-877-MAID (6243) or 1- 905- 877- 0777.

This letter will give you a brief introduction to the Maid2Clean business and we recommend you request our full **Maid2Clean** Franchise information pack as this includes the following:

- Video presentation
- Franchise brochure containing additional information

What's in it for me?

This will be the first question you ask yourself – and rightly so. Here are just some of the advantages of a Maid2Clean® franchise:

- An opportunity to operate your own management-style business. You manage the workers and client database – you don't do the cleaning work
- Requires an initial investment of only \$29,500.
- **Protected, high demand Maid2Clean** ® territories in your area are still available! You will have your own exclusive trading area!
- Comprehensive business plan outline -- 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.

- Our proven, step-by-step training program shows you how to set-up and manage a domestic cleaning business, from scratch – helping remove the risks associated with most new business start-ups.

What Do I Get For My Money?



This is the most common question we are asked.

The following are just a few of the many benefits of a **Maid2Clean**® franchise:

The 20 Point **Maid2Clean**® Franchise Package

- ✓ Local advertising assistance to get you started
- ✓ Exclusive trading area 100k households
- ✓ CFA Approved agreement for peace of mind
- ✓ Comprehensive training, including: marketing, client acquisition and care, business and database management, interviewing techniques, billing, accounts administration and more.
- ✓ Marketing plan outline for your business
- ✓ Rapid Start up Program
- ✓ 2-months initial cleaner and client acquisition program
- ✓ Initial set up support at your site
- ✓ Pre-launch marketing campaign guidance
- ✓ Business Plan with on site launch support
- ✓ Cleaner training information
- ✓ Detailed, easy-reference operations manual on CD
- ✓ Business forms and letters
- ✓ 500 letterheads and 50,000 flyers
- ✓ 20 Maid2Clean ID Badges
- ✓ Client/Cleaner Contract forms
- ✓ Your franchise advertised on our website
- ✓ On-line Franchisee Forum and Knowledge base
- ✓ Unique Maid2Clean client and cleaner database
- ✓ Comprehensive ongoing help and support.

If you would like to learn more about the operation from a Franchisee's perspective, please let us know and Mike Walsh or I will be pleased to answer all your questions.

Maid2Clean Franchise Package				
Initial investment	Franchise Package (A)	Guidance Notes No.	Canadian \$	
 A Member of  Canadian Franchise Association	Licence Fee	1	19,500	
	Operations Manual - on loan	1	----	
	Training & Opening Support	1	4,998	
	Training (Hotel)		620	
		Total (A)		\$25,118
		Operational Launch Costs (B)	2	
	Launch Leafleting & Staff Advertising -			2,383
	<i>N.B. Monies in red are not paid to the Franchisor. This money is maintained by the Franchisee in the Franchisees Bank Account & used to fund initial operational costs (leaflets, stationery & advertising etc).</i>			
			2	
	Business Stationery & misc. costs	2		625
Business Insurance	2		1,375	
	Total (B)		4,383	
	Total Franchise Package & Launch Costs (A+B)		\$29,500	

Complete details of this franchise business are explained in our franchise package.

No Other Franchise Offers More!

About Us

The co-founders of Maid2Clean® are Mike and Elaine Hanrahan of Middlewich 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 The Chamber of British Enterprises and a member of The Federation of Small Businesses.

Maid2Clean Canada® has developed the business based on The European Code of Ethics for Franchising and The British Franchise and Canadian Franchise Associations' respective Codes of Ethical Conduct.

Mike and Elaine 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 following the **Maid2Clean®** proven business system

The Benefits at a Glance

- ✓ Small initial investment
- ✓ Growth market sector
- ✓ Minimal risk, high margin business
- ✓ Financial assistance from banks available
- ✓ A residual income asset – not a job
- ✓ Can be run from home
- ✓ Unique approach - few can compete with us
- ✓ No staff overhead costs
- ✓ No cleaner clothing or expensive cleaning equipment to buy
- ✓ No cleaning supplies to buy
- ✓ No cleaner transportation required
- ✓ No cash flow problems – clients pay in advance
- ✓ No van purchase/hire costs
- ✓ Residual repeat business
- ✓ Proven business since 1993
- ✓ No dependency on highly skilled staff
- ✓ Automated residual income
- ✓ Join an International Franchise that is raising the bar in domestic cleaning.

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 or email the confidential Franchise Questionnaire to mike.walsh@maid2clean.ca and we will arrange a time that is mutually convenient for you.

Finally...

Continually apply the system as shown and you will not fail. You have our assurance that we will be candid, supportive and helpful at all times and you will receive a copy of the Franchise Disclosure and Agreement during your visit.

I look forward to meeting you and to seeing you succeed with our help.

Sincerest regards,

Elaine Hanrahan

Elaine Hanrahan,
Maid2Clean® Franchising Inc.