



*Canada's management franchise
in the domestic cleaning industry*



Franchise Prospectus

Table of Contents

Fig. 1 The Brand of the Future in Domestic Cleaning	3
Introduction.....	5
What is franchising?.....	5
What is Maid2Clean?	6
Fig. 2 - What does Maid2Clean do?.....	7
Fig. 3 - Mike and Elaine Hanrahan	9
British Franchise and Canadian Franchise Association Membership.....	10
Did You Know?	10
Business or Business Opportunity?.....	11
Demand over the next 5 years.....	11
Fig. 4 - Business or Opportunity?	12
Fig. 5 - Example of demand versus supply.....	12
Timing	13
Fig 6 - Maid2Clean Office, Middlewich, Cheshire.....	14
Why franchise the operation?	15
Maid2Clean's Market Differentiators	16
Continuous residual income development.....	16
Fig 7 – Maid2Clean Office, Caidan House Altrincham Cheshire	17
Maid2Clean's Niche.....	18
Tailored Client Services	18
The Maid2Clean Franchise - Market Differentiators	20
Removing the risks.....	21
28+ years experience	21
The Management Team.....	22
Mike and Elaine Hanrahan and Sally Antrobus Comprehensive training and Operations Manual.....	22
Comprehensive training and Operations Manual.....	23
Turnkey operation	23
Plan and create your own success	23
Fig 8 - House types serviced by Maid2Clean.....	24
The Financials.....	25

Initial investment.....	25
Financial Projections	25
Low cost of entry	25
Cost of Franchise and borrowing Money from Banks	26
Your profit	26
Management Franchise.....	28
Personal Touch.....	28
Join a Successful Domestic Cleaning Services Provider	28
Fig 9 - Did You Know?	29
Proven Success formula	29
Build your own equity as you build your business	29
Franchisees.....	30
Case Study 1 - Philip Harrison (Retired School Teacher).....	30
Case Study 2 - Tony Ingles, formerly CSC Service Delivery Manager)	33
Fig. 11 - Tony Ingles	34
Maid2Clean Franchisee Leek & Buxton, UK.....	34
Question and Answers.....	36
Fig. 13 - Operations Manual.....	39
Can I have other business interests or paid employment? Can this business be run part time?	41
The Power of our Brand	43
A few of the items included in the Franchise package.....	44
Training & business start-up support	44
On-going Head Office support.....	45
Confidentiality Agreement	45
Application Process - Your steps to a successful Franchise.....	45

Fig. 1 The Brand of the Future in Domestic Cleaning



Introduction

Thank you for your interest in the Maid2Clean Franchise.

Maid2Clean is arguably the Number 1 domestic cleaning company in the UK. Your interest comes at an exciting time in the development of our business as we continue to expand across the UK and across the Atlantic into the North American market. The potential for Franchisees joining the Maid2Clean concept in Canada is enormous, dependent only on your own desire for success.

We invite you to take a close look at Maid2Clean. This Franchise is a proven, ready-made system, designed to ensure your success. The comprehensive training and ongoing help and support program is second-to-none and will help you to quickly set up, establish and grow your business and your profits.

This business allows you to be your own boss with the independence, control, income, prestige and long-term prospects associated with running a successful business, but with the added confidence, security and backing of Maid2Clean.

Simply put; this is your chance to change your life and your prospects for the better.

What is franchising?

Franchising is a continuing relationship in which the Franchisor provides a licensed privilege to enable the Franchisee to do business. The Franchisor offers assistance in organizing, training, marketing and managing in return for a consideration.

Franchising has been used to describe different forms of business relationships, including: agency arrangements, licensing and distributorships. The most common use of franchising is 'business format franchising' which means that the Franchisor grants a license to the Franchisee, enabling them to conduct business under the trade mark / trade name and to permit use of an entire business system.

This process removes much of the risk associated with starting a business from scratch, by providing all the elements necessary to establish a newcomer in the business – with the support of the franchisor on a predetermined basis.

Franchising is highly ethical. It works on the principle that a successful business decides to expand by granting a license to others, to use their proven business system. Although Franchisees run their own business, they have the backing of a larger and more experienced organization.

What is Maid2Clean?

Maid2Clean is a successful business whose core service is providing vetted cleaners to private residential householders. The business is organized so that appropriate registered cleaners can be delegated to one or more private households. The demand is recession proof as houses gather dust no matter how the economy is performing.

Simply speaking, Maid2Clean matches client demand to cleaners seeking work.

Fig. 2 - What does Maid2Clean do?



Who Established Maid2Clean?

The co-founders of Maid2Clean are Mike and Elaine Hanrahan of Middlewich in Cheshire. They have experience in of running their own business in the industry since 1993.

Company History

The original business in Middlewich was initially established as a partnership between Elaine and Mike Hanrahan in 1993 and is now listed as a limited company.

Elaine Hanrahan – Prior to starting in this industry, Elaine spent 14-years with Boots the Chemist in various roles before leaving to have her first baby. She commenced operating the business system in the first week of bringing her baby girl home and has never looked back since.

Mike Hanrahan – Prior to starting the business with Elaine, Mike's background was chemical engineering and standards analysis, Quality Management and Six Sigma Business Process Improvement. Additionally, Mike has a degree in purchasing, a DMS and a Masters Degree in Management. He has held a number of customer care and operations management roles in well known companies like Shell, UK.

Fig. 3 - Mike and Elaine Hanrahan



British Franchise and Canadian Franchise Association Membership

Maid2Clean has undergone accreditation as a Franchise and was awarded with Membership in both the British Franchise Association and the Canadian Franchise Association.



Did You Know?

Did you know Maid2Clean was awarded a great rating in the B.O.A.R.D., the Business Opportunities Magazine of the Home Business Alliance (HBA)? Additionally we were listed in their directory of the top 50 Business Opportunities in the UK. No other cleaning franchise appeared in this directory at that time.

Business or Business Opportunity?

Maid2Clean is not a 'business opportunity' it is a proven business. 'Business Opportunity' implies the potential to fail. If the business system is followed properly, your Maid2Clean franchise will not fail. The Maid2Clean franchise is a genuine business that will make money for you month on month, year-on-year for as long as you continue to operate, as long as you follow our proven business system

Demand over the next 5 years

The demand for this service has been forecast to increase year on year as more people go out to work to pay for their mortgages and the lifestyles that they want. Many people also wish to increase their leisure activity, as time and health are such valuable commodities. Millions like them are happy to pay for someone else to help around the house, to give them more quality time.

With the projected rapid demand growth in the residential domestic cleaning market, there has never been a better time to become a Maid2Clean Franchisee and bear in mind that you will be making money for as long as houses gather dust.

Fig. 4 - Business or Opportunity?

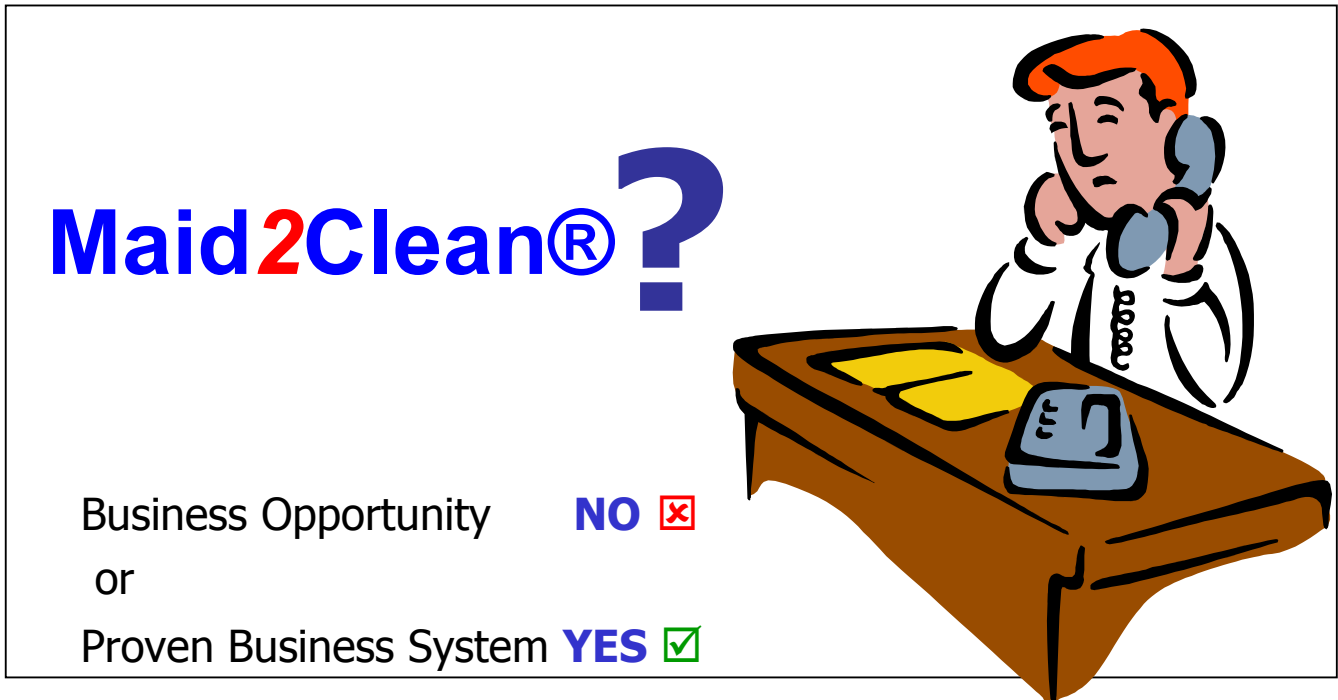


Fig. 5 - Example of demand versus supply

Timing

Remember; there's never a 'convenient' time to start any new venture. It is too easy to put it off with one excuse after another. Mike and Elaine were no different but after much deliberation and during the week their first daughter was born in 1993, they started their business. Since then they have never looked back.

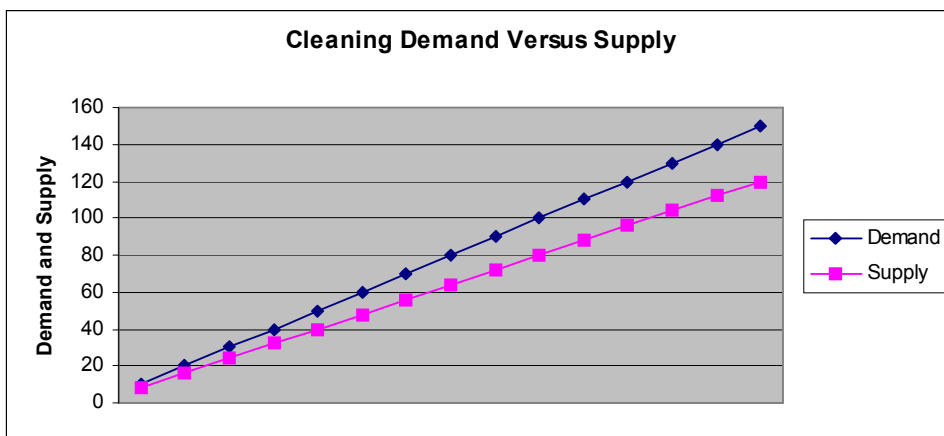


Fig 6 - Maid2Clean Office, Middlewich, Cheshire

Our Head Office is located in Middlewich, in Cheshire. Here we look after the needs (and training requirements) of our Franchisees as well as manage the allocations of cleaners to clients in our own cleaning agency.

We have also opened an office in Toronto to expand our Franchise operations in North America.



Why franchise the operation?

After successfully operating the Maid2Clean system in an innovative way, the time came to expand our presence throughout the UK and to North America, changing the face of domestic cleaning as it is known today.

If houses gather dust on a weekly basis in Middlewich Cheshire, we figured they must also do so in Halifax and Toronto and Vancouver and everywhere else in between.

As long as houses gather dust we and our Franchisees will be in business.

Maid2Clean's Market Differentiators

What distinguishes Maid2Clean from other residential service providers?

- Residual Income creation
- Considerably less overheads than the competition
- Higher profit margin than the industry norm
- Lower prices to clients
- You seldom meet your clients.
- The Maid2Clean system is a dynamic one, allowing value added changes to be incorporated easily without time wasting or pain.

Continuous residual income development

The Maid2Clean franchise business is not a linear treadmill type business like the retail trade (95% of businesses are treadmill income generating businesses).

What is a 'treadmill income generating business'?

Such businesses work on the usual business premise of exchanging time for money. For instance; a storeowner or any such business that exchanges time for money. You see: a storeowner needs to apply a certain amount of time and effort (work) to enjoy a good monthly turnover. He has to work just as hard the next month to earn the same as he earned the previous month. Most employees are on a similar treadmill.

In other words, a storeowner is on a continuous treadmill that he is unable to get off without losing his earnings. He is, in effect, on an escalator that is going down and he has to keep climbing (working) at the same pace just to standstill.

With a Maid2Clean business the opposite is true. A real residual income is very achievable.



Fig 7 – Maid2Clean Office, Caidan House Altrincham Cheshire

Additionally, at our office in Caiden House, Canal Road in Altrincham, we manage client calls and arrange our worker interviewing and vetting processes.

The majority of franchises in the Franchise magazines today, although highly ethical,

are simply offering people the chance to 'buy jobs' and these people can soon become prisoners within their own business.

This is not the case with a Maid2Clean franchise. The 'automated repeat income element' of this business makes the Maid2Clean franchise a very powerful system. In order to earn as much the next month, all that a Maid2Clean Franchisee needs to do is maintain client numbers at the same level as the previous month.

This is a superior and smarter way of working than the average business (or franchise business for that matter) as the business income literally snowballs on itself, month after month, representing continual growth of your business.

With all this in mind, you will quickly appreciate the awesome business that lies before you. Just do your homework and see for yourself how Maid2Clean compares with 95% of all other businesses, including franchises.

Maid2Clean's Niche

Due to the unique way in which the Maid2Clean business infrastructure is operated, exceptional client service is delivered at lower cost than the competition can provide it. Ultimately, the client gets a superior service for the money.

Tailored Client Services

Our target market consists of those busy families who are too busy to do their own cleaning. The Maid2Clean cleaning system offers a great deal of flexibility regarding the kind of services offered to clients in our market.

Our customers are individuals with individual needs and requirements. We show our franchisees how to meet those requirements by providing an exceptional service tailored to individual needs.

We can offer different payment options for specific tailored services giving our customers the added value of greater service flexibility.

The Maid2Clean Franchise - Market Differentiators

The following list distinguishes Maid2Clean Franchise business from others offering a cleaning Franchise.

- Our knowledgeable and experienced management team continues to work and innovate in our own Maid2Clean operation.
- We offer a comprehensive training package that teaches our Franchisees every aspect of running their own Maid2Clean operations.
- Our franchise offers an ongoing residual income for our Franchisees.
- A significantly low financial investment compared to our competition.
- A business with lower overhead than the competition.
- A niche business offering a reduced price to clients.
- No expensive brochures to artificially increase the costs of entry.
- We practice what we preach. We are one of the few franchises that operate our own Maid2Clean system.

Due to the unusual way in which the Franchise infrastructure is operated, Maid2Clean Franchise enables the delivery of exceptional service at a low cost.

Removing the risks

When you become a Maid2Clean Franchisee, you will enjoy the peace of mind of operating an already established business system that has been tried, tested and fully proven since 1993.

Although there are no guarantees in any business, you will be shown how to do things correctly and your success will be largely due to diligence and effort in following those principles.

Joining a proven business such as Maid2Clean reduces the risk of starting up your business. Learning from our experience eliminates the mistakes and the years of trial and error that we had to overcome. Hence, you can enjoy the rewards more quickly while maximizing your long-term income.

28+ years experience

In a nutshell; you can take advantage of our 28 years (plus) of experience, right from the first day of starting your business.



The Management Team

Mike and Elaine Hanrahan and Sally Antrobus

Comprehensive training and Operations Manual

Maid2Clean has invested heavily in creating one of the most comprehensive operations manuals in the industry. Affectionately known as 'The Maid2Clean Bible' this tutorial is specifically designed for ease of understanding. The almost 300-page operations manual augments the induction and training program provided during the business startup phase.

Turnkey operation

When you review the contents of the franchise package you will note that this is as close to a turnkey operation as it gets. To enable you to be up and running as quickly as possible you will benefit from comprehensive training created to teach you everything you need to know about running a Maid2Clean business.

Plan and create your own success

As a Maid2Clean Franchisee, you will follow a ready-made business plan to achieve your goals. Remember that you are not just part of the business ...
.....**you are the business.** You and Maid2Clean are partners in service.

Fig 8 - House types serviced by Maid2Clean



The Financials

Initial investment

The initial cost of becoming a Maid2Clean Franchisee can be found on a separate insert. The information provided demonstrates the breakdown of the package costs and the possible total investment costs.

Financial Projections

In the business world there is no such thing as a guaranteed income. With Maid2Clean however, we will show you how to duplicate our system. With hard work and tenacity, a Maid2Clean Franchisee should be very successful.

Low cost of entry

Compared to most franchises, Maid2Clean is an affordable low-cost franchise with incredible growth potential. We believe there are few Franchises on the market that offer greater value for the money. Many simply offer you a 'job' type of environment whereby you simply swap your time for money. With Maid2Clean, you are growing a long-term asset that could provide you with a stable residual income for as long as the cleaners keep working for the clients.

Cost of Franchise and borrowing Money from Banks

The cost of obtaining a Maid2Clean Franchise is about as low as possible for a high quality franchise package like this. We recommend you take a look at the market and industry to satisfy yourself that Maid2Clean is offering the best value available.

We will assist you, where possible, with our banking knowledge and connections and we can assist you in creating a business plan that banks will be prepared to consider seriously (subject to your financial status).

Your profit

Andrew Carnegie once said; "It's not what you earn, it's what you keep that counts."

Your turnover is less important than the profit margin you make.

Your profit (less our royalty, costs and taxes) is yours to keep.

[Advantages of Maid2Clean](#)

The advantages of a Maid2Clean business are too numerous to mention in full here but the main ones include:

- You can grow a business with an automated residual income.
- You join a business where the demand is virtually recession proof.
- The low cost of entry means no expensive loans to launch your business.
- This is a management Franchise, meaning you do not do the cleaning .
- Maid2Clean offers a business system proven since 1993 and mirrored in our pilot operations.
- A unique method of cleaner vetting, saving time and needless effort.
- Unique client acquisition, closure and client maintenance techniques.
- You seldom meet your clients.
- Other cleaning companies struggle to compete with us.
- Rapid client acquisition plan.
- Legally vetted wording in our client and cleaner contracts.
- 75+ standard letters & forms are supplied for use in your business prevent the need for you to re-invent the wheel.
- Comprehensive Franchisor support during launch.
- Ongoing Franchisor support during day-to-day operation.
- Find any subject easily and quickly in the comprehensive operations manual

Management Franchise

As a Maid2Clean Franchisee, you will not be conducting the monotonous tasks of cleaning, or domestic duties yourself. Instead, you will be managing the day-to-day business including the allocation of cleaners to clients. Therefore, you will be shown how to work on your business and not in it. We will show you how to mirror our operation to maximize your success.

Personal Touch

When you become a Franchisee, you will be shown how to add the 'personal touch' to every client relationship and how to show your cleaners to do likewise.

Join a Successful Domestic Cleaning Services Provider

Maid2Clean has been an incredibly successful Domestic Cleaning Services Provider in the Manchester & Cheshire, UK areas. Our pilot operations have had similar successes. With our ready-made business system, you should be asking yourself ... 'Can I duplicate this success in my area?'

Maid2Clean enjoys a cleaning client
Closure rate success of **70-90%**

Fig 9 - Did You Know?

Proven Success formula

Maid2Clean has successfully been in business for over a decade. Your primary objective will be rapid growth to as many clients as possible after 12 months of trading. Once this is achieved, you will be shown how to change increase your client base to the higher levels.

Build your own equity as you build your business

As you build your Maid2Clean Franchise, you are growing an asset in its own right. This is a benefit that cannot be overstated.

Franchisees

Case Study 1 - Philip Harrison (Retired School Teacher)

Philip Harrison has been operating as a Maid2Clean Franchisee in Hull and Beverley in the UK for several years.

“Maid2Clean is better than my pension could ever be. I’m happy to trade at the level I have gained but if I wanted to expand my business the potential is limitless.”

Why did you consider buying a Maid2Clean Franchise?

“Because I did my homework and discovered it was the best value franchise of its type. I went to head office before I started to see this was a genuine business. When meeting the Franchisor, I reviewed the operations manual and quickly learned that I could do this without a problem. This was for me.”

What did you do before maid2Clean?

“I attempted to run my own land planning service for houses with street frontage spare gardens. I gave up when I discovered the local planning department & parish councils had 'links' to other preferred connections or did not honour their own rules.”

What Skills were transferable from your previous job?

“In 1988 I was using a BBC Master Model B desktop that operated Mini Office 2 for word processing, databases and spreadsheets. I still use this computer and these skills for Maid2clean. You don’t even need a new PC.”

Has your experience of being a Maid2Clean Franchisee been a positive one?

“It has - due in part to the graduated build up of client numbers and also to the level of work that I need to apply to obtain a monthly income to suit me. A big plus is the repeat income element that rolls in automatically every month. Also weekend leafleting keeps me well exercised at 73 years.”

What were the highlights and the low-lights of your Maid2Clean Franchise to date?

“The highlight is that Maid2clean provides a great comfort to me on top of my pensions. I can help my two sons a great deal in their lives, and take the time to master my laptop. Lowlights are the rare intrusions from authorities seeking to qualify my business operations. But there again with Maid2clean you do not stand-alone.”

What is your experience of the support from the Franchisor?

“The Franchisor has himself experienced all the potential problems that a Franchisee will come across and every question I have asked to date has been immediately dealt with. I have found over the years Mike & Elaine are contactable by office phone, mobile and email to offer advice and support.”

What training have you received?

“The three-day on-site training at head office is very professional and covers the day-to-day running of the business. The Operations Manual is a complete training course in itself. Ready at a glance and for reference always. Written by the Franchisor who is operating and continually improving the business regularly.”

Fig. 10 - Philip Harrison – Maid2Clean Franchisee Hull & Beverley, UK



Case Study 2 - Tony Ingles, formerly CSC Service Delivery Manager)

Tony has been trading his Maid2Clean for 24 months.

"The head office training and support has enabled my Franchise to grow very quickly. I really can't wait to double my former income. This business will give you back what you put in... definitely the best investment I have ever undertaken."

Why did you consider buying a Maid2Clean Franchise?

"I thought it was excellent value for money and I could see the benefit of the business system. I bought it because the reward reflects the input that you put into it."

What did you do before maid2Clean?

"I was a service delivery and transformation manager for CSC working in the ICT industry."

What Skills were transferable from your previous job?

"Negotiation, administration, organising people."

Has your experience of being a Maid2Clean Franchisee been a positive one?

"Certainly, both Mike and Elaine helped me set up in the initial months and gave me continued support throughout my first year."

What training have you received?

"The 3 days at Head Office and reading the operations manual were the only training I needed"

Fig. 11 - Tony Ingles

Maid2Clean Franchisee Leek & Buxton, UK



What were the highlights and the low-lights of your Maid2Clean Franchise to date?

“The highlights for me were knowing that every time I leafleted an area I knew I could

gain hundreds of pounds in revenue just for a few hours work. The main lowlight to date is cleaners letting me down at short notice.”

What is your experience of the support from the Franchisor?

“Helpful and quick to respond to any queries I might have.”

What training have you received?

“I received a comprehensive manual and 3 days training at Head Office & ongoing advice as required, as well as a refresher six months after commencement”

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“Helpful and quick to respond to any queries I might have.”

What training have you received?

“I received a comprehensive manual and 3 days training at Head Office & ongoing advice as required, as well as a refresher six months after commencement”

Question and Answers

What if I have any questions not covered here?

A. *If you have any further queries, we would be happy to answer them.*

e-mail

sales@maid2clean.ca

website

www.maid2clean.ca

Alternatively, please contact Mike Walsh in Toronto at 1-877-MAID (6243) or 1-905-877-0777 or- Mike or Elaine Hanrahan in the UK at 0044 1606 836080

How long is the Franchise License?

A. *Each Maid2Clean Franchise will be valid for 5 years of operation and will be renewable subject to mutual agreement.*

Is the Franchise agreement equitable to both parties?

A. *Yes (Ask to see letter of explanation of the agreement from a franchise lawyer)*

Are there additional costs to renew the Franchise?

A. *No. There are no additional costs.*

Please explain the exclusive trading territory to me.

A. *This means that you alone can market the Maid2Clean business system in your defined areas.*

What is Maid2Clean's Core Service?

Simply speaking, on behalf of our clients, Maid2Clean...

- *Advertises and vets cleaners.*
- *Introduces cleaners to residential householders.*
- *Provides insurances against cleaner injury or damage.*
- *Replaces workers when ill or on vacation.*

How would I sell my Franchise in the future?

A. Any prospective buyer would need to apply to become a Franchisee through us in the first place to ensure suitability of the applicant and receive appropriate training to run the business.

What are the Franchise royalty fees?

A. After purchasing a franchise, the royalty fee is 7.5% of gross turnover plus 1% for National / Regional marketing (see separate sheets).

What other costs are involved?

A. If you refer to the Franchise package details, you will note what products and services are included in the original cost of the franchise and any other costs that may be applicable to you.

Can I view the Operations / Training manual?

A. Yes, when you come to meet us and have signed a non-disclosure agreement, you are welcome to review the Operations Manual. Until you become a Franchisee, the Maid2Clean Manual can only be viewed at our offices.

Is the Maid2Clean system documented from a procedures perspective?

A. Yes. The Operations Manual comprehensively covers the necessary procedures to run your business in an effective and professional manner.

How will Head Office help me in my Franchise?

A. Training and Support will be given in addition to the products and services provided in the Franchise Package sheets supplied with this Prospectus.

Fig. 13 - Operations Manual



How do I operate my business as a Partnership, Sole Proprietor or as an Incorporated company?

A. Franchisees can set up as a Partnership, Sole Proprietor or as an Incorporated Company. This depends on your own personal circumstances. If you are unsure please consult your accountant or talk to ours.

What will I be doing as a Franchisee?

A. Franchisees can expect to be trained to carry out a number of activities (too many to mention here). Maid2Clean operates in a unique way to maximise both client growth and residual income. For obvious reasons, the complete business system cannot be described here because of confidentiality reasons. Furthermore, there is too much to say and so little space to say it. You will learn about the day-to-day operations during your 3-day on-site training. The Operations Manual further augments your learning as it contains circa 300 pages of comprehensive detail regarding how the Maid2Clean business system operates. That said, the primary activities one can expect to undertake are:

- *Dealing with suppliers to advertise for cleaners.*
- *Interviewing cleaners.*
- *Vetting cleaners.*
- *Distributing flyers to attract clients.*
- *Qualifying clients.*
- *Allocating cleaners to clients.*
- *Billing clients.*
- *Processing paperwork to the bank.*
- *Replacing cleaners that are performing poorly or leave the agency.*

Can I have other business interests or paid employment? Can this business be run part time?

A. It is preferable to focus primarily on your Maid2Clean Operation to maximize your success in the business system. Other Franchisees have succeeded on a part time basis but you need to understand that your business will grow in proportion to the effort you apply to it.

Can my Franchise succeed?

A. Maid2Clean offers a Franchise Business that has passed the test of time since 1993. Why shouldn't you be a part of this success?

Is there a guaranteed trading area?

A. You will be allocated a territory of 100,000 households.

What kind of people join Maid2Clean?

- a) People with an upbeat / positive attitude*
- b) People with a desire to run their own business*
- c) People with the ability to follow a ready-made business plan*
- d) People with a desire for success.*
- e) People with respect for customers and staff.*
- f) People with the ability to deliver as advertised, build a long-term business and relationship,*

What is meant by power of association?

A. Maid2Clean is a registered trademark and Franchisees enjoy the benefit of joining a Franchise whose name in the UK is synonymous with the industry it serves and this will be mirrored in the Canadian Provinces. The more Franchisees we have servicing their own areas, the more our brand will grow by the power of association.

This is the successful formula that we are applying in Canada.

Why should I buy a franchise instead of just doing it myself?

A. Maid2Clean takes the risk out of the set up and start-up of your business. Furthermore, Maid2Clean helps you to achieve a successful business by ongoing support and assistance.

Can I do it and make a success of it?

A. With appropriate training and our support and following the recommended procedures, you should achieve success.

You should be able to get a meaningful answer to this question if you are confident that you could follow instructions on the following activities:

- a) Advertise for cleaners in your local area.*
- b) Follow the Maid2Clean interview and vetting process.*
- c) Deliver Maid2Clean approved cards in your territory.*
- d) Deal with clients and cleaners in your territory as trained.*

What Do You Get For Your Money?

The Package

The Franchise Package consists of the following:

1. Local advertising during start-up.
2. Exclusive territory of 100,000 households
3. Franchise Agreement.
4. Hands-on Training covering worker advertising, targeting clients, obtaining clients, closing clients, managing client and worker database, interviewing workers, managing your accounts, general billing, expediting, filing and administration.
5. Initial set-up support (at your site).
6. On-site Business Launch assistance (Marketing Plan and recommendations for distributing 10,000 flyers).
7. Cleaner Training Information.
8. Comprehensive Operations Manual on a CD.
9. All Forms & Letters needed to run your business.
10. 500 letterheads.
11. 50,000 flyers.
12. 20 Maid2Clean ID badges.
13. 100 Client / Cleaner Contract (Business Trading Arrangement) forms for Ongoing Support
14. Your market area and contact information is advertised on our website.

The Power of our Brand

As time goes on, the Maid2Clean brand will grow as more Franchisees grow their Maid2Clean businesses in Canada. We believe we have the best name in the industry, the best business offering, a repeat demand for our service, the best service to clients, and by following our business system, you could enjoy the best potential residual income and profit potential.

Maid2Clean will soon become a household name in Canada as the franchises grow.

A few of the items included in the Franchise package



Training & business start-up support

When you become a Maid2Clean Franchisee you will follow a detailed operating plan including training at your location. To augment this training you will be offered additional training (at Franchisee's expense) at Head office later in the year as required. The initial training will include the following:

- a) A prerequisite to the training course will be to read through the Maid2Clean Operations Manual. This will give you time to absorb many of the concepts you will be exposed to during the training period and all of the activities and most of the issues you are likely to meet during the day-to-day operation of your Maid2Clean Franchise. You should be prepared with a list of questions about any subject on which you would like further clarification.
- b) Development of a business plan and growth targets for the year.
- c) Ad-hoc training as required.
- d) Detailed explanation of client and worker acquisition and management.
- e) Interviewing practice.
- f) Client closure practice.
- g) Daily operational management.

The refresher training will cover any aspect of the business you would like reviewed.

On-going Head Office support

At Maid2Clean, you, the cleaners and us are a team that will work together for mutual benefit.

Support from Head Office is only a call away. Following the launch of your business, additional visits to your premises will be made as required to ensure that you receive the assistance you need to keep on-track with your operational targets.

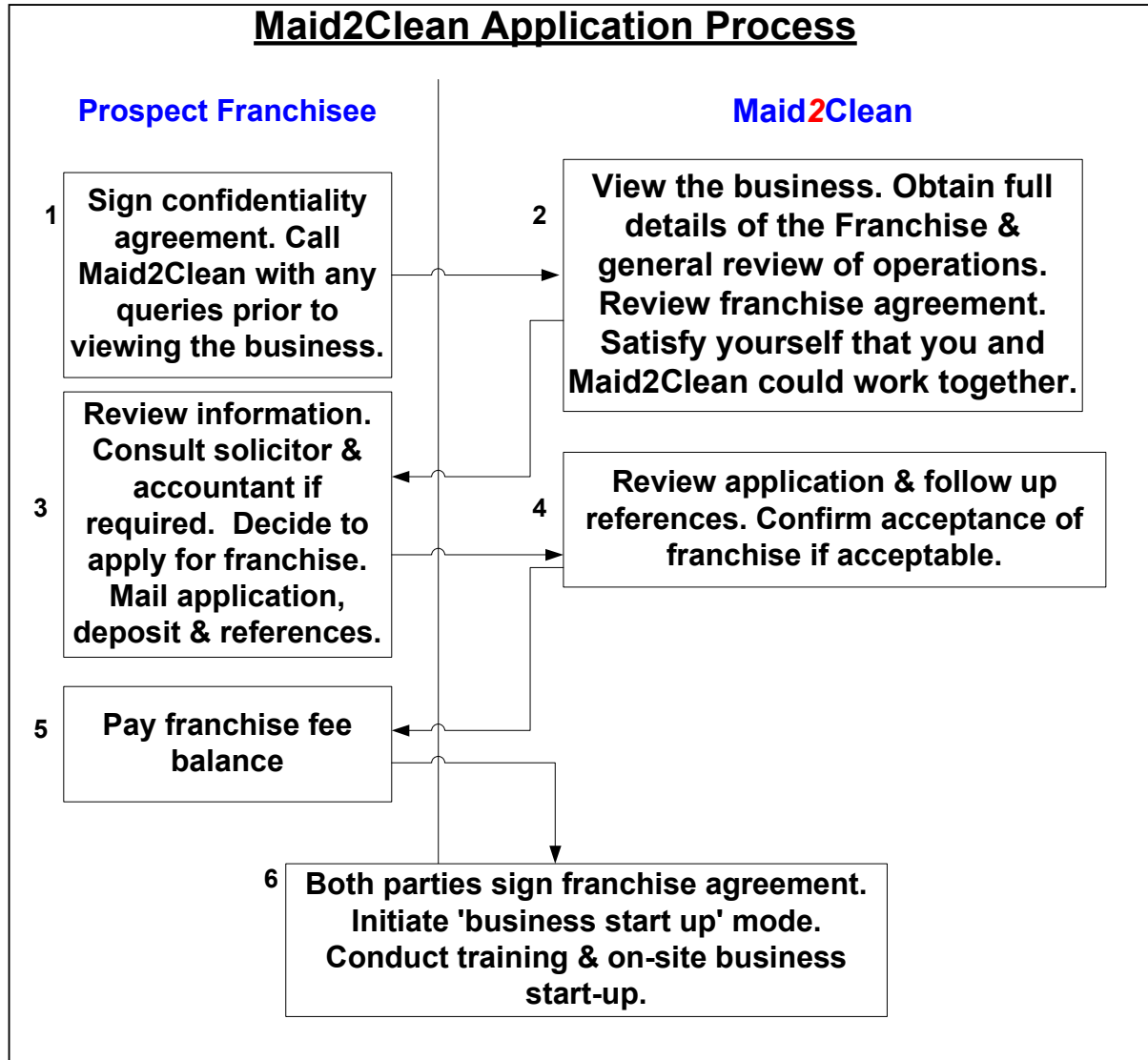
Confidentiality Agreement

When you visit us you will be asked to complete a Confidentiality Agreement, as several of our commercially confidential business secrets will be disclosed on the day.

Application Process - Your steps to a successful Franchise

The process to successfully becoming a Maid2Clean Franchisee is shown below

Maid2Clean Application Process



[What to Do Next](#)

Please complete the “Confidential Franchise Questionnaire” application form below and fax it to us for immediate processing.

Fax # – Toronto - **905-702-8801** *or* **416-944-3555**

or -

The UK - **+44 1606 837041**

If there are any questions, please phone -

Mike Walsh at 1-877-MAID (6243) in Toronto

or-

Mike or Elaine Hanrahan at our Head Office in the UK at **01606 836080**

Maid2Clean® Franchise Prospectus

MAID2CLEAN CONFIDENTIAL FRANCHISE QUESTIONNAIRE (Page 1 of 2)

Please fax to 905-702-8801 or 416-944-3555

This questionnaire does not obligate you in any way and does not constitute an agreement by which a franchise will be granted.

PLEASE PRINT OR TYPE

Surname:		Given Name(s)		Mr. Mrs. Ms.
Address:				
City:	Province:	Postal Code:	How Long?	
Residence telephone ()		Business ()	e-mail	
Previous Address:				
Marital Status:		Spouse's name:		No. of children:
Present Occupation:			Date of Employment:	
Employer's Name and Address:				
Nature of your duties:				
What is your current total income (Including all sources in addition to salary?)				
Previous Employer (1) Name and Address:				
Date of Employment:			Nature of Duties:	
Previous Employer (2) Name and Address:				
Date of Employment:			Nature of Duties:	
Capital to invest:			When will you be able to open the business?	
Will you operate it full-time or part time?			If part-time, please explain	
Will you have a partner			If so, will the partner be active?	
Please list your preferences for locations (city):				
1 st	2 nd	3 rd	4 th	
Have you ever filed for bankruptcy?			Date:	Place:
Reason:				
What income do you initially need to earn from your business?				
Please provide the name and address of three personal references:				
1) Name:			Address:	
2) Name:			Address:	
3) Name:			Address:	
Please provide the name and address of three credit references:				
1) Name:			Address:	
2) Name:			Address:	
3) Name:			Address:	

CONFIDENTIAL FRANCHISE QUESTIONNAIRE (Cont'd) (Page 2 of 2)

Please fax to 905-702-8801 or 416-944-3555

PERSONAL FINANCIAL STATEMENT

Assets		Liabilities	
Cash on Hand:	\$	Notes Payable:	\$
Securities (Please list below):	\$		\$
	\$	Mortgages – Home:	\$
Cash value of insurance:	\$		\$
Value of profit-sharing/other loans:	\$	Property Investment	\$
Employment investment programs	\$		\$
Principal residence	\$		\$
Other property	\$	Other installments	\$
	\$		\$
Value of business (if self-employed)	\$		\$
	\$		\$
	\$		\$
	\$	Other obligations:	\$
	\$		\$
Other Assets:	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
Total Assets:	\$	Total Liabilities:	\$

What do you feel will be your most important contribution to your business?

I declare that the information given herein is true and correct. I understand clearly that the information will be used to determine my credit responsibility and approve my application. My formal application for a franchise commences when I forward my initial deposit to you. After which time you are authorized to obtain any information you may require relative to this application from any source of your choosing. Each source is hereby authorized to provide you with such information. A Security Clearance document will also be required.

Signature:

Date:

Maid2Clean's Professional References

Accountants

**RSM Richter LLP
200 King Street West, Suite 1100,
PO Box 48, Toronto
ON M5H 3T4**

Bankers

**TD Canada Trust
443 Queen Street West
Toronto
ON M5V 2B1**

Solicitors

**David Gray & Markus Cohen
Aylesworth LLP
Toronto
ON M5K 1H1**

Franchise Consultants

**Interfran Systems (Canada) Inc.
44 Charles St., Suite 3606,
Toronto,
ON M4Y 1R8**

Marketing Consultants

**Wow Factor
44 Creswell Drive
Brampton
ON M4Y 1R8**

**Walsh Marketing Inc
30 Morden Neilson Way,
Georgetown
ON L7G 5Y9**