Greater rewards. Fewer complications.
Molly Maid’s repeat business, strong national brand recognition, and simple business model present owners with an opportunity for high income, security, and the time to enjoy their success.
An abundance of financial and lifestyle benefits

Purchasing a business will change your life, impact your family, and define your financial status for years to come.

Many people think being a successful business owner comes at a great personal and financial price. Molly Maid is proof to the contrary. The growing demand for trustworthy cleaning services is an open door to surprisingly high income potential for franchisees. The uncomplicated business model creates fewer demands on your time and requires less effort. Here’s how: Molly Maid is typically “open for business” from 8 to 5 weekdays, leaving your weekends and evenings free to spend as you choose. The vast majority of sales come from repeat customers who fill your calendar with reoccurring appointments and create an ongoing, predictable stream of revenue. You don’t need to stress about acquiring new customers every day.

A few years into ownership, most franchisees are exceeding their financial goal. More important, they have the time to enjoy it.
A brand people believe in

When people hear the name “Molly Maid,” see our vehicles and our ads, or visit our website they think: “established, professional, reliable cleaning service.” That reputation is validated over a million times a year in homes and businesses across the nation and beyond. As an entity with a proven track record, people trust us to come into their homes. A strong, credible brand is one of the most valuable assets available to our owners.

Molly Maid franchisees are a carefully selected group. They are proud to represent and grow the brand knowing how important that is to acquiring customers.

Real Simple magazine reports that 43% of its readers would choose to outsource housecleaning over outsourcing laundry (17%), shopping for groceries (13%), doing yard work (10%), and paying bills (8%). April 2010
Single customer = multiple appointments

“I start each week with a book of business, rather than starting from zero.” That’s how one franchisee describes the main advantage of Molly Maid’s repeat business model. Another calls it “guaranteed revenue for the week.”

More than 90% of Molly Maid’s appointments come from repeat customers. And research shows the number of people in the U.S. using cleaning services regularly is rising, despite a fluctuating economy. Consider the many advantages of owning a business with a strong base of repeat customers:

• You can predict revenue which allows you to plan expenditures
• You build equity in your business as you expand your roster of customers
• You spend less time, effort, and money acquiring customers
• You have the opportunity to build relationships with people and earn their loyalty
• It takes fewer customers to reach your financial goals
• You are less stressed…you have appointments booked week after week
Comprehensive training and on-going support

We are here to give you the knowledge, technology, and tools to run an efficient, profitable business.

By the time you open your doors you’ll have the confidence of a veteran business owner. To start, we’ll take you through our intensive training program at the home office that covers legal, financial, human resources, and marketing topics. You’ll master our award-winning, proprietary business management software. Your regional service manager (RSM) will conduct the next phase — onsite training — to assure everything is ready for launch.

As long as you own a franchise, your RSM — a valuable resource and coach — is just a call, email, or personal visit away. You’ll also have direct access to the home office’s Operations Team, Marketing Department, and IT staff. You’ll receive extensive written materials, audio and video tapes, CDs, webinars, and an intranet to refer to anytime for answers, advice, or to build your skills.

We make it easy to become a top Molly Maid franchisee.

“I’m glad I kept my mind open to the idea of a cleaning franchise because, in reality, Molly Maid offered everything I was looking for and more. I was surprised how quickly the business grew—I had five cleaning teams in the first year.”

~Syd Speer, Molly Maid owner
Being seen. Being known.

Each time your Molly Maid vehicle drives through your territory, or your ad appears in the paper, you will feel “brand pride.” Our recognized, eye-catching, and consistent look is your most powerful promotional tool. You can capitalize on the Molly Maid brand with a wide range of highly effective advertising materials. Print ads, radio spots, branded vehicles and uniforms are all part of your marketing toolbox.

Mollymaid.com, our corporate website, attracts new customers 24/7. We developed it using the best practices in website design so this convincing sales tool is easy to find and use. Franchisees have a complete site specific to their location that links from the corporate site.

You don’t have to be a marketing expert to get the most from your advertising investment. We’ve developed seasonal campaigns, national sponsorships, and marketing plans for you. As with all your business issues, help is available from your RSM, marketing department, and fellow franchisees.
The franchisee network: mentors, friends, resources

Being a franchisee gives you “membership” in a supportive group of professionals who understand the business issues you deal with daily. Thanks to the franchisees’ popular intranet site, you can receive advice, information, or share experiences at any time. You’ll have the opportunity to meet fellow owners at regional and national meetings (as well as exciting vacation destinations if you qualify) and read about them in the Molly Maid newsletter.

Your new career allows you to enjoy the best of both worlds. You are your own boss and you have the support and camaraderie of hundreds of colleagues.

“As a Molly Maid owner you have hundreds of people who are willing to help you with any aspect of the franchise. The owners are very supportive. They want to see the brand succeed.”

~Melissa Farrar, Molly Maid owner
Every year during National Domestic Violence Awareness month, Molly Maid donates funds and services to local community safe houses and shelters across America.

Acting on our principles

**Aiding victims of domestic violence**
As local business people, Molly Maid franchisees are respected members of their communities. Many give their time and talent to local organizations and causes as a way of giving back to the community. This culture of integrity and generosity was the incentive for creating the Ms. Molly Foundation. It’s a non-profit organization dedicated to assisting individuals and families who are victims of domestic violence. Through the Ms. Molly Foundation, franchise owners, corporate staff, vendors, and customers give financial assistance, provide personal care products, and donate time and services to local shelters and safe houses.

**Global responsibility**
As a new franchisee, you will be supplied with our line of environmentally safe cleaning products. With our record of almost 1.4 million cleans annually, this program has the potential to reduce the toxins in our air and water.

As members of the Molly Maid family, we can be proud of the impact we have on people’s lives.
Service Brands International —
The gold standard in service industry franchising

Service Brands International (SBI) provides the leadership, business systems, and franchisee support services behind our four highly successful international franchised brands. Each company consistently ranks at or near the top in *Entrepreneur* magazine’s annual rankings for its category.

Our mission is to help owners quickly reach their profit goals and realize their dreams. And they do. More than 500 business owners nationwide are enjoying financial success and still have time for family and leisure. We’ve created these life-changing opportunities as a privately-owned company with a distinctive culture of community service.

All four Service Brands companies operate under the same roof and share ideas, experience, and resources. Decades of collaboration and shared vision have led to our reputation as the experts in franchising.

Founded in 1979, Molly Maid has created lasting relationships with more than 17 million customers in 40 states.
“We had worked in retail. It required 60 hours a week including evenings and weekends. We have three small children, so Molly Maid’s family-friendly schedule was a huge advantage to us. It fits our lifestyle.”

~Anthony and Kristen Selmeczy, Molly Maid owners