



# MOLLY MAID



Your Future Starts Here

# Welcome

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Thank you for inquiring about the opportunities available at MOLLY MAID. We know that you will find the combination of your desire to take charge of your future through the ownership of a MOLLY MAID Franchised business, with our proven systems and market leading brand awareness, a truly winning formula for success. For the past 25 years individuals just like you have joined the MOLLY MAID organization and using this formula have realized many of their business and life goals.

With a booming industry and unlimited potential to serve more customers our work has really just begun, and perhaps so too has yours. If you think you have the skills and abilities to manage a growing business call us today.



**I**t is exciting to be in a company that is so professional and competitive, yet so filled with kindness and caring that you feel like part of the family.

Michelle and Ken Yonge  
Franchise Owners  
Burnaby/New Westminster, BC





# THE OPPORTUNITY

MOLLY MAID is the largest Canadian-based residential cleaning company in the world with exciting business opportunities available! Ownership of a MOLLY MAID Franchised business provides:

- A low risk investment opportunity in a high growth, recession resistant industry.
- Market leading brand awareness.
- Proven business systems, including; I.T., marketing, training, human resource management and financial management.
- An experienced team at the MOLLY MAID Support Office located in Oakville, Ontario, dedicated to helping you succeed.

## Join a Multi-Billion Dollar Industry

Why is consumer demand for personal service businesses such as residential cleaning services so strong? Consider the following;

- Canada is a nation of 'time poor' working families. Approximately 7 out of 10 married couples in Canada are dual income families trying to balance the demands of work and family. Many of these families simply don't have the time or the desire to clean their home themselves and instead choose a household name like MOLLY MAID.
- Women who work outside the home spend as much as 5 hours each day on housework and combined with their hours of employment that adds up to an average of 69 hours per week of work! For these families hiring someone to clean their home is not a luxury but a necessity.
- The "Baby Boom" generation, approximately one third of our population, has the largest percentage of wealth in Canada when compared to any other demographic segments. As they retire, they will look to maximize their freedom to enjoy their new lifestyle.

You can easily understand why a time-saving service such as housecleaning is an industry that will continue to grow at an exceptional rate. The industry is recession resistant primarily because regardless of the general economic conditions the largest percentage of families continue to rely on two earners.

# Reward Yourself

If you enjoy working with people, are a calculated risk taker and crave the challenge of being in charge of your own future, MOLLY MAID may be just the perfect business opportunity for you.

While some of the rewards of business ownership may be personal, most MOLLY MAID Franchise Owners cite the following as just some of the reasons they invested in the opportunity;

*"Owning my own business meant I could drive it myself and make it as successful as I wanted. It's rewarding to know that I set the standards and made it work"*

- **Barry Hudson, Edmonton, Alberta**

*"A Molly Maid franchise afforded me the freedom to work from home – an option that made sense for my family situation"*

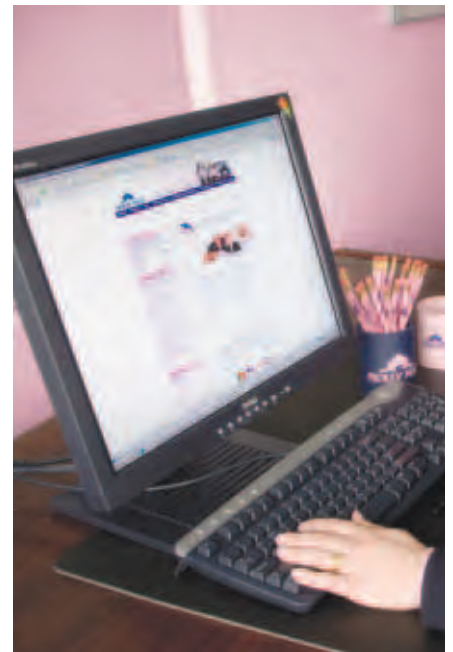
- **Adele Carr, Ajax, Ontario**

*"...the challenge of growing an expansive business was appealing to me. Combine that with the freedom and flexibility of self-employment – Molly Maid was an all around winning opportunity"*

- **Peter Newton, Collingwood, Ontario**

The rewards of business ownership don't end there. But don't take our word for it - ask our Franchise Owners - some of whom have been MOLLY MAID Franchise owners for over 20 years. Their hard work and dedication has brought value to their life style and business and they are proud of what they have accomplished. If you're motivated by the thought of building personal and financial equity for your future, we would love to hear from you.

Contact us today!



# OUR COMPETITIVE ADVANTAGE

MOLLY MAID is the most recognized brand in the cleaning industry.

With over 25 years experience and more than 10 million homes cleaned, we understand what customers want from maid service – thoroughness, consistency and reliability.

Independent market research confirms that 8 out of 10 Canadians are familiar with the MOLLY MAID brand. Compare this to other residential cleaning companies and brands and you can see why MOLLY MAID is simply the best choice for individuals wishing to invest in the growing residential cleaning industry.

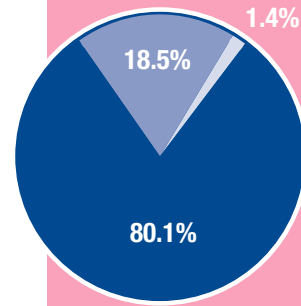
## Powerful Brands command a premium price

You might think that this alone is the key ingredient to our future success but we know it is also our business systems and it is you (if you decide to pursue this opportunity) and all of the other MOLLY MAID Franchise Owners across Canada. For more than 25

years Franchise Owners have dedicated themselves to a straight forward business strategy – adding new customers and keeping existing customers happy with their MOLLY MAID service – and in doing so they have built successful businesses and established the MOLLY MAID brand as the industry leader.



Percent of Canadians who are aware of maid services



- Canadians aware of Molly Maid
- Next closest competitor
- Other



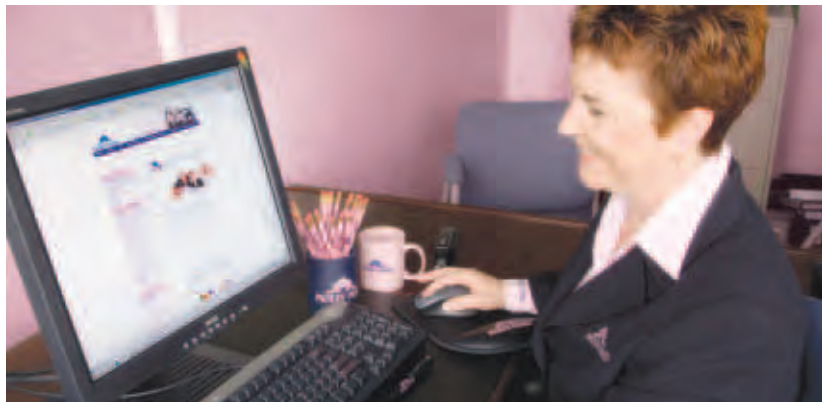
# OUR SUCCESS FORMULA

The first ingredient to a successful business venture is you! If you have the commitment and desire to grow a business and enjoy working with people, our proven business systems and industry leading brand will help you achieve success.

The MOLLY MAID System is more than just the 'how to' of cleaning homes. It includes;

- A profitable business model - enhanced through over 25 years of successful operations.
- A marketing strategy that works and will help you increase your customer base and in turn increase the value of your business.
- Personnel recruitment, orientation and training systems that will help ensure the people you bring into your business will deliver our high quality cleaning service.
- Financial procedures that are so straightforward and understandable even our accountants envy them.
- Proprietary, custom designed, easy-to-use software, designed to help you manage the business.

We call these systems 'The MOLLY MAID Way', and they will help you identify the business plan that will make your Franchise successful. They are constantly refined – the result of continuous feedback from Franchise Owners and a reflection of our desire to always improve.



# OUR TEAM

*Working Together Towards Your Success*

## We're Here for You

When it comes to work – nothing beats being your own boss. But it's still reassuring to know that you're not on your own. When you join the MOLLY MAID team, you know you can rely on friendly advice and expert guidance any time you need it. We offer our Franchise Owners practical support in every aspect of the business. From assistance with advertising and marketing initiatives, to providing tools and recommendations to recruiting and training staff, we're here to do everything we can to help you succeed.

Communication is important and the lines are always open. Whether it be through a telephone call, email or on our web-based intranet portal. Franchise Owners often exchange ideas and advice with Support Office or one another about important things happening within their business. You can count on the entire MOLLY MAID team to offer support and guidance when you need it.



## Training Makes it Easy

MOLLY MAID Franchise Owners complete one week of training at our Support Office, located in Oakville, Ontario, which highlights all aspects of the business. This includes; bookkeeping, customer care, scheduling employees and customers, marketing, administration, health and safety, WHIMIS and personnel management. We'll also show you exactly how our cleaning system works. Like most people, you'll probably be surprised at just how quickly and efficiently a house can be cleaned when it's done the MOLLY MAID way!

To make it as easy as possible for you to understand what is involved in operating a MOLLY MAID Franchise, we take you through the whole business process, step by step, and provide you with all the documents and systems you need. Every 6 months, MOLLY MAID Franchise Owners gather together at either a Spring/Fall Seminar or a National Convention to discuss current strategies for business growth. This provides a fabulous opportunity to network with peers and learn how to put theories into practice.

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## We'll Get You Started

Once you feel comfortable about launching your new business, we'll be there providing the resources and expertise you need at this important time. Assisting you with organizing your initial recruitment advertising and flyer delivery is all part of our service. With everything in place, you'll have the time to concentrate on developing your customer base.



## THE MOLLY MAID SUCCESS STORY

In 1979, in the Toronto suburb of Mississauga, nurse Adrienne Stringer along with her husband Chris Stringer, founded MOLLY MAID. People often ask how they arrived at the name MOLLY MAID, and we will gladly share this story at our offices at a Discovery Day where we can meet, but equally important as our name, Adrienne and Chris pioneered the concept of a high quality housecleaning service, delivered by professionally trained and uniformed staff driving company identified cars.

In 1980 our Chairman, Jim MacKenzie, along with individuals who today are still active on our Board of Directors, invested in the Stringers fledgling company and together they commenced on a journey that has seen MOLLY MAID grow across Canada and around the world.

Our founders would point to others as the reasons for our success and those others would be our Franchise Owners. Our motto is 'Businesses aren't successful people are'. Our Franchise Owners are the class of this industry and together their commitment to the principles our founders instilled are the true reasons for our success.



# What Our Franchise Owners Are Saying

MOLLY MAID Franchise Owners are more than business owners - they are partners in making MOLLY MAID a success. Franchise Owners enjoy the financial and personal rewards of their hard work and determination. MOLLY MAID Franchise Owners come from a diverse range of backgrounds in varied industries but they all have one common thread, a strong desire to be successful. Here are some of their stories:

*A small advertisement in our local newspaper caught my attention and inspired a call to MOLLY MAID and the rest is history. With no existing MOLLY MAID Franchise in Kingston, it was a challenge in the beginning. However with the strength of the MOLLY MAID trademark, assistance from Support Office, hard work and marketing strategies, I have been able to meet my objectives. I have taken the business from \$0 sales in 2001 to average weekly sales of over \$6,000 /wk in four short years. I have traveled with Barb, all expenses paid, to Portugal and Cuba by achieving the objectives to qualify for the last two incentive trips with MOLLY MAID. And believe me they were fantastic trips. I can't wait to continue my journey with MOLLY MAID.*

- **Gordon Allmark**, Kingston, Ontario

*As my children were growing older, I felt it was time to return to the work force. I wasn't interested in working for someone else, so I started looking at the possibilities of buying a franchise. I wasn't interested in working evenings and weekends, and wanted something I could operate out of my house. MOLLY MAID stood head and shoulders above the rest from the very beginning. After one year in business, I have developed relationships with Franchise Owners, as well as the staff in our Support Office. The dynamic, positive attitude that filters down from the top is evident in everything we do. It is exciting to be in a company that is so professional and competitive, yet so filled with kindness and caring that you feel like part of the family. Purchasing the MOLLY MAID franchise in Burnaby/New Westminister has been a very positive experience for me and my family. We set new goals daily, and are able to achieve them with the help from Support Office and a little hard work. MOLLY MAID is an excellent company to be part of.*

- **Michele and Ken Yonge**, Burnaby/New Westminister, BC

*We researched many opportunities prior to joining MOLLY MAID. We were impressed that MOLLY MAID was a Canadian Franchise and was very professional in our discussions. MOLLY MAID has lived up to our expectation offering support as needed, a proven successful "system" and a respected and well known Trademark. We have been very successful in the business and it has met our objectives both personally and financially. We have had the opportunity for some wonderful trips and have met some very dear friends.*

- **Lynn and John Thompson**, Calgary, Alberta



Gordon Allmark



Michele and Ken Yonge



Lynn and John Thompson





# FAQ

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**Q** What do I get when I open a MOLLY MAID franchise?

**A** When you acquire a MOLLY MAID franchise you are gaining access to the most well-known trademark in the residential cleaning industry and proven business systems that have been developed to provide you with a competitive advantage over other competitors in the market. You will be granted an exclusive territory to operate your MOLLY MAID business, comprehensive training on our proprietary business systems, industry leading management software and ongoing advice and guidance by telephone, email and on-site visits from MOLLY MAID Support Office in Oakville, Ontario.

**Q** What experience is required?

**A** MOLLY MAID Franchise Owners come from varied backgrounds and have a range of business skills, however, the biggest factors that will help you achieve personal and financial success are strong people skills, a good work ethic, dedication and the principles of the MOLLY MAID system.

**Q** What training is provided?

**A** All MOLLY MAID Franchise Owners undergo a comprehensive 1-week initial training program at the Support Office in Oakville, Ontario. During this week you will learn the necessary systems and procedures that will ultimately make your franchise successful. Your dedicated Business Advisor will offer you ongoing support and training for improvements made to our current system. Annual seminars and conventions provide Franchise Owners with the ability to learn new business skills, refine existing ones and network with other Franchise Owners from across Canada.

**Q** Can I operate the business on a part-time basis?

**A** To be successful in any business the full-time dedication of the owner/manager is a requirement. While many Franchises employ a full-time supervisor or appointed manager, this individual will not have the same commitment level or dedication to the business as you would. Therefore, your full-time involvement is a definite requirement.

**Q** How do I find existing MOLLY MAID Franchises that are for sale?

**A** There are always new and resale MOLLY MAID franchise opportunities available across Canada. For a complete listing of Franchise opportunities in your area, please call our Support Office.

**Q** Do I require an office or can I operate from home?

**A** If you are starting a franchise in a new territory, it will be more cost effective for you to operate from your home. However, when your customer base grows, or if you are buying an established franchise with a large customer base, you will find it more practical to have an office outside of your home.

**Q** How much of an initial investment is required?

**A** If you are purchasing an open territory the Franchise Fee is \$14,000. This fee includes introductory advertising, administrative supplies, cleaning equipment and supplies necessary to start your first team and our proprietary business management software program. You will also need a minimum of approximately \$10,000 in working capital to cover such items as vehicle deposits, insurance, miscellaneous start-up expenses and equipment and supplies for the start of your second team. If you are purchasing an established MOLLY MAID Franchise the purchase price is determined by the existing Franchise Owner and is based on the sales being achieved in the business. You should expect to pay upwards of \$100,000 for an established MOLLY MAID franchise.

**Q** Will I have to pay a royalty?

**A** Yes, the royalty for a MOLLY MAID Franchise is 6% of gross revenue. With this you are gaining access to a proven business system, an exceptional brand and trademark and a sustainable competitive advantage that consumers trust.

**Q** How long does it take to become a MOLLY MAID Franchise Owner?

**A** MOLLY MAID will take as much time as required to ensure that you are making a sound investment decision. On average, however, it takes new Franchise Owners between 1 and 3 months from the first inquiry to the business start-up.

**Q** How big is the cleaning industry?

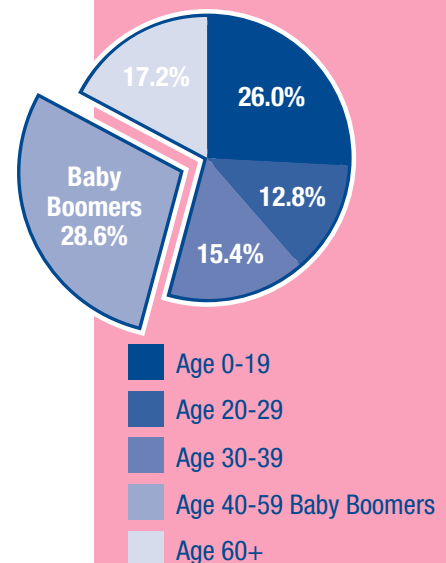
**A** It is estimated that the size of the industry is as much as \$1 Billion. The demand for residential cleaning service has never been higher. Recent statistics reveal that working mothers spend as much as 5 hours each day on household chores and add up to 10 hours extra each week if they have children. These stats are not changing - in fact, the number of dual-income families in Canada is on the rise. You can easily see why timesaving services such as residential cleaning will continue to grow at a phenomenal rate.

**Q** What is your target market?

**A** The MOLLY MAID target audience are dual-income families with a combined household income of over \$70,000. Generally they range in age from 30-65. Contrast these stats to those of baby boomers who are aged 40-60, have more disposable income than any other segment and represent about one third of the Canadian population. We cater to a large, lucrative customer base with lots of long term growth potential.



Age Breakdown  
Canadian Population



# THE NEXT STEPS TO SUCCESS



## 1 Investigation

If you want to discover more about a MOLLY MAID franchise, you can be sure that you'll never be under any pressure from us; our goal is to make sure that this is the right fit for you, before you commit to joining the network. We're very careful about who we choose as our partners. As part of your investigation process please contact the MOLLY MAID Support Office to discuss any questions you may have.

## 2 Discovery Day

The next step is to complete and return the Qualification Report to the MOLLY MAID Support office at which time we'll arrange for an initial meeting. The "Discovery Day" provides you with an opportunity to meet with the MOLLY MAID Support Office team and discover first-hand our formula for success.

## 3 Meet with Molly Maid Franchise Owners

Meetings will be organized with Franchise Owners so that you may see a MOLLY MAID operation in action. This will assist you in making your decision with confidence. Utilize this opportunity to ask questions about their experience as a Franchise Owner, the assistance they are receiving from Support Office and most importantly the challenges and rewards of managing a MOLLY MAID Franchise.

## 4 Business Planning Guide

If after the Discovery Day you believe that MOLLY MAID is the right business for you, we will assist you in completing our Business Planning Guide that acts as the blue print for your individual Business Plan.

## 5 Making the Right Decision

If we are all in agreement then we have the basis for a mutually successful, working relationship. We'll look forward to welcoming you to the MOLLY MAID team.

To learn more, call MOLLY MAID today at  
1-800-663-6243.

