

Maid² Clean



Free
Franchise
Report

National &
International
Opportunities

Maid² Clean International





Introduction

Welcome to our "Free Franchise Report". Reading it will put you in an informed position about making, possibly, one of the most important decisions of your life. Acting on the information in this report could, potentially, save you tens of thousands of pounds.

My name is **Mike Hanrahan**, and I am the managing Director and Franchisor of **Maid2Clean**, one of the most successful domestic cleaning, franchised brands in the country today.

I trust that you will enjoy the valuable nuggets of information contained in this report; what I have to share with you is extraordinary and powerful. I will give you a unique insight into the **Maid2Clean** business as well as showing you how to go about finding the right business opportunity, or franchise, for you, by avoiding the potential pitfalls.

Most importantly it could help you to eliminate any of the risks in your selection process and avoid the scenario of just 'owning a job' rather than 'owning & running a business'.

I have packed this report with the critical information, key messages, advice and hugely important knowledge that I have accumulated over the years - **SO ENJOY!**



So... You Want To Be In Business!

Are you still thinking about starting a small business of your own while others are actually doing it?

Don't worry, this is a common place to be. Millions of people, just like you, find themselves in this position at some point in their lives. The main difference between you and these 'business owners' is that they took the right steps and actions to get themselves out of this situation.

If you are at this point in your life it is not a bad thing, at least you are contemplating your future as a 'business owner' and have not been parted with your hard earned cash before you have read this report!

With the information supplied in this report, you will be armed with the relevant knowledge that will enable you to make the right decision regarding your future. Indeed the knowledge that you will acquire will become your most powerful tool.

The bottom-line on 'real businesses!'

Many people have been deceived in the past when they have bought a business. Others are still being hood-winked, even today, by offers of 'get rich quick schemes'; my aim is to ensure that you do not get fooled by any of these.

The real world of business is not taught in school. Some will never understand what a 'real business' is. Sadly they end up 'buying a job' and learn about it the hard way. The 'school of life' can be cruel sometimes. The way that most small businesses work is that their owners have simply exchanged their time for money. This linear way of earning a living is inefficient compared to 'real residual income businesses'.

**Exchanging
your *time* for
money when
working for
yourself is
just as
inefficient
as having
a 'job.'**



A Franchise Vs A Business

The main advantage in owning and running a business, or indeed a franchise, over owning your 'job' is that you can earn more.

Don't worry, I am not about to sales pitch you (yet!), or anyone else for that matter, on anything to do with network marketing, all I aim to do is arm you with the tools that will help you to identify a real business opportunity from an 'exchange your time for money system'.

A Franchise

A Franchise is **NOT** a 'business opportunity'. To put any franchise under the same classification as a business opportunity would be degrading to all franchises.

Take the **Maid2Clean** franchise, as an example; **Maid2Clean** is a unique small business idea turned into reality. I would even go as far as saying that **Maid2Clean** is a top 'small business' franchise, but I am understandably biased! But if you have ever completed due diligence in the

franchise arena, your investigations should have included the following about the franchise:

- any debts
- pending or potential lawsuits
- leases
- warranties
- long-term customer agreements
- employment contracts
- distribution agreements
- compensation arrangements

....and so forth, you will know that 90% of franchises succeed within 5 years, compared to 90% of new businesses which fail in the same time frame.



The right franchise can offer a better work / life balance

10 Key Points.....

Not all franchises will succeed, and not all franchises are equal, but some franchises are more equal than others!

When I was in the position to franchise my business I engaged a top UK franchise consultancy to show me how to franchise the **Maid2Clean** system. From this process I learned that there are **10 key ways to critique any franchise business:**

8. Are there reasons why the public should buy the service from the franchisees over the competition?
9. Are there unique, niche tools supplied by the franchisor to give the franchisees an advantage in the market place?
10. Is the franchise system head and shoulders above the competition in terms of brand differentiators?

1. Has it been established for a number of years?
2. Has it been successfully replicated more than once?
3. Has it been replicated successfully abroad?
4. Is this business really a job? i.e. one that would not pay me if I stopped working in it for the long term, like a sole operator franchise or business?
5. Does it involve cold calling or heavy selling?
6. Is a franchise marketing system supplied by the franchisor?
7. Is the Franchise brand marketed in a superior fashion than its competitors?

What is a Franchise?

The way that most businesses work is, as I have said, that their owners are involved in exchanging their time for money. This linear way of earning a living is inefficient compared to 'real residual income businesses'.

So.... What is a franchise?

One definition of a franchise is that it is a proven business model, with auditable accounts and verifiable evidence of its successful replication.

There are, currently, well over 900 franchises to choose from, so you need to think very carefully about what type of franchise business you would want to be involved in, and with.

You would not, for instance, go out and buy a house (or make any other large investment) without doing your homework first; the same rules apply when you are considering investing in a franchise.

Your 'franchise homework' will probably include; a fair amount of internet research,

visiting a number of the UK's franchise exhibitions, reading franchise magazines or comparing many franchise reviews.

Franchise opportunities can be found all over the internet, and the more franchise information you get, the better.

Before buying a franchise you need to conduct investigations into the franchise itself and the franchisor. Whether you go for a small franchise investment or large depends on your choice of investment and budget. One thing for sure, it is unlikely you will ever see a free franchise!



What's The Difference?

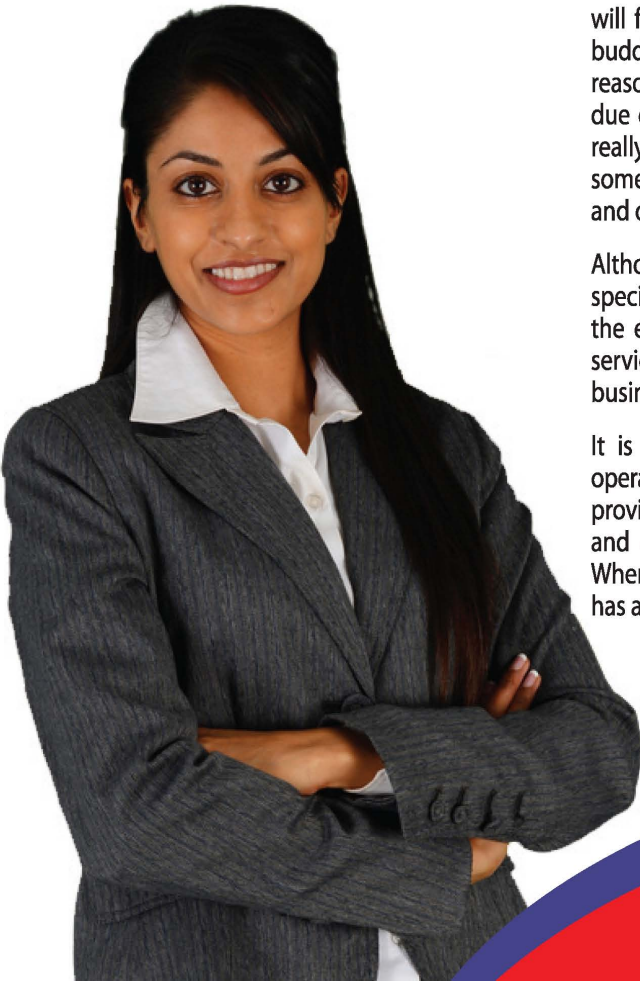
The most important difference you really need to be aware of, between a franchise system and a business opportunity, is that a business opportunity will not provide the buyer (that's you) with any trademark rights, a protected territory or on-going assistance.

Essentially, after you buy into the 'business opportunity' you are 'cut loose' to succeed or fail on your own.

There are literally thousands of business opportunities and businesses for sale in the market today, and more than 90% of these will fail! This does not inspire confidence in budding entrepreneurs. Even more of a reason why you will need to conduct your due diligence very carefully. Consider if you really want to invest in business ideas or something that has already proven itself over and over again.

Although a franchise may be limited to a specific geographic territory, you will have the exclusive rights to sell your goods and/or services within that area - a guarantee that business opportunities simply cannot offer.

It is also important to point out that the operational standards required by franchisors provides you, the franchisee, with a proven and established system of quality control. When you buy a franchise, all the hard work has already been done.





The Maid2Clean Difference

Maid2Clean is not a new franchise, nor is it a run of the mill cleaning company or cleaning business where you would fully expect to do some of the cleaning yourself.

Maid2Clean is a *Management Franchise*. You recruit and manage the cleaners.

Maid2Clean is a member of the *International Franchise Association* (IFA) & the *Approved Franchise Association* (AFA).

Maid2Clean is also one of the largest domestic cleaning franchises; with well over 150 franchisees, all trading in the **Maid2Clean** business system, each with the potential to create hundreds of cleaning jobs in their local community.



Maid2Clean focuses on the home services sector, not office or industrial cleaning.

Maid2Clean is a low cost franchise compared to most, with a low, affordable franchise fee.

Our franchisees all carried out their due diligence, like you will, in advance of taking the plunge, or 'leap of faith', and found a proven franchise model which was well worth investing in. The domestic cleaning services market is a multi billion pound industry and it is still growing, despite the uncertain economic climate. This is part of the reason why **Maid2Clean** has become one of the most successful franchises today.

With the **Maid2Clean** business, franchisees find out, very early on in their franchise journey, how to build an ongoing, residual, income from their client base, for the six simple services they provide to each customer. No other franchise is positioned in the domestic cleaning market in the same way as **Maid2Clean**.

At the time of writing this report **Maid2Clean** had a higher number of UK franchisees than any other franchise in the sector, that I am aware of. **Maid2Clean** is still one of the fastest growing domestic cleaning franchises around.



Maid2Clean® Franchise



Maid2Clean works in both boom and bust economies because the business model itself is sharper, more cost-effective, and appeals to a wider variety of clientele than the traditional cleaning business.

Arguably 10 times more people can afford, and will pay for, a **Maid2Clean** service, rather than a traditional cleaning business model, which can be twice the cost.

Maid2Clean works on the simple premise that 'the lower the cost of the service, the more people can afford it!' In hard financial times, people will tighten their belts; that said, wouldn't you like to be supplying domestic services based on a a low cost, affordable model rather than the more expensive, unaffordable variety?

Even during financially better times, people with money are careful with it, and the majority of people still prefer to deal with a professional

cleaning agency service, rather than having to deal direct with an individual cleaner.

Many factors come into play when you are comparing **Maid2Clean** to the rest of the franchise market, here are just a few of them:

1. No cold calling or sales involved, on your part
2. Customers pay in advance
3. You get a management business (not a job or a cleaning business to run)
4. It's a franchise operated by me, the franchisor
5. Small initial investment buys you the complete franchise package.
6. Rapid return on investment
7. Massive growth market sector
8. Minimal risk, high margin business.
9. Lower overheads than our direct competition
10. It can be a home based business (in certain countries) or a low cost office based one in others



Is Maid2Clean 4 U?

11. A call centre facility can be used if you wish to run the business on a part-time basis
12. Low royalty fees
13. Repeat business and one-off cleans
14. Strong cash flow
15. Trusted proven business system since 1993
16. **Maid2Clean** offers an automated residual income
17. **Maid2Clean** is the only IFA franchise of our type
18. You will be joining a National and International Franchise Team

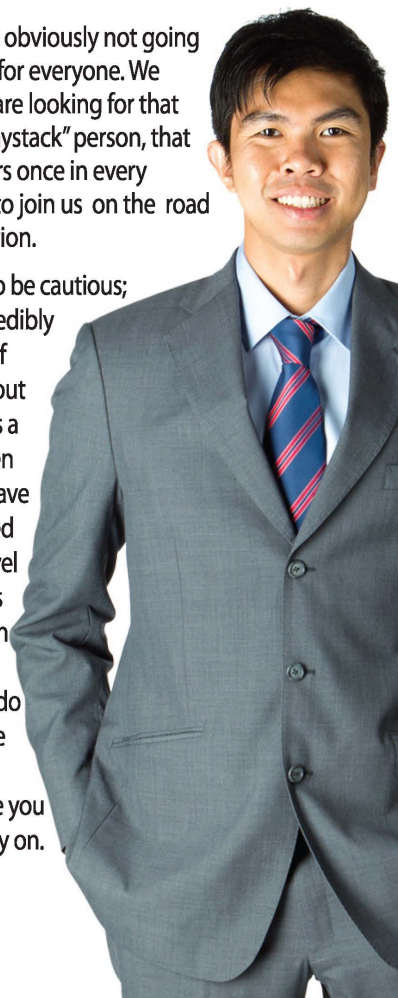
In this world there are people who work for others; people who are self-employed (similar to having a job); and people that run real businesses, creating real wealth by generating residual income. **Maid2Clean** only offers the last route to selected people in exclusive territories with 100,000 households.

An old school friend of mine once said that 'if you managed to increase your net worth over a long enough period, by the time you come to retire, with discipline, you could save enough to be a millionaire on paper.'

Well, **Maid2Clean** makes no promises about anyone becoming a millionaire, what it does promise, however, is that with the **Maid2Clean** franchise system you can use this business as a vehicle that will take you to your chosen destination in life.

Maid2Clean is obviously not going to be suitable for everyone. We know that we are looking for that "needle in a haystack" person, that probably occurs once in every 100,000 or so, to join us on the road to wealth creation.

You should also be cautious; there is an incredibly high number of opportunities out there - it truly is a jungle! Not even all franchises have been scrutinised to the same level we have, but as we have proven our business since 1993 we do believe that the **Maid2Clean** franchise is one you can actually rely on.



Residual Income....

Franchise companies are available in many industry sectors, and cleaning franchises are also available in a variety of cleaning industry sectors. Never has the statement 'caveat emptor' (let the buyer beware) ever been truer than it is today, because not even all franchise systems are 'real businesses', they can be offering you 'job ownership' instead.

So what is it about the Maid2Clean system that has appealed to our franchisees to date?

Undoubtedly high on the list is the fact that many of them have swapped full-time jobs for the opportunity of developing a real business with an ongoing, residual income themselves and their families. **PLUS...** not one of them ever goes out and cleans, at any time, themselves!

Challenging...

Starting your own business is challenging but can also be very rewarding. There are innumerable business ideas to choose from offering a small business of your own, but not many offering a real residual income.

Maid2Clean can be a home based business opportunity (in certain countries) with 24/7 business advice

and support, with business assistance when you need it.

Another significant factor, when choosing a business, is whether or not the income the business achieves has to be worked for, every week, to end with the same earnings as the previous week. Fortunately the **Maid2Clean** business works in the domestic cleaning sector, and has the potential for you to speak to a client once and receive a residual income going forward.

Very few franchises can offer you this kind of advantage and, like a snowball, the income gathers pace as your business grows.





Life is For Living!

Maid2Clean franchisees can choose to operate the business on a full-time or part-time basis.

Maid2Clean allows any number of lifestyle choices to be taken by the franchisees, and due to the residual income element of **Maid2Clean** you will rarely see an existing territory for re-sale.

The most precious commodity we all share is time. Millions of people share that sentiment. Time has a value to all of us and some people will pay to have more. **Maid2Clean** serves the middle-class affluent masses by giving them a lifestyle choice of having a few hours of their lives back instead of cleaning and ironing themselves. Franchisees are taught how to market the service and thereafter enjoy a lifestyle mixed with residual income generation. ***You only live once, and life is for living.***

**No Uniforms; No Cleaning Materials; No Vehicles;
Just Recruit & Manage Your Cleaners**

Sadly many people who look for a business will not be aware of the dangers of buying a job. Whilst many 'job' franchise systems do work, in most of them the owner operator has to work just as hard each month to earn the same as he or she did the previous month.

People can search all their lives looking for specific vehicles that can enable them to realise their dreams. I recognise that none of this was taught in school, but if I was teaching students today I would explain to them the benefits of creating a residual income business. ***Wouldn't you?***

Can you really afford not to invest in **Maid2Clean** – a real residual income business, that can take you to wherever your career and personal aspirations want you to go?



Serious Benefits...

Are you one of the people who will be suitable for selection in to the Maid²Clean business?

If you are serious about looking in to the **Maid²Clean** operation you can make an appointment to view the business or arrange an initial conference call. Talk to a number of franchisees and their accountants. You should even verify that **Maid²Clean** are members of the IFA and the AFA before committing yourself the most important and best decision of your life. Let's face it, you cannot buy a business over the Internet from a web page.

If you are still sceptical here are some more Maid²Clean USP's:

- 1.** No staff overhead costs
- 2.** No cleaner uniforms
- 3.** No exchanging your time for money like a job or a "Man/Cleaner in a van" type franchise
- 4.** No cleaning materials or products to buy
- 5.** No vehicle costs
- 6.** No transportation costs
- 7.** No third parties involved – learn the business directly from the franchisor

- 8.** No cold calling or sales involved
- 9.** No cash flow problems – clients pay in advance
- 10.** No invoicing or cash collections
- 11.** No running a cleaning business charging £30 per hour
- 12.** No need to ever meet a client

Still Sceptical? Don't Be!

Find out more about the **Maid²Clean** business by visiting our franchise websites www.Maid2Cleaninternational.com or www.Maid2Cleanfranchise.co.uk



Testimonials....

*"In the summer of 2008 I was looking for another franchise business to run alongside my existing business and came across **Maid2Clean**. After meeting Mike, and being very impressed with his business model, I took over two **Maid2Clean** territories on 1st August 2008. It was a decision I have never regretted, not even for a moment.*

*"If you are prepared to put the work in, the rewards are there to be enjoyed and now concentrate all my efforts fully on **Maid2Clean**. The help support and advice from Mike, his team, and on our online forum, means that you are never alone if you encounter a problem, there is always someone else who has been there before you. I would happily recommend **Maid2Clean** to anyone."*

Michael Sell, Maid2Clean Croydon
(www.maid2clean.co.uk/croydon)

*"Just six and a half months after launch, **Maid2Clean Woking & Guildford** has registered its 100th paying client. This is a great business with a fantastic business model and is performing way beyond my original expectations. I'd like to thank you, Mike, for allowing me to participate in this success, and thank you for the great back up support you always provide. Now onto 200 clients!"*

Allen Lever, Maid2Clean Woking
(www.maid2clean.co.uk/woking)

*"**Maid2Clean** is without doubt the best decision I have ever made in my life and I would like to thank Mike for giving me this fantastic opportunity and helping me along every step of the way.*

There's plenty ups and downs, of course, but there's a great team of franchisees who meet at the conferences and freely share their experiences with each other whenever possible.

*"**Maid2Clean** were totally committed to helping me to succeed."*

Peter Atkins Maid2Clean Fylde
(www.maid2clean.co.uk/lancashire)



This business does exactly what it says on the cover. It is fairly recession proof, it can either grow very quickly or, as in my case, it can grow very steadily each month. It is not a get rich quick scheme, but if the business module is followed and the work and effort is put into it, then the rewards are excellent and the residual income is obviously a massive plus.

Paul Daley Maid2Clean Staffordshire
(www.maid2clean.co.uk/northstaffs)

What did the deal for me were the support structures that were built into the fabric of the company. I was looking for a cost that would not break the bank and a successful business model that could also work for me. It did look a little daunting at first but almost a year down the road and with masses of support; I know I have made the right decision.

Graham Fenson Maid2Clean Luton & Stevenage
(www.maid2clean.co.uk/luton)



Purchasing a Maid2Clean franchise has been very fulfilling. As well as gaining invaluable experience in running a business, there is an incredible amount of support from the franchisor and other franchisees which encourage both business and personal growth.

Yvette Osikilo Maid2Clean South London
(www.maid2clean.co.uk/southlondon)



Maid²Clean



Franchise Head Office

Maid2Clean Ltd.,
Caiden House, Canal Road
Timperley
Altrincham. WA14 1TD
United Kingdom

+44 1270 820200

sales@maid2clean.co.uk or
sales@maid2cleaninternational.com

www.maid2cleaninternational.com

www.Maid2Clean.co.uk