

Commit to
a cleaner,
brighter
future.



**FRANCHISE
OPPORTUNITIES**

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Thanks for taking the opportunity to explore our MOLLY MAID Franchise Opportunities. We're a very proud organization, with a global brand presence – but one that was founded right here in Canada in 1979. We've been enriching lives, one clean at a time, since our first clean in Mississauga, Ontario.

We're the industry leaders and are privileged to enjoy brand awareness which is 10 times that of our next closest competitor – something we are so very fortunate to have. In fact, this brand strength has been established by the hundreds of MOLLY MAID Franchisees over the years who have been diligently building their businesses in their local communities. Our industry continues to grow, approaching \$4.5 billion annually in revenue – and with the recent pandemic, we've seen even greater demand for MOLLY MAID service than ever before. We know that consumers now look to trusted brands even more than they have previously, and with our new Healthy Home Cleaning System, both our teams and our customers can enrich even more lives in a safe and healthy way.

If you're looking for an opportunity to partner with the industry leaders, please review our offering and plan to connect directly with Fiona so she can share more on how a MOLLY MAID Franchise could be the right fit for the business opportunity you're looking for.

We look forward to connecting with you soon,

A handwritten signature in dark ink, appearing to read "Aaron Abrams".

President & CEO



Watch our Franchise Development video here:

<https://youtu.be/wy9CC2mFNWU>

We've Been Waiting For You



Thank you for your interest in a Franchise opportunity with MOLLY MAID. For over 40 years, go-getters just like you have joined the MOLLY MAID Team and discovered a winning formula for achieving many of their business and life goals. That formula is a combination of a desire to take charge of the future through the ownership of a MOLLY MAID Franchised business coupled with our proven business model and our market-leading brand awareness.

With a booming industry and unlimited potential to service more customers, our work has really just begun and perhaps, yours too if you have the skills, abilities and desire to manage a growing business, call us today!

We've got you! Every new Franchise Partner has more than **40 years of experience** backing them.

“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.”

Michele Yonge,
Franchise Partner, Burnaby/New Westminster, BC

The Opportunity

MOLLY MAID is the largest Canadian-based residential cleaning company in the world with exciting business opportunities available! This is an owner/operator model, if you reside in the exclusive territory you may operate from a home office or rent office space in the area. Ownership of a MOLLY MAID Franchise provides:

- A low-risk investment opportunity in a high-growth, recession and pandemic resistant industry;
- Market-leading brand awareness;
- Proven business systems, including; technology, marketing, training, human resource management and financial management;
- A network of Franchises, from coast-to-coast, who function as a team – helping each other drive their businesses forward;
- An experienced team at the MOLLY MAID Support Office 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:



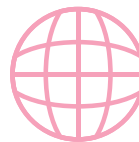
70% dual income families



Each week, women spend 69 hours on work and housework combined



1/3 of population are Baby Boomers (retiring with more wealth than any generation previously)




Pandemic resistant



Dual-income families, help make the industry recession resistant

Your Future Starts Here

A woman in a Molly Maid uniform is cleaning a window. She is wearing a pink and black polo shirt with the Molly Maid logo. In the background, another woman in a similar uniform is cleaning a piece of furniture in a living room.

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 the perfect business opportunity for you.

MOLLY MAID Franchise Partners cite the following values as some of the reasons they invested in this business ownership opportunity:

- **You can begin with low overhead and invest over time**
- **Your business model is dependable and straightforward**
- **You have reliable repeat business when you provide quality service**
- **You can hire entry-level employees who can work flexible schedules**

The value of business ownership doesn't end there. But don't take our word for it - ask our Franchise Partners, some of whom have been MOLLY MAID Franchise Partners for over 35 years. Their hard work and dedication have brought value to their lifestyle and business, and they are proud of what they have accomplished. If you're motivated by the thought of building equity for your future, we would love to hear from you.

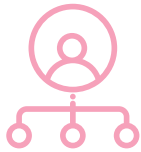
Contact Fiona today at: 1.855.248.0355 x230

Rewards. They are waiting for you.

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, continually enhanced through over 40 years of successful operation.



A marketing strategy that works and will help you increase your customer base and in turn increase profits and 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.



Proprietary, easy-to-use software, designed to help you manage your business.



Proven to be recession resistant and now, pandemic resistant. We weathered the COVID storm of 2020 and 2021, and have come back even stronger.

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

Proven business systems and an industry leading brand.

Your 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 can rely on proven advice and expert guidance any time you need it. We offer our Franchise Partners practical support in every aspect of the business. From assistance with advertising and marketing initiatives to providing tools and recommendations for recruiting and training teams, 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 an in-person or virtual event, telephone call or text, email or on our intranet portal. Franchise Partners often exchange ideas and advice with the Support Office Team, or one another, about important matters happening within their business. You can count on the entire MOLLY MAID team to offer support, performance improvement resources and guidance when you need it.



Training Makes it Easy

MOLLY MAID Franchise Partners complete two weeks of independent training, followed by one week of intensive training at our Support Office, located in Oakville, Ontario. Training highlights all aspects of the business including customer care, scheduling team members and customers, marketing, administration, health and safety, personnel management and financial management. We'll also show you exactly how the MOLLY MAID 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!



We'll Get You Started

Once you begin your new business venture, we'll be there providing the resources and expertise you need at this important time. Once everything is in place, you'll have the time to concentrate on developing your customer base and growing your Franchise.

**We're all here to
help you succeed.**

Our Competitive Advantage

Percentage of Canadians who are aware of maid services



MOLLY MAID is the most recognized brand in the cleaning industry in Canada. With more than 40 years of experience and over 10 million homes cleaned in Canada, we understand what customers want from a residential cleaning service – thoroughness, consistency and reliability.

Independent market research confirms that 7 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.

This alone is not the key ingredient to our future success; we know it is also our business systems and the dedicated efforts of our network of MOLLY MAID Franchise Partners across Canada that will continue to drive our brand to new levels.

Since 1979, Franchise Partners have dedicated themselves to a straightforward business strategy – adding new customers and keeping existing customers highly satisfied with their MOLLY MAID service – and in doing so, they have built successful businesses and established the MOLLY MAID brand as the industry leader.

MOLLY MAID is thorough, consistent and reliable.

Healthy Home Cleaning System



Healthy
Home
Cleaning



When the pandemic hit in March 2020, we along with most of the countries' businesses were forced to temporarily suspend services as Canadians worked collectively to flatten the curve. When personal protective equipment became available, we returned to service with our new Healthy Home Cleaning System in place. The guidelines and protocols we introduced, following in-depth consultation with industry professionals and health providers, were created with the safety of our team members, our customers and the greater community in mind. Even better, we already had in our cleaning arsenal, Neutral Disinfectant (part of our Green Housekeeping Program). Neutral Disinfectant has been proven to be effective against COVID-19 on non-porous high touchpoint areas, just another thing that provided comfort to our customers and team members. While many of our competitors were forced to close their doors for longer, our Healthy Home Cleaning System allows us to remain operational, even in times of provincial and regional lock downs.

Green Housekeeping Program

The MOLLY MAID Green Housekeeping Program is a green cleaning service designed for the health and safety of our customers, their family and pets, our team and to protect the environment.

In addition to the use of bio-based, environmentally preferable green cleaning solutions, we also employ an effective green cleaning system as part of our services that eliminates the harmful effects of traditional cleaning chemicals. Our green cleaning products are 100% biodegradable, making them environmentally safe. To reduce our carbon footprint and minimize packaging waste, our green cleaning products are supplied in concentrate and distributed in reusable bottles. This system drastically reduces our overall impact on the environment.

Our bio-based green cleaning products are non-toxic, non-reactive and non-corrosive. They do not contain any known or suspected carcinogens and have extremely low or no Volatile Organic Compounds (VOCs). VOCs are gases and vapours emitted from liquids which can have short- and long-term adverse health effects. In addition, our green cleaning products have no ozone-depleting compounds or chemicals, both of which are known to damage the environment.

The green cleaning products used by our MOLLY MAID teams are made from renewable, plant-based materials such as palm kernel oils, coconut oils, sugars and soybeans, resulting in a healthier indoor living environment and minimal allergic reactions. Sometimes stronger cleaning products are necessary to meet our high cleaning standards, but the use of these products is kept to a minimum.



MOLLY MAID Success Story

In 1979, in Mississauga, nurse Adrienne Stringer along with her husband Chris Stringer, founded MOLLY MAID. 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' budding company and together they set off on a journey that has seen MOLLY MAID grow across Canada and around the world.

Jim MacKenzie would point to Franchise Partners as the reasons for our success. His motto is '*Businesses aren't successful, people are*'. Our Franchise Partners are the class of this industry and together their commitment to the principles our founders instilled are the reasons for our success.

What Our Franchise Partners Are Saying

MOLLY MAID Franchise Partners are more than business owners - they are partners in making MOLLY MAID a success. Franchise Partners enjoy the financial and personal rewards of their hard work and determination. MOLLY MAID Franchise Partners 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:



“I grew up with my parents owning a MOLLY MAID Franchise and saw the opportunities it provided for our family. But even more than the opportunities, I loved the sense of family that MOLLY MAID provides. After working in the MOLLY MAID office for 10 years, Lance and I decided that owning our own Franchise would be a perfect fit. Being able to run the office from home gives us the freedom to balance the business with our personal life. We knew together we could continue to build the already very established Franchise and achieve financial success – both short term and through the long term business value. Much of our early success was due to the great support network at Support Office and through networking with other Franchise Partner. We feel that investing in our Franchise has been an extremely positive experience and we look forward to a successful future with such a powerful brand.”

Shauna and Lance Browne

MOLLY MAID Langley/Surrey East, BC



“With a little girl in tow and another on the way, calling Winnipeg our home has been quite the journey. My passion to empower women and be a role model for my two daughters is what lead me to cross paths with MOLLY MAID Canada in 2016; a brand name that I am proud to be associated with today. Working closely with not just my teams but hundreds of customers weekly, trying my best to understand individual needs and meet expectations is what I have enjoyed most. This unique opportunity to interact with the community and contribute by providing a quality essential service has been a life-altering experience for me. My aim is to change lives by affording my customers the luxury of time; giving them back their time, that can be spent with friends and family doing the things they love most and making life long memories.”

Maryam Cheema

MOLLY MAID Winnipeg East, MB

What Our Franchise Partners Are Saying



“When my journey with MOLLY MAID started, I was a Home Service Professional for our local Franchise. I never imagined that I would own my own Franchise just a few years later! I received an incredible amount of support and encouragement from the Franchise I worked for, Support Office and other Franchise Partners that I met at seminars during the transition to ownership and beyond. Owning our own Franchise has been a dream come true for my husband and I. I recommend the journey to anyone!”

Tracey and Adam Dabrowski

MOLLY MAID East Gloucester, ON



“Owning the rights to operate my own Franchise has allowed me to maintain freedom and flexibility, two things I didn’t have with my previous job. As a MOLLY MAID Franchise Partner, I primarily work during traditional business hours from Monday to Friday, and that really does make it the perfect fit for me and my lifestyle. Running a Franchise with MOLLY MAID is a perfect opportunity for people with young children. Even better, I get to do this while helping other moms in my community – as an extra hand to busy working moms and a career opportunity for my team members who have their own families to support.”

Rhonda Millsap

MOLLY MAID Barrie, ON

“Enriching Lives One Clean at a Time”

Aaron Abrams

President & CEO





What do I get when I am awarded the rights to own and operate a MOLLY MAID Franchise?

ANSWER: When you are awarded a MOLLY MAID Franchise you gain 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 in the market. You will be granted an exclusive geographic territory to operate your MOLLY MAID business, comprehensive training on our proprietary business systems, industry leading management software and ongoing advice and performance improvement guidance by telephone, text, email, webinars and seminars, Convention and on-site and virtual meetings from MOLLY MAID Support Office.

What experience is required?

ANSWER: While MOLLY MAID Franchise Partners come from varied backgrounds and have a range of business skills, the important factors that will help you achieve personal and financial success are strong people skills, a strong work ethic, dedication and closely following the principles of the MOLLY MAID System.

What training is provided?

ANSWER: All MOLLY MAID Franchise Partners undergo two weeks of independent, offsite training followed by a comprehensive one-week initial training program at the Support Office in Oakville, Ontario. During this time, you will learn the necessary systems and procedures that will ultimately make your Franchise successful. Your Franchise Coach will provide dedicated one-on-one support for the first few weeks to ensure you are off to a great start and then offers ongoing support to assist you with growing the business. Annual regional seminars and National Conventions provide Franchise Partners with the ability to learn new business skills, refine existing ones and network with other Franchise Partners from across Canada.

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

ANSWER: To be successful in our business the full-time dedication of the owner 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.

Do I require an office, or can I operate from a home office?

ANSWER: 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 may choose to rent office space.



How much of an initial investment is required?

ANSWER: If you are purchasing a single open territory, the Franchise Fee is \$23,000 plus \$4,000 for the Technology Investiture Fee. This fee includes all of your training, introductory advertising and administrative supplies, the cleaning equipment and supplies necessary to start your first team and our proprietary business management software programs. You will also need approximately \$40,000-\$60,000 in working capital to cover items such 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 Partner and is based on the profit and revenue being achieved in the business. You should expect to pay upwards of \$100,000 for an established MOLLY MAID Franchise.

Will I have to pay a royalty?

ANSWER: 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.

How long does it take to become a MOLLY MAID Franchise Partner?

ANSWER: 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 Partners three to six months from the first inquiry to the business start-up.

How large is the cleaning industry?

ANSWER: In a recent study, it was determined that the residential cleaning industry in Canada is approaching \$4.5 billion annually. The demand for residential cleaning service has never been higher. Recent statistics reveal that working mothers spend as much as five hours each day on household chores and add up to an additional 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 time-saving services such as residential cleaning will continue to grow at a phenomenal rate.

What is your target market?

ANSWER: The MOLLY MAID target audience are dual-income families and baby boomers who have more disposable income than any other market segment. They represent about one-third of the Canadian population. We cater to a large, lucrative customer base with lots of long-term growth potential.

5 Steps to Your Success

Research

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 selective about who we choose as our Franchise Partners. As part of your research process, please contact Fiona at the MOLLY MAID Support Office at **1.855.248.0355** to discuss any questions you may have. The first step is to determine if there is an opportunity in your area of interest; please visit our website to view a list of available territories: <https://mollymaid.ca/franchise-opportunities>. The next step in our process is to complete and return a questionnaire which provides us with more information about you. To obtain the questionnaire, please email: franchiseopportunities@mollymaid.ca

Cash Flow Projection and Business Planning

It is essential to determine if the opportunity will be financially feasible for you. We will provide you with a cash flow planning guide which will assist you in preparing your 12-month cash flow projection. We will also assist you in completing your business plan. This will be your first experience of working with our Franchise Coaches.

Meet with MOLLY MAID Franchise Partners

Meetings will be organized with Franchise Partners so you may discuss the day-to-day operations of a MOLLY MAID Franchise. This will assist you in making your decision with confidence. Utilize this opportunity to ask questions about their experience as a Franchise Partner, the assistance they are receiving from Support Office and most importantly the challenges and rewards of owning and operating a MOLLY MAID Franchise. We also encourage all candidates to reach out to any of our Franchise Partners across Canada to ask questions and connect with those that are already taking charge of their future.

Discovery Day

Once you've connected with some of our current Franchise Partners, we will then ask you to complete and return the criminal and credit checks 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.

Making the Right Decision!

Once you've completed your qualification process, we've answered all of your questions and you've decided to commit to a cleaner, brighter future, we will welcome you to be part of our successful MOLLY MAID Team!

Your future starts here!

Contact Fiona today

mollymaid.ca | 1.855.248.0355 x230 | franchiseopportunities@mollymaid.ca



Thank you for your interest in a franchising opportunity with MOLLY MAID Canada. The biggest factor in the Franchisee selection process is fit. We focus on mutual fit. We want to be as right for you as you are for MOLLY MAID. For us, fit develops into a trusted partnership. That trusted partnership will lend itself to success – yours and ours. So, what exactly do we look for? Our motto is, ‘Businesses aren’t successful, people are.’ Our most successful Franchises are run by Franchise Partners who have strong people skills, are self-motivated, ambitious and driven by a strong desire to succeed.

As the Director of Franchise Development, I’ll walk you through the process. All of these interactions are steps along the way where we get to know each other better. While we review your Questionnaire, we’re going to assume you’re doing your own research on us. We’ll have various meetings along the way, each helping us to determine our fit for each other.

It is important to note that at MOLLY MAID we expect our Franchise Partners to be full time in the business and are passionate about what they do. We want you to be all in and committed to providing quality service to customers, a great work environment for team members and being a positive business owner in the community. You’ve already taken your first step towards owning a MOLLY MAID Franchise. So, let’s chat! Contact me directly, **franchiseopportunities@mollymaid.ca** or **1.855.248.0355 x230**.

I look forward to working with you on your Franchise journey,

Director of Franchise Development

