



COMMIT TO A CLEANER, BRIGHTER FUTURE

ESTABLISHED
OPPORTUNITY



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A Message from the CEO

Thanks for taking the opportunity to explore MOLLY MAID as a Franchise opportunity. We are a very proud organization, with a global brand presence – but one that was founded right here in Canada in Mississauga, Ontario. We have been creating joy and comfort where our clients live, work and play since our first clean in 1979.

We are the industry leaders and are privileged to enjoy brand awareness 21 times than that of our next closest national competitor – something we are so very fortunate to have. In fact, this brand strength, along with our winning culture, 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, exceeding \$8 billion annually in revenue. We know that consumers look to trusted brands, and there is no brand more trusted than MOLLY MAID.

If you're looking for an opportunity to partner with industry leaders, please review our offerings and connect with the Franchise Development Team so they can provide more insight into how a MOLLY MAID Franchise may be the right business opportunity for you. We look forward to working with you on your journey of business ownership and I hope you're the right fit to join our team.



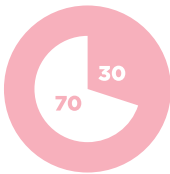
Aaron Abrams
President & CEO

Join a Multi-Billion-Dollar Industry

Consumer demand for personal service businesses – such as residential cleaning – continues to grow across Canada. Several key trends are driving this demand:



- The residential cleaning industry in Canada is worth an astounding \$8 billion and continues to expand!



- 70% of families rely on two incomes.



- Many families are balancing careers and home responsibilities, leaving less time for household tasks.



- One-third of our population are baby boomers, who are retiring with more disposable income than an senior cohort in the past.



- Residential cleaning is both pandemic and recession resistant as MOLLY MAID provides an essential service that households continue to rely on.

The Opportunity that Leads to Your Success

MOLLY MAID is the largest Canadian-based residential cleaning company in the world with exciting business opportunities available!

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

All Franchises operate in an exclusive area. If you reside in the exclusive area of your Franchise, you may operate from a home office, or you will rent office space in your exclusive area to successfully operate your MOLLY MAID Franchise.



Partnership of a MOLLY MAID Franchise Provides:

- Low-risk investment in a high-growth, recession and pandemic-resistant industry.
- Strong brand awareness.
- Proven business systems covering technology, marketing, training, HR and financial management.
- A supportive Franchise network from coast-to-coast, collaborating to grow their business.
- A winning culture to help our Franchisees thrive in their Franchise.
- Dedicated corporate Support Office team focused on your success.

The MOLLY MAID System: More Than Just Cleaning

- Proven, profitable business model refined over nearly 50 years.
- Effective marketing strategies to grow your client base, boost profits and increase business value.
- Recruitment and training systems to ensure your team delivers consistent, high-quality service.
- Proprietary, easy-to-use software to simplify day-to-day business management business.

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 and win.



ESTABLISHED FRANCHISE

List price:	+/- \$100,000
Franchise Fee:	\$19,000
Technology Investiture Fee:	\$4,000
Working Capital:	\$40,000-\$60,000
Royalty Fee:	6%
Brand Development Fund:	2%

Start-up Package Includes:

- Marketing materials
- Merchandise
- Uniforms
- \$300 credit for accounting software
- \$500 credit for Call Coaching
- Office forms and supplies
- Custom software
- Full training program

Build the Business - and Life - you Want

An established MOLLY MAID Franchise provides you with an incredible advantage by allowing you to step into a business that's already operating. Instead of spending months building a client base, hiring a team or



perfecting scheduling and service processes, you take over a business with established clients and recurring revenue. Our businesses are built on long-term, recurring relationships, so inheriting existing and loyal clients gives you immediate stability. You also benefit from the brand awareness, reputation and operational systems already in place to make your start faster, easier and far more predictable than launching from scratch.

You will inherit a trained team that already knows the clients, understands their preferences and is familiar with our cleaning system and clients. These relationships are incredibly valuable as clients feel comfortable with familiar faces, trust is already established and service expectations are clearly understood. You step into a business where the team can guide you, ensuring continuity and stability from day one. With a knowledgeable team in place, you can focus on leading the business and planning for growth.



ESTABLISHED FRANCHISE

Another major benefit is the strong support network you gain from both the MOLLY MAID Support Office Team and fellow Franchise Partners. MOLLY MAID provides well-established training programs, marketing programs and operating procedures that help you hit the ground running. You also join a community of Franchise Partners who understand the industry and can share insights on everything from recruiting and retention for team members and clients. This collective experience helps you grow faster and avoid common challenges. Our Franchise Partners have built their success around a straightforward business strategy, by focusing on the Client Experience Journey, consistently adding new clients and retaining clients through outstanding MOLLY MAID service. In doing so, they have been rewarded with the benefits of a successful business. The value of business ownership doesn't end there. But don't take our word for it – ask our Franchise Partners. 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.

Please Note: Our Franchises are awarded based on an exclusive geographic area. Franchisees must reside in their exclusive territory where they may operate from a home office or rent office space in the area, have a full valid driver's license, be able to drive in Canada and must be committed to operating the business full-time – you cannot have another job or business. Franchise Partners must have vehicles for the teams to drive to and from the cleaning locations which ensures the teams have reliable, branded transportation. You can purchase new or used vehicles or lease vehicles. They must be on the approved list of vehicles manufactured in the right colour of blue or if painting the vehicle, it must be the right pantone provided by MOLLY MAID Support Office. The decals are provided free of charge for all new vehicles.



CONTACT THE FRANCHISE DEVELOPMENT TEAM TODAY AT:
1.855.248.0355 or franchiseopportunities@mollymaid.ca



Our Competitive Advantage

When clients think of a high-quality cleaning service, MOLLY MAID is top of mind. Since 1979, MOLLY MAID has been the number one cleaning company in Canada, providing people across the nation with unparalleled housekeeping and light commercial cleaning services every day. Our proven business systems, proprietary business management software and our highly recognized pink and blue brand colours give MOLLY MAID a competitive edge. But our MOLLY MAID Franchise Partners, their wonderful teams and our winning culture are what truly makes us successful. Without them, our accomplishments would not be possible.

Our Franchise Partners have dedicated themselves to a straightforward business strategy – consistently adding new clients and keeping existing clients happy with their MOLLY MAID service. In doing so, they have been rewarded with the benefits of a successful business. You can see that our competitive advantage really is our people.

**21
times
more brand
awareness than
our next closest
competitor**

MOLLY MAID is the most recognized brand in the cleaning industry in Canada. With almost 50 years of experience and over 12 million homes cleaned in Canada, we understand what clients want from a residential and light commercial 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, with 21 times more brand awareness than

our next closest national competitor, you can see why MOLLY MAID is simply the best choice for individuals wishing to invest in the growing residential and light commercial 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.



Green Housekeeping Program

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

Our bio-based green cleaning products are non-toxic, non-reactive and non-corrosive. They are made from renewable, plant-based materials such as palm kernel oils, coconut oils, sugars and soybeans resulting in minimal allergic reactions and next to no odour. Sometimes stronger cleaning products are necessary to meet our high cleaning standards, but the use of these products is kept to a minimum.



For the health & safety of our clients, our team and to protect the environment.



Steps to Franchise Partnership

1 Research and Complete the Franchise Opportunity Questionnaire

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 and you for us, prior to being awarded a Franchise. When we consider who our partner will be we look for alignment with our five core values: Caring, Teamwork, Leadership, Client-Focused and ALL-IN. We're selective about who we choose to join our team as Franchise Partners.

The first step toward Franchise Partnership is to explore the brand on your own. We will provide you with all the information you need to make an informed decision. Our goal is to help you understand MOLLY MAID and determine if this is the right fit before you commit to becoming a partner. To obtain the questionnaire please email: franchiseopportunities@mollymaid.ca

2 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. You will also prepare a business plan. You will review the cash flow and business plan with a Franchise Coach. This will be your first experience of working with our dedicated Support Team.

3 Meet with MOLLY MAID Franchise Partners

Visits will be arranged with Franchise Partners to discuss the day-to-day operations of a MOLLY MAID Franchise and how they bring the MOLLY MAID values to life. This will assist you in making your decision with confidence. Utilize this opportunity to ask questions about their experience as a Franchise Partner, specifically the rewards and challenges of owning and operating a MOLLY MAID Franchise.



4 Discovery Day

After connecting with some of our current Franchise Partners, you are required to complete and return the criminal and credit checks to MOLLY MAID Support Office. What follows is an in-person meeting at our office in Oakville, Ontario.

The 'Discovery Day' is a two-way interview which provides you with an opportunity to meet with the MOLLY MAID Support Office Team, ask any remaining questions, review the Franchise Agreement in detail and discover first-hand our formula for success.

5 Making the Right Decision!

Once you've completed the above qualification process, we've answered all 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.

6 Training and Launch

All MOLLY MAID Franchise Partners undergo two weeks of independent training followed by a comprehensive one-week initial in-person training program at the Support Office in Oakville, Ontario.

During this time, you will learn the systems and procedures that will 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. The Support Office Team will continue to provide guidance and support.

Annual regional Seminars and National Conventions provide Franchise Partners with the opportunity to learn new business skills, refine existing processes and network with other Franchise Partners across Canada.



A Message from Fiona

Thank you for your interest in a partnership opportunity with MOLLY MAID Canada. The biggest factor in our Franchise selection process is the right 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 Vice President of Development, I bring a genuine passion for MOLLY MAID, having joined the team in 2002. My role is to educate potential partners and help them clearly understand what’s involved in becoming part of our system which includes our winning culture driven by our core values. Our Development Team is here to walk you through every step of the process. While we review your questionnaire, we also assume you’re doing your own research on us. Throughout a series of meetings, we’ll continue to explore that alignment and ensure you have everything you need to make an informed and confident decision.

It is important to note that at MOLLY MAID, we expect our Franchise Partners to be full time in the business and to be passionate about what they do. We want you to be ALL-IN and committed to providing quality service to clients, 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 our Franchise Development Team today:

franchiseopportunities@mollymaid.ca
or **1.855.248.0355.**

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

Fiona Styant
Vice President, Development





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1.855.248.0355 x 230