




**MOLLY MAID**

The most recognised brand in the industry

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**WELCOME**

## THANK YOU FOR YOUR INTEREST

Thank you for contacting us to learn more about our organisation and the exciting opportunity MOLLY MAID can provide to those who want to build a successful business in our huge and growing industry.

We have gone through a period of unbelievable change in our country that is having a significant impact on many people, businesses, and industries. At MOLLY MAID we have been quite fortunate. First and foremost, our Franchise Owners, cleaning staff and their families are all safe and healthy, which truly is the most important thing, and from a business perspective, our industry is booming.

This has been an unprecedented health pandemic and as you could imagine, the importance of cleaning and sanitising has never been as important or essential to the health of families, which is why even more are turning to trusted brands like MOLLY MAID to meet their housecleaning needs.

We have always been a leader in our industry, pioneering a cleaning and operating system that has helped hundreds of individuals establish a profitable and successful business. And throughout this challenging period, we have invested even more to make our systems stronger including our newly trademarked HomeSafe procedures which have been recognised by the Government and in the press.

This brochure will help you to learn a bit more about our industry and organisation but the best way to see what we are all about and hear about the support we provide to our partners, is to speak with us or visit our Support Office at MOLLY MAID House in Maidenhead. Until then, stay safe and thank you for reaching out to us and for considering MOLLY MAID in the next chapter of your career.

Kind Regards,



Kevin Hipkins  
President & CEO and our Support Office Team



“ We always say what we really give our customers is TIME, with the bonus of a clean home. ”

# WHY CHOOSE MOLLY MAID?

**MOLLY MAID is hands down the most recognised brand in the home cleaning industry.**

That's a bold statement to make, but like everything we do, we back our claims. That's why every year we ask YouGov to help us determine how well known our brand is compared to others within our industry. In our latest survey conducted in January 2020, UK adults were three times more aware of MOLLY MAID than the next home cleaning company. Most can't remember how or when they heard of MOLLY MAID, they just know it. It might be the hundreds of cars we have across the country or our instantly identifiable pink and blue colours.

We are so fortunate that so many people know about us and what we do – it's also why we received nearly 60,000 home clean requests in 2019, which equates to just under 1,000 enquiries annually per franchisee.

There are many reasons to become a MOLLY MAID Franchisee. As well as getting comprehensive training and being part of a successful brand, we look after all our people at every level and offer support to ensure you and your business succeed. We're also a proud member of the British Franchise Association and, as such, we adhere to its Code of Ethical Conduct.

nearly  
**60,000**

home clean requests  
in 2019

**3x** more

brand recognition  
over our competitors  
(YouGov survey  
January 2020)

full training &  
**support**

from a leading brand



## YOUR VERY OWN MOLLY MAID OPPORTUNITY

**We believe that everyone should have the opportunity to start their own business if that's their wish and dream.**

We pride ourselves on partnering with ambitious individuals who have a hunger for exceptional success. We work closely with them and provide the systems, processes and leadership development to achieve their dreams.

The benefit to you is 40 years of experience in the business. We know the home cleaning industry inside out, back to front because we've been cleaning homes in Canada, the United States, Portugal and Japan resulting in us completing over 60 million cleans in the past forty years. We understand our customers and how they're forever changing, so we can share with you our insights and help you create a successful business with a healthy base of repeat customers.



**Andy Crewe**  
MOLLY MAID Doncaster  
Franchise Owner since  
October 2008

“ MOLLY MAID gave me the support and confidence in the early days to launch well and grow quickly. JUST KEEP FOLLOWING THE SYSTEM. ”



# SUPPORT

## EXPERIENCED AND DEDICATED TO YOU

**The level of training and support you receive throughout your time as a MOLLY MAID Franchise Owner is what makes us different from any other home cleaning Franchise out there.**

You can expect support from our Business Advisors even before you start the training programme.

Based in Maidenhead at our Support Office, you will be assigned a dedicated Business Advisor who will work closely with you and be there from initial training to the day-to-day running of your business.

They will help determine your marketing, employment and business development needs all to help you optimise sales and profitability while maintaining high quality and customer service standards.

The support received from Business Advisors is often cited by new Franchise Owners as a key reason for choosing MOLLY MAID.

## ACCESS TO ENTIRE FRANCHISE NETWORK

We believe in teamwork, so not only do you have the support of your Business Advisor and the entire Support Office, you also have access to the entire franchise network. An active online forum allows Franchise Owners to communicate freely and share advice.

We also organise regional meetings, national conventions and quarterly meetings to ensure Franchise Owners meet, share experiences, gain advice and tackle challenges together.

### Training on key areas of the business

This starts with a week of comprehensive training followed by another week of on-site setup, support to get you off to a strong start. There are several training seminars throughout the year and further training is offered remotely or on-site as required.

### Bespoke Software

MOLLY MAID systems 'GENIE' and 'MERCURY' have been specifically created to help Franchise Owners manage their database, assist in scheduling teams and managing the hundreds of new customer enquiries they receive.



“ You can look forward to support from our Business Advisors before you start the training programme. ”

“ Be prepared to work hard and follow the system. Don't try to reinvent the wheel – MOLLY MAID have a good business model and provide tremendous support, follow the model and it will work. ”

#### **Simone Berisford-Ince**

MOLLY MAID Cheshire & High Peak  
Franchise Owner since 2001





# MARKETING

**Out of the initial £18,975 investment, £10,000 forms your initial marketing budget.**

You'll work closely with your Business Advisor and our Marketing Manager to develop an effective and targeted marketing strategy to ensure you start off on a strong foot. Your marketing budget is sufficient to allow for up to two years of marketing activity.

The activities mainly consist of:

### **Creating a webpage**

You will have your own unique landing page on our website through which all enquiries will be driven.

### **Paid Search advertising**

To ensure your online presence, we plan and manage your Google Advertising to generate and drive enquiries to your webpage.

## Flyers

We design and print your flyers and help you plan an effective flyering strategy targeting customers in your area.

## Social Media & PR

We create an online and offline Social Media and PR Campaign to generate awareness within your community.

## Local advertising

As part of your marketing starter pack, we provide personalised branded adverts for you to advertise in local newspapers and magazines.

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We also market the brand at a national level to ensure MOLLY MAID continues to be the most recognised brand within the UK home cleaning industry and consequently generates local awareness at every level. Some of our brand initiatives include:

**Having a strong, high ranking website** – achieved by engaging with our PPC, SEO and development agencies to ensure that our website is ranked as high as possible on Google.

**National cross promotions** – we partner with other large organisations and UK brands to tap into their customer base and increase our brand awareness. Some of our most recent partners include Tesco and Dorset Cereals.

**PR** – the power of the MOLLY MAID brand means that we often feature in national press, radio, and TV (including BBC2 and Channel 4 appearances).



“ An effective and targeted marketing strategy ensures you start off on a strong foot. ”





# FINANCE

## FUNDING SUPPORT

We recognise that it can be daunting to invest your hard-earned savings into a new venture and that is why we would always recommend you supplement the initial costs with a business loan, protecting some of your savings. Most of our partnered lenders work on a 70/30 split of up to £25,000 unsecured, meaning they will fund up to 70% of the start-up costs including working capital, leaving you to finance the balance. This is usually borrowed over a five-year term with preferential interest rates offered on a case by case basis.

# BUSINESS PLANNING & FUNDING SUPPORT

We passionately believe in our brand and business model, but it is important you do too.

To help you create your personalised and robust business plan you will work with our partner Hitachi Franchise Finance. They will work with you to create a detailed plan of how the business will operate, coupled with cashflow forecasts providing clear financial projections for years 1 – 3.

Your business plan, as well as providing a platform to secure funding to finance your business start-up either through Hitachi Franchise Finance or one of the High St banks we work closely with, will also be a working document to monitor and measure your performance.

**HITACHI**  
Inspire the Next

**HSBC** 

**LLOYDS BANK** 

 **NatWest**



**Caroline & Marcus Oriel**  
MOLLY MAID St Albans &  
Harpenden

“ I worked with Campbell Chisholm on trying to secure funding for a business loan. I found Campbell and Hitachi Finance extremely efficient and professional and would have no problem recommending them from a funding perspective. ”



## FOR YOU, MOLLY MAID OFFERS:

### **An experienced and dedicated support team**

At MOLLY MAID you'll always have the support you need from people who are not only experts within the sector, but genuinely care for you and your business.

### **A distinctive and established brand**

We don't need to say anymore, but MOLLY MAID is an internationally recognised brand that customers know and can trust. This means that most of our business comes from regular customers, creating recurring revenue for our Franchise Owners.

“ I love MOLLY MAID as it allows me to make a difference to my customers' lives, while making me a good profit. ”

Franchisee feedback  
2018 Best Franchise Awards



# AWARDS

We're very proud to be recognised with many accolades by some of the most highly regarded organisations within the UK Franchising sector. They're a tribute to the relationship we have with our Franchise Owners and their success in delivering outstanding service to our customers.



### 2019 Elite Franchise Top 100

Competing with brands such as McDonalds, we're proud to have ranked 11th in both the 2019 and 2020 lists. We're also proud to be the highest ranked home cleaning Franchise by a significant margin.

### 2018 Best Franchise Awards:

We're honoured to win the 5 Star Franchisee Satisfaction Award, which is based on feedback submitted by our Franchise Owners and achieving above average ratings on all areas of Franchise support and satisfaction.



# IN THE NEWS

We've always passionately supported our Franchise Owners, but this has never been more necessary and appreciated than in recent months as we have navigated challenges faced by the coronavirus pandemic side by side.

Our top priorities were to ensure our Franchise Owners benefitted from the financial support available to secure their businesses, whilst continuing to give the moral support to maintain their optimism and positivity, and create enhanced operational systems with our HomeSafe cleaning procedures to allow MOLLY MAID to be the first to resume service.

We were delighted this was recognised by our Franchise Owners and many press articles, including an endorsement of our processes by HMRC. We provide a few examples of this below.



## The Telegraph

*Cleaning Up Post Coronavirus.*  
Featured 24th May 2020



*MOLLY MAID: Robust procedures help cleaning business get back into customers' homes.*  
Featured 2nd June 2020

## THE PRESS

*MOLLY MAID duo clean up after coronavirus lockdown.*  
Featured 18th June 2020



## THE SUNDAY TIMES

*How to deep clean your house is among the top Google searches as we go chore crazy.*  
Featured on 24th May 2020

## GloucestershireLive

*Cheltenham's Mrs Hinch in demand as everybody rushes for a post Covid clean house.*  
Featured 4th July 2020

**To read the full articles** visit the 'in the news' section on our owning a franchise page or type:  
<https://www.mollymaid.co.uk/franchise/in-the-news/>  
in your address bar.



“ Well here goes. How do I put into words how much the MOLLY MAID family means to me. The concern and support from all has made me realise the special place we all hold within this circle and would be envied by many other businesses at this time. ”

**Denise Walker, Berwick**

“ I have really appreciated the daily memos – fantastic leadership and guidance through this challenging time. ”

**Janine Symondson, Thame**

“ I wouldn't have known where to start without the regular updates from Support Office. Very grateful for all the help and advice. This is a very scary time for all of us. This unprecedented time has been made much easier due to the tireless work of Support Office. Thank you all so much. ”

**Louise Bain, Chester**

“ I would just like to say that I have more faith in MOLLY MAID for their hard work, determination and clear planning than I have for some members of our Government. Thank you, MOLLY MAID Support Office. You are stars!! ”

**Imogen Fawcett, Cheltenham**

# PROCESS

We really believe that it is all about the people. We work hard to find the right people, so the first step is to fix a date for you to visit our offices for a face-to-face meeting.

Meetings are arranged around your schedule and can take as little or as long as you want. They give us a great chance to get to know you a bit better and find out why you want to start a MOLLY MAID franchise.

There are a few things we look for in a new business partner. Primarily we look for people who care about customers, the teams they will employ and have a passion to succeed.

We truly believe it's all about people. If you care about customers and your teams, then customer service will be easy, and you'll be able to impress your customers because at the end of the day it really comes down to people feeling good about using our service.

After our first meeting, we can help organise a meeting for you with an existing Franchise Owner to hear first hand what it means to start and run your very own MOLLY MAID franchise.

## Summary of investment

Initial Investment Required	£
Franchise Fee	8,975
Marketing Investment	10,000
Total (Exclusive of VAT)	18,975

*\*We also require evidence of a minimum of £8,000 working capital which needs to be available to support business growth but may not always be required.*

“ I can confidently say we invested our money in the right Franchise. ”



### **Vas Vijaykumar & Nadeem Naz**

MOLLY MAID Kingston Upon Thames  
Franchise Owners since October 2017



# REWARDS

	Year 1	Year 2	Year 3
<b>Sales</b> (Actual sales taken and averaged from most recent Franchise Owners to open)	£57,610	£113,632	£171,754
<b>Cost % Range</b> (Costs are based on actual business costs)	98%-102%	90%-92%	83%-85%
<b>Net Profit Range</b> (Based on actual MOLLY MAID businesses)	-2%-2%	8%-10%	15%-17%

*\*A MOLLY MAID Franchise once established typically from year three onwards will achieve a net profit of approximately 15%.*

## TEN STEPS TO LAUNCH YOUR MOLLY MAID BUSINESS

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1

### **Contact me**

Call my direct line 01628 583765 or e-mail at [aaron.watson@mollymaid.co.uk](mailto:aaron.watson@mollymaid.co.uk) to discuss in greater detail what it entails to start a MOLLY MAID franchise.

2

### **Meet the team**

We want you to meet our team who will be there to support you as you begin to grow your business. To do that we would love to welcome you to MOLLY MAID House, Maidenhead, to meet the team and find out more about the business model and assess if this is right for you.

3

### **Talk to those on the front line**

Our family feel extends to all our Franchise Owners. It's important to talk to them and understand what it takes to own, operate and manage a MOLLY MAID franchise. It will also offer insight into the reasons why they chose MOLLY MAID and how they have progressed since launching their own Franchise.

4

### **Plan to succeed**

We've partnered with Franchise Finance who would work closely with you in instances where financing is required to help launch your business. They would also help develop your business plan and cash flow forecasts and present your plan to secure finance.

5

### **Submit your application**

With your business plan in place you can now complete and submit your MOLLY MAID application, including your 10% deposit.

6

### **Receive your set up pack**

Upon approval you will be sent your welcome letter and start-up checklist, this will walk you through every activity you need to complete in order to prepare your business for launch.

7

### **Pre-training meeting**

Prior to training we will arrange a meeting to finalise all details regarding the business set up and agree your initial marketing plan so everything is in place for launch.

8

### **Training week**

A week long in-house training course at MOLLY MAID House, both classroom style and on-site with another Franchise Owner. The course will cover all aspects of the business system.

9

### **Launch week**

The launch of your new business starts here and you're not on your own, your dedicated Business Advisor will be there with you for the first week helping with interviews, estimates and general business set up.

10

### **Continued support**

As you begin to operate your business, we are only a phone call away. Several follow up visits will be scheduled to monitor your progress against your business plan, along with three, six and 12 month review meetings.

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We know starting a new business can be daunting and we want to make sure you have all the information to ensure it's the right choice for you.



I hope we've been able to paint a picture of why **MOLLY MAID** provides the perfect platform to launch your own business and become part of the market leaders within an ever growing sector.

I look forward to meeting with you and addressing all your questions.

A handwritten signature in black ink, appearing to read 'Aaron Watson'.

Aaron Watson  
Director Business Development





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