



The highest ranked domestic cleaning franchise in the Elite Franchise Top 100 again this year, the wave of demand for Molly Maid’s services shows no signs of letting up



**WHEN** asked to share the one word that best describes the culture at Molly Maid, the UK’s most well-known brand in the domestic cleaning industry and once again the highest placed domestic cleaning Franchise in the Elite 100 ranking, Chief Executive

Kevin Hipkins doesn’t hesitate in saying ‘Help’. “Helping Franchisees manage and grow their business is the most important thing that we do and is probably the number one reason for our phenomenal success. Especially this past year, which has by far been our best year ever.”

EST.
1979
NUMBER OF FRANCHISES
70
SECTOR
DOMESTIC CLEANING
INVESTMENT LEVEL
£18,975

That’s saying something considering Molly Maid has been operating in the UK for more than 38-years. But in 2022 the company’s Franchisees rode a wave of demand for their services that shows no signs of letting up, and in the process set a new annual sales record.

Coming out of the pandemic the company had expected interest in their services to increase substantially, in part because many other cleaning companies had closed and thousands of private cleaners who had European roots returned home. However, the surge in demand has been near impossible for Franchisees to accommodate, with many rushing to hire sufficient staff to respond.

This year their website, which is also the most searched in the domestic cleaning industry, will help deliver over 75,000 requests for service to Franchisees. It’s a level of interest that is near double what existed before the pandemic and the reason why Molly Maid have rolled out so many new initiatives to help their Franchisees take advantage of the opportunity.

The biggest initiative has by far been their Best Employer ethos and branding, which helped attract a huge number of enquiries for its cleaning jobs. The initiative featured heavily on their social media channels and kicked off a national recruitment campaign on Facebook that was funded by the company and ran from late Spring. It is help like this that is at the core of how Molly Maid operates – always thinking about innovative ways to help Franchisees take advantage of the market and grow their business.

It’s also why in the recent cost of living squeeze and recession, Molly Maid forecasts similarly strong sales growth in 2023. In the past quarter they have added almost exactly the same number of customers as they did in the first quarter when sales growth topped 40%, and their customer satisfaction levels are also higher. “I think this shows two things”, says Hipkins. “Firstly, there are just so many more customers wanting our services because of the change in the market and secondly, our franchisees and their teams work incredibly hard to make sure customers are happy.”

With an industry leading £10,000 marketing budget and custom business plan from partners Novuna, all funded from the initial franchise fee, new franchise owners attend a one-week training programme and then receive one-

on-one support from a dedicated Business Advisor.

Jonathan Holden, Chief Operating Officer and fixture in Franchising circles in the UK for nearly three decades, is passionate about how important this support is to getting Franchise Owners off to the best start possible. “It’s one thing to say that support is important but at Molly Maid we live and breathe it and back it up with our processes. But don’t just take our word for it – ask our Franchisees.”

The company also puts its money where its mouth is so to speak, with investments in helping to better connect and engage with its franchisees. In 2022 the company replaced its intranet with Workplace from Meta (like Facebook but for a company) with an aim to make it easier for Franchisees to engage and interact with each other and get up-to-date information on how to manage and grow their business.

Workplace now hosts regular updates from Holden and his team, guest speakers to inspire and provide Franchisees with different ideas to help them manage their business, and the strategies Franchisees are following to hit new levels of success. “It’s an incredibly exciting time”, adds Holden.

If ‘help’ describes the culture at Molly Maid, the word that best describes the future for the company is surely ‘success’.



[mollymaid.co.uk](https://mollymaid.co.uk)