

Greetings from Maid Clean

Many of us dream about owning our own business, only a few actually take the next step.

In 1992, I was the Marketing Director of the Largest Community Credit Union in the Country, and like you, I was ready for a change.

While pursuing an MBA degree, I researched the professional home cleaning industry, then in its infancy. Later that year my wife Linda and I opened our first Franchised home cleaning company in Hanover, Massachusetts. One year later, joined by my brother Russell, we opened our second Franchised office in Hyannis, Massachusetts. Within four years we had become the largest Franchise in the country. In 1990 we left the Franchise, shortly after we formed Maid Clean. Since that time we have refined our systems, procedures and techniques. Since 1995, we have devoted our energies into making Maid Clean one of the outstanding opportunities available today.

When you purchase a Maid Clean Franchise you will receive in-depth training, a large protected territory and the equipment and supplies necessary to operate two cleaning crews capable of doing thousands of dollars in business each week. We will supply you with the knowledge, supported by detailed manuals and videos, that will allow you to succeed in the growing dynamic residential cleaning industry. Our "Fast Start" program insures a smooth transition from your training session to actual operation of your new business. We will be available with our many years of experience to help with any questions or problems that may arise as you pursue your goals.

If you have the desire and commitment to own and actively manage your own business, feel comfortable interacting with and managing people and are looking for an opportunity that provides excellent long term growth potential you may be a candidate for a Maid Clean Franchise. Of course, you will have to be prepared to invest \$20,000 to \$40,000 or more in your new business.

The enclosed information will provide an overview of the benefits of Franchising, the Market for professional homecleaning and how Maid Clean fills the demand. In addition, we have enclosed a question and answer review and some media articles of interest. Also, you will find instructions on what to do to obtain additional information and/or set up a meeting with us. Keep in mind that by filling out the information sheet you are in no way obligated to purchase or commit to anything, its just our way of getting to know who you are.

I look forward to hearing from you.

Sincerely,
Robert Ulwick

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The Advantages of Franchising

These are some of the advantages of buying a franchise.*

Low Risk - The U. S. Commerce Department estimates that 95% of franchises succeed; only 25-35% of independent businesses succeed. Why the difference? Since a franchise is usually a duplicate of an already successful business, it should succeed.

Quicker Start-up/Higher Sales/Higher Profit/Increased Equity - When a person buys a franchise he's getting start-up support and he's buying the "learning curve." As an alternative, if he were to start a similar independent business it would take longer to achieve the sales volume associated with buying a franchise. The trial and error stages have already been done by the franchisor and as a result, profits and business equity are built faster.

Be One's Own Boss - Franchising allows an individual to feel the pride and independence of owning his own business.

Training - The training an individual receives in a franchise should help him avoid mistakes and generate more volume and profits.

Support/Ongoing Assistance - Ongoing support gives a franchise owner quick access to help solve problems and a feeling of not being alone.

Collective Buying Power - Collective buying power should help reduce costs of doing business.

Regional/National Marketing - A chain of operating units can afford to generate far more exposure and advertising than can an independent, resulting in higher sales volume.

Systems/Policies/Procedures Already Tested And Established - Tested and proven systems save development time and help prevent mistakes.

Trademarks - Customer awareness of the franchise name is a tremendous benefit.

Mutual Destiny - The success of the franchise owner is in the best interest of the franchisor.

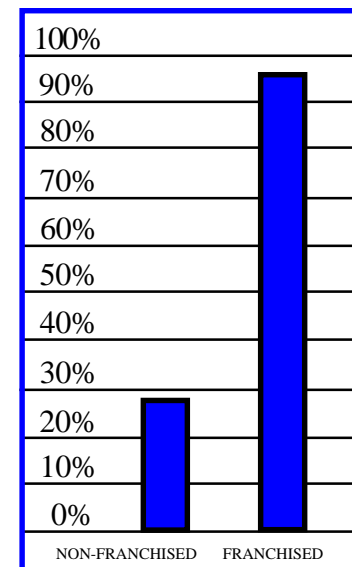
Research And Development - The franchise owner can utilize the research and development performed by the franchisor. This saves valuable time and capital.

Your costs are known - The franchisor can tell you what your costs will be.

"The risk of failure is reduced when the franchise starts up in business under a successful name and receives helpful training and management assistance from experienced personnel of the franchisor."

Federal Trade Commission

U.S Commerce Department
success comparison of
Franchised vs non-Franchised
Businesses



*McGrow consulting

The Choice is Maid Clean

Proven Cleaning System - Maid Clean utilizes a team cleaning concept that provides regularly scheduled custom homecleaning to their clients. One team member specializes in competing the “dry work”, the other concentrates on the “wet work”. Maid Clean personnel completely, thoroughly and efficiently clean homes. All personnel are trained, bonded and insured. Chemicals and equipment are environmentally safe. Maid Clean’s service is guaranteed to be reliable and dependable and designed to meet client expectations.



Proven Operating System - Maid Clean utilizes computer scheduling, and established office operation techniques. Pricing is established by in-home previews that insure profitable cleaning efforts. Personnel are hired and trained using manuals and video assistance. Marketing is conducted using techniques that have been proven successful. All aspects of the business are supported by in-depth operating manuals.

- **Proven Cleaning System**
- **Proven Operating System**
- **Training**
- **Support/Ongoing Assistance**
- **Protected Territory**
- **Minimal Costs**
- **Reasonable Fees**

Training - Training is conducted over 5 days by Maid Clean principles at their headquarters in Hanover, Massachusetts and at surrounding offices. You get hands on experience in all facets of the Maid Clean business. A “Fast Start” program is initiated prior to training so you are able to get started immediately upon your return from your individual training session.

Support/Ongoing Assistance - Ongoing support is provided by Maid Clean ownership. A toll free phone number and e-mail support is provided.

Protected Territory - Maid Clean franchised territories are protected. You are the only Franchisee operating within your established borders.

Minimal Costs - The 3- part Franchise Fee of \$11,500, lower than most Franchises, includes the signing fee, protected territory fee and initial equipment and supplies package valued at \$4,500. The Initial package includes all the necessary equipment and supplies to fully equip 2 Maid Clean professional cleaning teams plus an initial supply of uniforms, business supplies and marketing materials. Additional working capital requirements may total \$8,500 - \$26,000 for items such as security and other deposits, permits and licenses, computer software and hardware, advertising, office equipment and miscellaneous start-up expenses. You must have enough additional working capital to support your self until you are able to generate the growth necessary



to become self sufficient. How quickly you reach your goals is based on your individual efforts. You do not have to; purchase or lease automobiles, maintain a large supply of inventory, purchase inventory, lease a special office or invest in expensive leasehold improvements. Additional equipment and supplies are available at substantially reduced cost, and your business is a cash business with little to no receivables. You generate immediate cash flows.

Reasonable Fees - Royalty fees of 3-5% are scaled to the amount of business that you generate. A renewal fee of \$500 is required after 10 years in business.

Questions and Answers

- 1. How much does a Maid Clean Franchise cost?** A Maid Clean Franchise costs \$11,500. Additional working capital for various deposits, computer and office equipment and personal living expenses will also be needed.
- 2. What do I get?** A protected territory, training, equipment and supplies valued at \$4,500 and on-going support and assistance.
- 3. Are there any additional expenses?** You will pay a royalty of between 3-5% depending on your sales volume, a renewal fee of \$500 is required after 10 years in business, assessed annually.
- 4. Will I have to purchase all my equipment and supplies from Maid Clean?** No, however Maid Clean receives substantial discounts on equipment supplies and pass the savings on to you. Chemicals have been specifically developed for made clean and may be difficult to duplicate.
- 5. How long will it take to make serious money?** That depends on you, your commitment and abilities.
- 6. Where can I locate my office?** You choose the general location and Maid Clean will conduct a demographic analysis to determine the best geographic location. Maid Clean will analyze the number of household with income over \$50,000 (minimum of 22,000), the employee base and the marketing potential.
- 7. Can you open another Maid Clean office in my area?** Maid Clean franchised territories are protected. You are the only Franchisee allowed to operate within your established borders.
- 8. Do I need any special skills?** No, however the ability to manage and interact with people is a definite plus. We can help with all aspects of operating a Maid Clean office.
- 9. Will I receive training?** Yes, Maid Clean will train you in all aspects of operating a Maid Clean professional homecleaning office including hands-on instruction on efficient cleaning techniques. Training lasts 5 days and takes place at Maid Clean headquarters in Hanover Massachusetts.
- 10. What about on-going support?** You are only a toll-free phone call or e-mail away from one of the Maid Clean principles or support staff.
- 11. How do I get customers?** The demand for our service is great. There are several techniques we employ including publicity, direct mail and display advertising. A complete marketing plan is developed during training.
- 12. How will I know how much to charge?** Maid Clean has developed an fool proof flat rate point system that takes into consideration the size of the home and the amount of work involved. The use of the point system will insure that each job you perform will be profitable.

The Demand for Home Cleaning

Changing Demographics-

Dual income families - One of societies most important demographic changes in this century is the increase in dual-income families. It is generally agreed that the percent of the female population that are working woman and may reach 85% by the year 2000. More time spent at the office equals less time available for cleaning, concurrently more household income is available for cleaning and related expenses. Of the 12.6 million households headed by men and woman (the vast majority, more than 10 million, by woman) with no spouse present have also shown steady growth over the past 5 years. Dual-income and single parent households comprise the population segment representing the greatest demand for residential cleaning services.

Age - The typical Maid Clean client is between 35 and 55 years old, this age group is expected to rise by 18-25% in the next 10 years.

By the year 2000, 80% of two-income families will employ a maid service.

U.S. Department of Commerce

Leisure time - The inclination of working woman and men to spend their shrinking leisure time (down from 26.2 hours in 1973 to 16.6 hours in 1987-Harris poll) cleaning and performing other household chores will continue to shrink as the amount of leisure time shrinks

Growth-

Spending - A poll conducted by a national research organization shows less than 10% of U.S. consumers have used a residential cleaning service in the past year, leaving 90% of the market untapped. A U.S. Commerce Department report sites current estimates that over 9 billion was spent annually on homecleaning in 1990 growing at a rate of 20% per year and will reach 50 billion by the year 2000.

Numbers - According to "American Demographics" in 1997, 9.4 million households employed a housekeeper or cleaning service, nearly 10 million are expected to by the year 2000.

Providers - In 1980, professional companies accounted for 12.9% of the industry total and grew from 39,885 in 1980 to 159,420 in 1985, a 300% jump.

"The success of maid service franchises is one trend that will dominate the home services industry in future years"

John Naisbitt
"Megatrends"

What They are Saying About Us

Tips from a business that's cleaning up

By **Judy Massey**
The Savvy Shopper

Are you a cleaning expert? How would you complete these sentences? (1) Don't forget the (blank) of the refrigerator. (2) Spray (blank) on a (blank) before cleaning the TV screen. (3) Don't forget to make a (blank blank) of each room. (Correct answers are at the end of this column.)

Bob Ulwick, owner of Maid Clean, is a professional cleaning expert who knows the tricks of keeping homes both clean and easy to clean. Bob, his wife Linda, his brother, and his father run a home cleaning service with locations in Dedham and Hanover. They employ 20 "maids," both male and female. The questions you answered are part of a Maid Clean test taken by employees in training.

In the summer housework should be as effortless as possible, but warm weather entertaining means that you want your home to look spiffy all the time. In the 12 years since Ulwick moved from studying quantitative analysis to understanding rugs, he has developed a science of cleaning.

"Have discipline," says Ulwick. Clean the bathroom and kitchen, vacuum carpets on a regular basis. Allow time each week for these plus maybe one not-so-important job like polishing furniture. (Ulwick uses lemon oil on all wood surfaces of tables, desks, etc.)

Don't clean places that are not dirty. If the sliding glass doors are smeared only in the doggie-nose area, then clean only those spots.

Remove knickknacks. Ulwick says that when he opened his business, he put away most little dust catchers. If they're not missed in six months, donate them to a charity.

Keep cleaning supplies handy in the areas in which they are used. You might store vacuums both up- stairs and downstairs.

Maid Clean employees learn to "work-smart," says Ulwick. Clean a room from top to bottom. Vacuum floors last. Work around a room from one point to another, and don't retrace steps.

Let machinery do as much work as possible. Vacuum carpets, sills, furniture, the bathroom floor, tops of doorways. Ulwick uses extension attachments to clean ceiling fans and cathedral ceilings.

Do small things before the job becomes a big thing. Get a cordless telephone so that you can move throughout the house straightening and polishing as you talk.

Know when to quit If you plan to clean the doors of your kitchen cabinets, don't go on to the walls and light fixtures or you will tire and not find time to do the regular jobs.

Create motivation to do the housework. Give a party. Your place will look great, and you might even hire a service to clean up the day after.

Although most people think that cleaning services must be hired on a once-a-week basis, Ulwick says that Maid Clean has agreements to work biweekly, triweekly, and Although most people think that cleaning services must be hired on a once-a-week monthly. A man from Toronto hired Maid Clean to clean four times a year for his elderly father in Massachusetts who was able to do only the lightest tasks.

If you decide to hire a service, ask for an in-home walk through and estimate before making a decision. Find out exactly what is included in a visit and what will cost extra. Making beds, scrubbing the inside of a refrigerator, or cleaning behind the books in the bookcase might add to the fee. The cost of a weekly visit can range from \$45 to \$100, depending on the size of the house. Usually the maid picks up a payment check at the time of the job.

Finally, ask about a guarantee policy. If your regular cleaner's car dies the day before your mother-in-law arrives for an extended visit, what will you do? Maid Clean, for example, guarantees reliability by substituting another employee for a maid who cannot make an appointment. If an appointment is missed, the maid will clean the next business day and return \$15 of the fee. Ulwick says that he has only had to fulfill this rebate promise once in the two years it has been offered.

Maid Clean also promises a guarantee of quality that says the job will be redone at no cost if the customer is not satisfied.

Here are the answers to the Maid Clean test: 1. top; 2. glass cleaner, rag (The best rags are diapers for windows and sheeting for furniture.) 3. final inspection. How do you rate? With three correct answers, you are naturally neat Two 'correct, you are terribly tidy. One correct, you are somewhat sloppy. And if you had no correct answer, call yourself a vacuum vacuumer.

What They are Saying About Us

“Everybody’s working. Everybody’s busy. And they don’t want to use their free time cleaning”

Housekeepers clean up

Demand strong for cleaning service

By Tamson W. Burgess

MPG Newspapers

After a long day at work there’s nothing like going home to a sink full of dishes, unmade beds, three loads of laundry, and a dog shedding on the sofa.

Rather than spending the next weekend cleaning house, maybe it’s time to hire a maid.

“It used to be looked on as a luxury,” Bob Ulwick of Maid Clean said. Fifteen years ago, when Ulwick and his partners started Maid Clean in Hanover, nobody knew what it was all about. “We had to explain what maid service was,” he said.

Now business is booming. “The demand has just kept rising,” Ulwick said. It’s so good, as a matter of fact, the company may soon be offering Maid Clean franchises. The business currently serves clients from Dedham to Plymouth.

“More and more people look at it like having someone cut their grass,” Ulwick explained. “Everybody’s working. Everybody’s busy. And they don’t want to use their free time for cleaning.”

To provide good service, it’s important to visit the home and carefully walk through and talk through all the wants and needs of the customer, Ulwick said. Ulwick asks about specific requirements or concerns, something that the client absolutely doesn’t want the maids ‘to touch, for instance, or a particular job they want done on a special schedule, like cleaning the oven.

Ulwick prescreens for the maid’s sake, too. There have been times he’s turned down a job once he saw the condition of the house. He also prescreens pets. He doesn’t recall his staff ever having a, problem with a cat, but they need to know in advance how animals, particularly dogs, will react to a crew of maids walking into the house.

“Once we did encounter an angry pet bird flying loose in the dining room,” Ulwick said.

It’s important to be able to tailor the service to your own needs, Ulwick said. Cleaning services can be scheduled once a week, every other week, once a month or even just on a one-time basis. Ulwick’s company is often hired to clean a house when it is put up for sale or before a new owner moves in.

Common sense is involved, too. There’s no need, Ulwick said, to follow the same schedule for rooms that aren’t often used. He noted that even he doesn’t have the bedrooms used infrequently by his college kids cleaned as often as the rest of his house. “Don’t clean clean,” Ulwick said.

Maid services have become affordable, Ulwick said. At Maid Clean the average home has three or four bedrooms, two to 2 1/2 baths, a living room, dining room, family room, kitchen, hallways and stairs. For that average house, cleaning every other week runs \$60 to \$65.

Maid Clean employs about 40 people working from Dedham to Plymouth. Ulwick’s biggest staffing problem is the impression that housecleaning is easy work. Applicants sometimes have a false picture in their minds of a maid with a feather duster and a frilly apron.

“That’s not it. It’s hard, physical work,” Ulwick said.

And yes some cleaning companies do wash windows. Maid Clean does windows, when the temperature allows, Ulwick said. It also shampoos carpets.

Taken from: OLD COLONY MEMORIAL Thursday, February 18, 1999

What They are Saying About Us

After the Party's Over

By Mary Kate Shea

For The Patriot Ledger

The winter holidays may be the most wonderful time of the year, but nobody sings that tune come cleanup time.

After waving goodbye to the last party guests or houseguests, no one feels like turning around and attacking the rug with an arsenal of stain removers.

Maid Clean, with branches in Hanover, Dedham, Milton and Plymouth, offered these tips:

- To remove candle wax, first freeze with ice, then the wax should lift off easily. To clean the drip off candles, sponge with a cotton ball dipped in rubbing alcohol.
- To remove cigarette burns from hardwood furniture, use cigarette or cigar ashes mixed with a small amount of water to form a paste. Gently rub the paste on the burn, and it should disappear.
- Along the same lines, remove coffee, tea, or fruit juice stains from countertops by applying baking soda and water paste. Rub the paste into the stain, et stand for 30 minutes and wipe with a wet sponge.
- To clean your microwave, place a cup of water inside and run for three minutes on high; then wipe off even the most difficult stains.
- Remove crayon marks on the wallpaper with 1 teaspoon liquid bleach in I cup of water. (Try this on a hidden spot first to make sure it won't damage the paper.)
- Use a pencil eraser to remove black heel marks from a vinyl floor. To remove black heel marks off a no-wax floor, use a small amount of toothpaste on a cloth and rub gently

Taken from: THE PATRIOT LEDGER Thursday, December 30, 1999

The Next Step

Are you ready to take the next step? If you have a serious interest in a business of your own and if you believe that Maid Clean might be right for you, follow the instructions below. If you have any questions call us at 1-800-564-0202.

1- Complete the “Tell us about you” form and send it to:

Robert Ulwick
Maid Clean, LLC
775 Washington St.
Hanover, MA 02339

2- After we receive and review your form, we will send to you a copy of our Offering Circular and Franchise Agreement, if you prefer, you may call to arrange a meeting during which we will present the paperwork to you.

3- When you have reviewed the Franchise Disclosure Document and Franchise License Agreement, we will arrange for a personal meeting. During our meeting, we will provide you with additional information. We will answer any questions you might have and discuss the terms of the Franchise Agreement. We will also discuss your choice of a preferred location for your Maid Clean Franchise.

4- After our meeting we will conduct a demographic study of your desired territory. The information will result in the establishment of the boundaries of your protected territory.

5- Information about the territory will be provided to you along with a signature ready Franchise Agreement. These will be mailed to you, or we will arrange a meeting for the review of the documents.

6- Upon approval of the Franchise Agreement we will set a date for training. Training takes place at Maid Clean, LLC headquarters in Hanover, Massachusetts and always begins on a Monday. Training can be scheduled to start within two weeks following approval of the agreement.

7- We will assemble all supplies and equipment to be included with your Equipment and Supply Package. Everything will be shipped to you via UPS.

8- In most cases, you can expect to be in business immediately after completion of training.

Tell us About You

(please print or type)

Name: _____ Address: _____

City: _____ State: _____ ZIP: _____

Soc Sec No: _____ Telephone-Home: _____ Office: _____

Best Time to Call: _____