

BUILDING YOUR FUTURE WITH MOLLY MAID



YOUR GUIDE TO BECOMING YOUR OWN BOSS WITH THE UK'S LEADING DOMESTIC CLEANING COMPANY



Welcome

Thank you for contacting us, we are thrilled that you want to learn more about our organisation and the exciting business opportunity MOLLY MAID can offer you. Your desire to be your own boss and take greater control over your future puts you in a very small minority of people in the UK. Simply put, not everyone is cut out to be a business owner and leader of their own company. But for those few who do, the personal rewards and pride in building your own successful business are immeasurable. I know because I took the same leap that you are now considering and I have seen hundreds of our Franchise Owners in the UK, Canada and the United States do the same.

This brochure contains a lot of information to help you learn more about MOLLY MAID but we also think it will stir a lot of questions as well. Is this the right business for me? Is MOLLY MAID the right brand in the domestic cleaning industry (valued at over £9 billion)? As you read through this brochure and contemplate taking the next step in your journey – which would be meeting us at our offices in Maidenhead – probably the most important question for you to answer is, do I have what it takes to be a successful business owner? If you do, then we believe the combination of your desire to be successful and our proven business model, is a winning formula.

Once again, thank you for your interest in MOLLY MAID and I hope to meet you soon.

Kind Regards,

Kevin Hipkins
President & Chairman

WHY FRANCHISING?

The idea of running your own company can be an exciting and yet daunting prospect. Opening a franchise can therefore be an ideal investment opportunity, and here's why:

- **The risk is lower** – a proven business system is in place eliminating the guesswork and errors a common business owner would normally face, thereby making your likelihood of success considerably higher than starting a business from scratch.
- **You get access to an established brand** – customers are more likely to purchase from a company they have heard of and trust which increases the speed of your business growth and profit.
- **Ongoing support** – when you buy a franchise you are never alone. From a comprehensive training programme to ongoing operational support, you'll always be able to pick up the phone and speak to your franchisor.





WHY MOLLY MAID?

If you've decided that franchising is for you, here you'll discover what sets MOLLY MAID apart from other franchises:

- **A huge market opportunity** – The domestic cleaning market is worth an estimated £9 billion and growing (startups.co.uk). In their fast-paced busy lives, time is precious to our customers. They would rather focus on social, leisure and family activities than cleaning, creating a long-term, sustainable business opportunity for any potential Franchise Owner.
- **An experienced and dedicated support team** - At MOLLY MAID you'll always have the support you need from people who genuinely care about you and your business. Frequently cited by new Franchise Owners as a key reason for choosing MOLLY MAID, you'll find more detail on the support we offer on the next page.
- **A distinctive and established brand** – MOLLY MAID is an internationally recognised brand most known for our distinctive pink and blue colours. Operating in the UK since 1985, we've created a brand that customers know they can trust. The result of this is that the majority of our business is repeat, meaning recurring revenue for our Franchise Owners.



THE POWER, RANGE AND LONGEVITY OF THE MOLLY MAID BRAND

When joining MOLLY MAID you'll have the strength of a market leading brand behind you. This means instant credibility from day one.

As well as being recognised as the number one franchise focusing solely on domestic cleaning (2008 MORI data) we're delighted to have been formally recognised as past award winners of:



- BFA FRANCHISEE OF THE YEAR - GOLD AWARD WINNER
- BFA BRAND BUILDER OF THE YEAR - FINALIST
- BFA FRANCHISOR OF THE YEAR - BRONZE AWARD WINNER
- A full member of the British Franchise Association

Easily the world's most recognised brand in the domestic cleaning industry, the MOLLY MAID logo by itself instantly instills confidence and expertise to customers and potential clients..



SUPPORTED EVERY STEP OF THE WAY

The level of support you receive as a Franchise Owner in MOLLY MAID is one of the key reasons many choose to join us. Here's how we'll support you every step of the way:



- **MOLLY MAID Support Team** – based at the Support Office in Maidenhead, you will be assigned a dedicated Business Advisor to support you from the start. You will be able to tap in to expertise to develop your business including help in areas such as marketing, employment and business development.
- **Access to the entire franchise network** – an active online forum allows Franchise Owners to communicate freely and share advice. Business Advisors can also facilitate introductions to spend face to face time with other Franchise Owners in the organisation.
- **Training on key areas of the business** – beginning with a week of comprehensive training we'll get you off to a strong start. Further training is offered remotely or on-site as required.



- **Regular events** - Annual regional meetings and bi-annual conventions are a chance to meet other Franchise Owners, get advice and tackle challenges together.
- **Access to smart tools and data** - our tools are designed to help you increase the effectiveness and performance of your marketing, enquiry management and estimate conversion rates.
- **MOLLY MAID operating system** - our system covers every aspect of the business so there's never any guesswork.
- **Bespoke software** - MOLLY MAID systems 'GENIE' and 'MERCURY' have been created specifically to help manage your customer database, assist in scheduling and manage new enquiries.



- **Incentives** – there are a variety of marketing rebates available to help increase the enquiries for your service. Additionally there is the 'President's circle', a high performance sales growth club, and other awards presented each year.



EFFECTIVE MARKETING TOOLS

Out of the initial £16,975 investment, £9,000 forms your initial marketing budget. You'll work closely with your Business Advisor to develop a highly effective, personalised marketing campaign for your territory which typically consists of:

- **Creating a website page** – you will have your own unique landing page on the website through which enquiries for your service will be driven.
- **Paid search advertising** – through Google advertising a budget will be set to generate more enquiries through your website landing page.
- **Flyers** – your Business Advisor will help you plan an effective flyering strategy carefully targeting potential customers in your area.
- **PR** – you will be provided with a press release to announce the launch of your new business which you can send to local publications for editorial coverage.
- **Local advertising** – you will be supplied with personalised branded adverts which you will be able to use to advertise your services in local newspapers and magazines. We will also ensure a listing is placed in your local Yellow Pages.
- **Local partnerships and sponsorship opportunities** – you might like to identify an appropriate local partnership or sponsorship to promote the MOLLY MAID brand within your area (e.g. sponsoring the kit of your local children's football team).



We also market the brand at a national level which helps create awareness at a local level for you through:

- **Getting found on Google** - also known as Search Engine Optimisation (SEO), we engage an agency to help ensure MOLLY MAID and our services rank as high as possible on the first page of Google searches.
- **National cross promotions** – we partner with other large UK brands to tap into their customer base and increase awareness of the brand.
- **PR** – the power of the MOLLY MAID brand means that we often feature in national press, radio and TV.



"I take every opportunity to promote the MOLLY MAID brand and develop brand awareness in my area, to successfully do this I employ a mix of activity to target my key demographics. MOLLY MAID provide fantastic support, whether it is through financial rebates, internal and external expert advice and an array of marketing collateral and merchandise."

Tracy Dolan Franchise Owner MOLLY MAID Glasgow

INSIGHTS FROM OUR EXISTING FRANCHISE OWNERS

The following pages showcase a selection of interviews with our current Franchise Owners. Hear from them as to why they chose MOLLY MAID, their greatest achievements, and their top tip for new Franchise Owners:



Name:
Simone Berisford-Ince

Franchise:
Cheshire & High Peak

Date Started:
May 2001

Number of Teams:
17

What made you choose Franchising?

I was looking for a new challenge, but my children were still relatively young. I felt that a franchise would get me up and running very quickly and I would have plenty of support to help me make a success of my new business.

So why MOLLY MAID?

My background is in HR and the idea of a MOLLY MAID franchise appealed to me, because it is essentially a people business, so I felt that my experience would suit it very well. My husband and I were both really impressed with MOLLY MAID from the outset. We found them to be very professional and we were impressed with the support they offered. Once we had visited MOLLY MAID, I felt that it was an organisation I would like to be a part of.

Since joining MOLLY MAID, what have been your greatest successes or achievements?

I was very proud to receive the 'Outstanding Achievement Award' from MOLLY MAID in 2003, as recognition of the growth I had achieved in my first year. I was also a Finalist in the BFA awards for Franchisee of the Year in 2005, but my biggest achievement is in building a business, which not only supports my family (and my husband has been involved full-time since 2013), but also provides secure employment for approximately forty people. My team and I all work hard to provide a high quality service for our customers and I am proud of the reputation we have built in our area.

What would be your top tip for a new Franchise Owner?

Be prepared to work hard and follow the system. Don't try and reinvent the wheel – MOLLY MAID has a good business model and it will work if you follow it.



Name:
Rachel Williams

Franchise:
Leeds North & Wetherby

Date Started:
August 2011

Number of Teams:
6

What made you choose Franchising?

After researching a variety of business opportunities, it became clear that buying a franchise was ideal for me. The figures for new business start ups that fail within the first couple of years is over 90%. Franchising is the safe option but also you get a wealth of expertise, knowledge and a strong brand name to help you along the way.

So why MOLLY MAID?

I was immediately impressed by how helpful and supportive everyone at the MOLLY MAID Support Office was. They were friendly, approachable and incredibly professional. Additionally, MOLLY MAID offers a strong brand name and a proven track record of success. I was confident that this was an excellent opportunity for me.

Since joining MOLLY MAID, what have been your greatest successes or achievements?

Since 2011, I have doubled my turnover to over £300,000 and this continues to steadily increase year on year. I was runner up for Top Sales Growth in 2013 and joined the Presidents Circle in 2014.

What would be your top tip for a new Franchise Owner?

Simple! Follow the advice that MOLLY MAID offers and you will achieve great success! Not only does MOLLY MAID provide you with a good income to live on but it gives you a nest egg for the future, my business as an asset is now worth at least three times what I paid for it.



Name:
Rob & Theresa Gwilliam

Franchise:
St.Albans

Date Started:
September 2005

Number of Teams:
8

What made you choose Franchising?

We always wanted to take the plunge and set up a business of our own where we could control and manage our own destiny. Recognising that there was significant risk in taking this step, we liked the idea of franchising where there was a proven product or service already in existence.

So why MOLLY MAID?

We researched this significantly and liked the professional approach MOLLY MAID has to cleaning and the fact that they excelled in providing business support to all their franchisees. As a newcomer to franchising, the reputation that MOLLY MAID has for support in this sector was a key factor in our decision making process. Also, the image that MOLLY MAID has internationally with uniformed maids and branded cars reinforced the fact that this was the right move for us. We were impressed right from our first contact.

Since joining MOLLY MAID, what have been your greatest successes or achievements?

Building the business up from a small business with three not very full routes to a more successful one of seven routes. Having a fleet of seven cars, with seven happy teams and lots of happy customers! We are really pleased to have recently moved into Silver Level of 'Presidents Circle', which is an elite group designed to reward and recognise the highest performing Franchise Owners in the Network. So now the challenge is to make sure we can keep this going whilst planning a well-deserved holiday!

What would be your top tip for a new Franchise Owner?

A great tip that was given to us in the early days from another of the MOLLY MAID Franchise Owners was to focus on today and tomorrow and not to get too worried about next week or even next month. In this industry, situations change from day to day and you have to allow for that and therefore nailing down next week's challenges might mean having to make adjustments later. Use your time wisely.



Name:
Jim Emery!

Franchise:
Eversley & Ash Vale

Date Started:
September 2010

Number of Teams:
7

What made you choose Franchising?

Before joining MOLLY MAID, I had worked for a major high street bank and part of my role there was dealing with a variety of customers including small to medium sized businesses. Many of these were start-up businesses. Through my experience and training, I was fully aware that the failure rate among new start-up businesses was fairly high, although with franchises the failure rate was much lower with far more proving successful. I was mindful of this when I was looking to set up a business and was looking for a business with a proven track record.

So why MOLLY MAID?

I had, had previous dealings with MOLLY MAID and had gained a very favourable impression of its ethos and business methods. I had good working relationships with key people within the franchise and, seeing that there was a ready demand for their services, I saw it as an opportunity to use some of my skills. Early meetings I had with MOLLY MAID were positive and encouraging. I was impressed by the substantial support given to franchisees (which has proved to be as good as was promised) and, despite my lack of experience in the cleaning industry, considered that MOLLY MAID was right for me.

Since joining MOLLY MAID, what have been your greatest successes or achievements?

Retaining staff is one aspect of which I am proud. One Maid has been with me since I started almost 5 years ago and two others have completed 4 years. The business itself has grown over the years and has now successfully incorporated the Ash Vale franchise. I am very pleased that the combined business is progressing well, leading to recent qualification for the President's Circle.

What would be your top tip for a new Franchise Owner?

Without the right members of staff there is no business. It is important to take on suitable Maids and ensure that they are teamed with Maids that they can work with. All Maids are different and will inevitably have varied skills and characteristics, so it is vital to allocate the right team to each new customer. Communication is also key; both with staff and customers.

SUMMARY OF THE INVESTMENT AND POTENTIAL RETURNS

	Initial Investment Required	£
▶	Franchise Fee	£7,975
	Marketing Investment	£9,000
	Total (Exclusive of VAT)	£16,975*

*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.

		Year 1	Year 2	Year 3
▶	Sales Actual sales taken and averaged from last 5 Franchise Owners to open	£57,610	£113,632	£171,754
	Costs % Range Costs are based on actual business costs	98% to 102%	90% to 92%	83% to 85%
	Net Profit % Range Income is based on actual business costs	-2% to 2%	8% to 10%	*15% to 17%

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



Whilst sales and income for your business are vitally important, the value of your business can also be realised as a saleable asset.

At MOLLY MAID we like to think our customers pay us twice, once when we perform the clean and again when we sell the business.

With the support of a tried and tested business system, as you develop and grow your Franchise you are creating a nest egg for your future. Franchise Owners who have achieved this have benefited from good regular annual profit as well as a lump sum when they sold.

We typically base our valuations on fifteen times the businesses net average weekly sales.

For example: if your average net weekly sales are £5,000 per week then the value of your business could be up to £75,000.



The MOLLY MAID team are extremely friendly and professional and helped me every step of the way. If your considering starting a MOLLY MAID Franchise don't hesitate, just do it! I wished I had done it ten years ago.

Gayle Sparrow, Franchise Owner MOLLY MAID Lincoln



For more information and to discuss
next steps contact Aaron Watson

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