

# The Maids®

Your Opportunity to Own a Proven,  
People-First Cleaning Business

A \$20 Billion  
Industry!



# What's Your *Why*?

Everyone has a reason for wanting something more—more time, more freedom, more ownership of their future. At The Maids, we're not just selling franchises. We're helping driven individuals build meaningful businesses that serve real needs in their communities.



**Want freedom from the 9–5 grind?**



**Want to build equity and long-term wealth?**



**Want a business that aligns with your lifestyle and values?**

**Your “why” is the reason. The Maids is the path.  
The Maids exists to turn that “why” into real opportunity!**

With over 45 years of success, a data-driven business model, and a support system built for long-term growth, we help people like you take control of their future—while making life better for others, one home at a time.

***“We’re not just in the cleaning business—we’re  
in the life-improvement business.”***



# Our Business

## Invest in the Leading Residential Cleaning Franchise with *The Maids*

Since 1979, The Maids has redefined what it means to be a residential cleaning service. We're not just dusting and vacuuming—we're delivering peace of mind, healthier living environments, and reliable support for busy families.

With a powerful combination of innovation, team-based efficiency, and franchisee-first leadership, we've built one of the most trusted names in home services across North America. And we're just getting started.

## Services *The Maids* Offers

- Deep Cleaning
- One Time Cleaning
- Spring Or Fall Cleaning
- Same Day Cleaning
- Move-Out Cleaning
- Recurring Cleaning
- Small Business Cleaning
- Holiday Cleaning
- Apartment Cleaning
- Move-In Cleaning
- Window Cleaning
- Carpet Cleaning
- Special Cleaning
- Housekeeping
- Post Renovation Cleaning
- Airbnb Cleaning
- Bathroom Cleaning
- Green Cleaning
- Appliance Cleaning

### A Mission-Driven Brand

At our core, we believe in the power of service to transform lives. From creating job opportunities in local communities to providing families with cleaner, healthier homes, our mission is simple: we improve lives.

This clarity of purpose guides every aspect of our business—how we clean, how we train, how we support franchisees, and how we lead the industry forward.



# Why a Cleaning Franchise?

With annual industry revenue of \$20 billion, there's never been a better time to invest in The Maids residential cleaning franchise!



## Cash Flow

Franchisees can generate steady revenue thanks to reliable, day-to-day cash flow—most customers pay at the time of service. With growing demand for eco-friendly cleaning and limited time for homeowners, your services will be in high demand.



## Every Home Needs Cleaning

Homes constantly collect dirt and germs, but busy families often lack the time to clean. The Maids professional cleaning remains essential for healthier, more comfortable living spaces.



## The Best Revenue is Automatic

Repeat business drives revenue to The Maids Franchisees. Weekly, bi-weekly, or monthly cleanings create predictable revenue and customer loyalty.



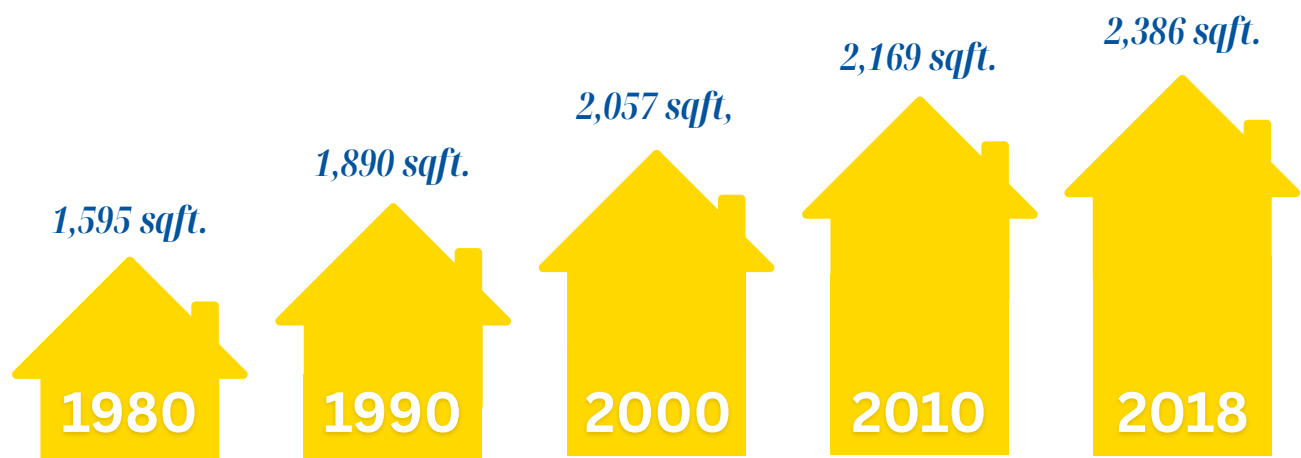
## Residential Cleaning is a Trainable Skill

Cleaning is a teachable skill. The Maids offers proven systems, training, and support—including a 22-Step Cleaning Process—to help you manage teams and deliver consistent quality.



## Regular Work Hours Create Freedom & Life Balance

The Maids operates during regular weekday hours—no nights or weekends—giving a The Maids Franchisees the freedom to build a successful business and enjoy your personal time.



The average U.S. home size has grown over 50% since 1980—more square footage, more to clean, more opportunity.

# Franchisee Training & Support

*That Sets You Up to Win*

## Training

Owning a franchise doesn't mean you have to know it all from day one. Our three-tier training program ensures you're confident from Day 1.

- **SMART Set-Up:** Virtual onboarding and planning
- **SMART Start:** Classroom and hands-on training in Omaha
- **Power Training:** In-market operational guidance

## Support

Our commitment doesn't end after training. Ongoing marketing support, hiring tools, operational systems, and a connected franchisee network keep you supported for the long haul.

**As a franchisee, you'll receive continuous guidance through every stage of growth:**

- Regular business coaching calls
- Operational assessments
- Hiring and retention strategies
- On-demand training modules for team members
- Shared best practices from our franchisee network
- Support from a regional franchise business consultant
- Localized marketing assistance and national campaigns

Whether you're hiring your first team, expanding your territory, or scaling your operations, you'll always have a trusted advisor in your corner.



# Why The Maids?

## A Brand Built for Growth

We've spent four decades building something bigger than just a cleaning company—we've built a trusted, household name.

With an exclusive partnership with Mr. Clean®, award-winning customer service, and our proprietary 22-Step Healthy Touch® Deep Cleaning System, The Maids stands out in a crowded market.

## What Makes Us Different:

- ✦ Team-based, high-efficiency cleaning
- ✦ EPA-approved products & eco-friendly methods
- ✦ Health-first focus
- ✦ Flexible, customizable service packages
- ✦ Certified partnership with a globally trusted brand
- ✦ Ranked # 1 Maid Service Franchise for 5 years running and #34 overall in Top 500 by Entrepreneur Magazine

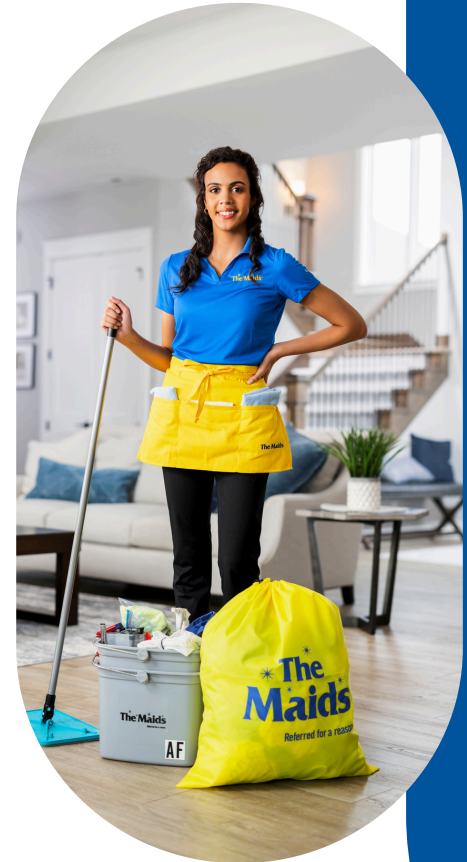
## Ownership Models

### CEO / Owner Operator

Franchisee will run the day to day of the The Maids business. This includes marketing, hiring and managing employees, goal setting, and achieving.

### Manage the Manager

Franchisee will hire a manager, train them to oversee the day-to-day tasks, run the budget, manage the financials of the business, and oversee the company.



## FDD Item 7

**Total Investment:**  
Single Territory - **\$140k+**  
**More for Multi-Territory Markets**

Minimum Net Worth:  
**\$600,000**

Minimum Liquid Capital:  
**\$200,000**

## FDD Item 19:

Average Annual Franchisee Revenue=

**\$1,184,666**

Average revenue per clean: **\$221.39**

Average revenue per customer per year: **\$4,202.89**

Average # of big repeat customers: **237.5**