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ADDITIONAL INFORMATION:

[The Maids 'Sales Sheet'](#) (Effective: July 2009)

[The Maids 'U.S. Target Markets'](#) (Effective: July 2009)

[The Maids 'e-Brochure'](#) (Effective: July 2009)

['Franchise Business Review highlighting The Maids'](#) (Effective: July 2009)

[The Maids 'BAI Consultant Expectations'](#) (Effective: July 2009 / click on the link to view / download the document)

[The Maids 'Item 19 Disclosure'](#) (Effective: May 2008 -- BAI AFFILIATE-ONLY)

DESCRIPTION:

Ranked as the # 1 residential cleaning franchise by Entrepreneur Magazine, The Maids Home Services offers the most comprehensive package of training, support and territory in the industry. The Maids core business is high end quality residential cleaning. Our "Healthy Touch" cleaning process focuses on environmentally preferred solutions and state of the art vacuum systems and procedures to capture dirt and contaminants more effectively. Rapid growth of the industry is due to the rise of two income families, single professionals and 55+ empty nesters. Additional services include carpet maintenance, window and appliance cleaning, and filter changing, among other services. The Maids supports some light commercial cleaning services as well. This is a cash business with high customer retention, allowing for rapid cash flow and owner equity build-up. We offer franchise partners outstanding training, strong operational, advertising and marketing support, assistance in employee recruitment and retention, proprietary software, and a National Sales Call Center. The Maids currently has 170 franchise partners serving over 1,000 territories in the U.S. and Canada. With The Maids, your candidate can build a great business and achieve the lifestyle they desire, all with nights, weekends and holidays off.

BACKGROUND

Established: 1979

1st Franchised: 1980

Franchised Units: 162

Company Owned Units: 3

Projected New Units (12 Months): 15

Registered: All States and Canada

FINANCIAL/TERMS

Cash Investment: \$100k-\$150k

Total Investment: \$175k-\$220k

Minimum Net Worth: \$350k

Franchise Fee: \$10k + \$.95cents per qualified household

VetFran: Yes, and offer a \$4k discount off the franchise fee to anyone that qualifies

Royalty: 6.9-3.9 based on gross revenue

Ad: 2% gross revenue

Average Number of Employees: 4 person cleaning teams / 2 FTE in office

Passive Ownership: Allowed but discouraged

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: Yes, 3rd party vendors

Site Selection Assistance: Yes

Lease Negotiation Assistance: No

Co-Operative Advertising: Yes, depending on area

Training:

- 7 weeks of foundation training (business set-up) from franchisee location
- 9 days corporate training in Omaha, N
- 2-3 days "Power Training" in franchisee market
- Support: Ongoing support by business coach and corporate office

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