



MAKE YOUR MARK IN THE IMPORTANT  
**MULTI-BILLION-DOLLAR**  
CLEANING FRANCHISE MARKET



# Maid Brigade: A service franchise that shines

With more and more people spending time at home – and wanting to spend their time doing what’s most important to them – there’s never been a better time for professional cleaning services.

And what about you? You’re looking for a meaningful investment opportunity that’s professional and productive, but gives you time for your personal life and good income potential.

That’s where we come in. For more than 35 years, Maid Brigade has been cleaning up in our sector of the franchising industry, delighting residential and business customers with the sparkling results made possible by our powerful, safe, and exclusive PUREcleaning® system. We’ve also helped hundreds of qualified individuals realize their dreams of business ownership with our established, distinctive concept.

So, if you’re looking for a clean break from your current 9-to-5 or if you’re seeking an affordable, flexible franchise opportunity with a stable organization, let’s talk about Maid Brigade.



**DID YOU  
KNOW?**

**Maid Brigade has  
been cleaning up our  
franchise sector for  
over 35 years!**



## Maid Brigade is in a unique position to capitalize on two growing markets.

*The residential and commercial cleaning markets can provide great opportunities.*

The U.S. cleaning market exceeds \$46 million, on target to surpass \$50 million by 2026. And with steady annual growth between 6 and 10%, the industry is reported to be among the most resistant to recession.

- Single-person households – 27% of Americans! – are a growing market segment requesting residential cleaning services
- Married couples age 45 and above with steady income and college degrees are consistent consumers
- Consumers are eco-conscious, with 46% requesting the use of environmentally friendly products

### DID YOU KNOW?

**The U.S. cleaning market exceeds \$46 million on target to surpass \$50 million by 2026.**

**+ Health and wellness priorities are also having an impact.**

Consumer demand for safer, natural, and more sustainable cleaning products has elevated formulation trends from gradual improvements in performance and environmental footprint to transformative changes industry-wide. These include new formulas, increased use of renewable materials, and an emphasis on multi-functionality. Sustainability is now the clear driver of innovation, having evolved from a niche category to something imperative.

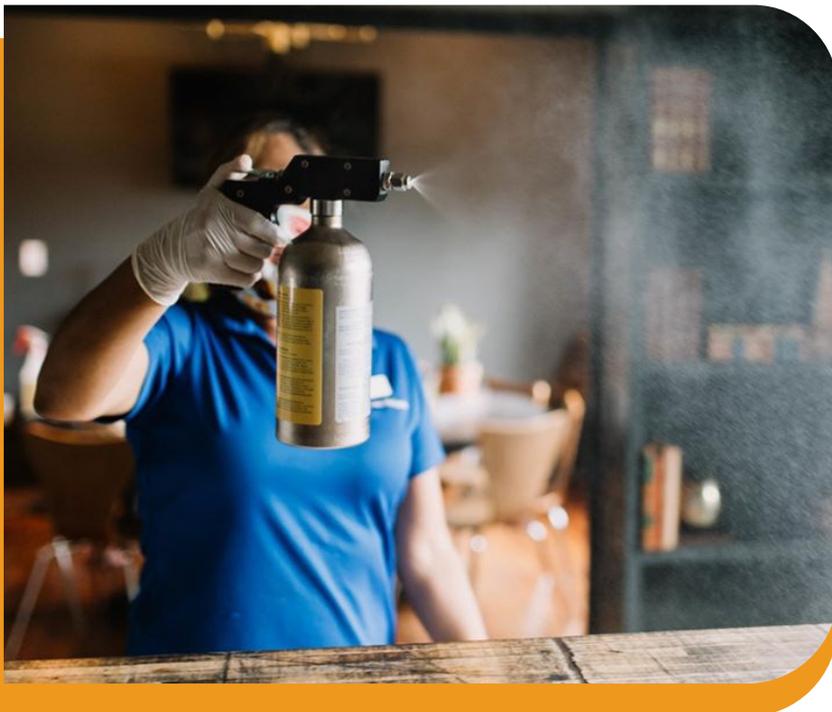
Maid Brigade is a cleaning services franchise with a compelling value proposition. We have developed the science, systems, and expertise to achieve and maintain our brand positioning as the champions of “cleaning for health.”

# A distinctive process and a distinctive focus

Why does Maid Brigade stand out from its competitors? Two key reasons: It's a cleaning franchise that offers both cleaning and disinfecting services in residential and commercial markets. And Maid Brigade's exclusive PUREcleaning is one of the healthiest, most advanced, most complete cleaning and disinfecting systems in the industry.

PUREcleaning®, exclusive to Maid Brigade, starts with a multi-point cleaning process that removes dirt and debris. A powerful, non-toxic, EPA-recommended disinfectant is then used to remove contaminants. Our electrolyzed water cleaner and disinfectant has no harsh residues, dyes, or odors, and is safe for people, pets, and the environment.

Residential customers are demanding the highest-quality cleaning services, and businesses requirements. Maid Brigade is needed more than ever in this environment, where cleanliness has become a matter of the greatest importance, impacting the health and welfare of the public. We make it easy for customers to be confident that they have received the finest and highest quality green cleaning and disinfecting service on the market. Our unique PUREcleaning disinfectant system gives our franchise owners an edge over traditional cleaning products and services.



Brought to you by  
**PURE**cleaning®  
 Maid Brigade

# An established business model from industry experts

With Maid Brigade you get a business model that is both time- and market-tested, and committed to providing the highest quality of service to create an amazing customer experience.

**DID YOU KNOW?**

**Maid Brigade has more than 365 franchise territories in operation across the U.S. and Canada!**

## 1 DISTINCTIVE FOCUS

Maid Brigade integrates a philosophy of health and wellness into everything we do. Not only does Maid Brigade “clean to the extreme,” but our products are safe and non-toxic. Customers never need to stress about harsh chemicals damaging their furniture or endangering their children, their pets, or themselves. In other words, Maid Brigade provides true green cleaning.

## 2 DISTINCTIVE TRENDS & SOLUTIONS

Not only is the demand for outside cleaning services growing and fueling the growth of our entire franchise network, but Maid Brigade is also one of the few national maid services that offers cleaning and disinfection services. Right now, this is a substantial differentiator.

## 3 DISTINCTIVE RESULTS & REWARDS

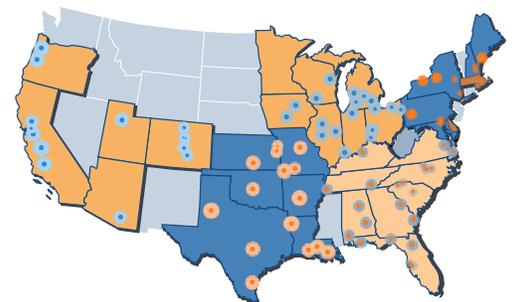
Maid Brigade’s exceptional cleaning services not only support clients’ physical well-being but their emotional health as well. Knowing they have a healthy home or place of business helps customers feel reassured, relieved, and freed up to do other fulfilling and important activities.

## 4 DISTINCTIVE NO-HASSLE PROCESS

Maid Brigade offers a simple booking procedure, and the fully trained, certified, uniformed, and insured cleaners can do their thing without clients being there if so desired. Customers can schedule regular or one-time cleanings; an array of convenient services are offered.

Maid Brigade makes it easy for our customers by establishing a relationship of mutual trust and understanding. We have the same philosophy when it comes to our cleaning franchise owners. We have built a company that is truly devoted to the continued success of the franchisees.

Today, Maid Brigade has more than 365 franchise territories in operation across the U.S. and Canada but still has many desirable markets available. We are excited to welcome new owners to become a part of our ever-growing family.



## A rewarding opportunity in a dynamic industry



Many people dream about owning their own business and being their own boss. However, most people cannot afford to take on the risk associated with building a business from scratch. That's why a franchise can be a smart investment choice.

Maid Brigade is a great franchise opportunity for those who want to make an impact on their local areas, and on their own futures. The opportunities for cleaning franchises are greater than ever, plus Maid Brigade offers other advantages too.

### Designated territories



We do an extensive amount of market research to make sure that you receive an appropriate protected area in which to conduct your business. We look at the demographics and population trends in your assigned area to make informed decisions.



### Brand recognition

Our brand has been established for over three decades. Our logos and trademarks help ensure that customers realize your franchise is a business that they can trust.



### An established business model

With over three hundred territories in markets across Canada and the United States, we have an established business model that can work in a wide variety of areas.



### Training, support, and guidance

We are with you from day one. We offer mentorship and support in sales, operations, marketing, technology, and employee recruitment.

We also understand that any thriving franchise is based on repeat business, and creating a roster of reliable clientele is key to stabilizing any business model. This is another reason Maid Brigade has been successful for 35 years, and we can show you how to do the same in your community.

## Start your business with minimal hassle and reasonable costs

Maid Brigade is not a company that wants to make a sale and then leave franchisees to fend for themselves. We make it easier for cleaning franchise owners to get their businesses up and running by keeping the process as hassle-free as possible.

We support our franchisees in a variety of ways to keep start-up costs relatively low and businesses running efficiently.



-  Your cleaning team can use their cars from the get-go. As your business grows, you can upgrade to a fleet of vehicles with car “wraps.” These wraps act like moving billboards, continually promoting your business – and doing so precisely where your customers work and live.
-  World-class support – our Home Office support team is made up of individuals that have owned, managed, or have been working closely with franchisees for many years. Collectively, we have over 180 years of experience with Maid Brigade.

 We offer an innovative, invaluable mentoring program that pairs each new franchisee with a successful peer who has been in our system a minimum of 10 years.

 Our practical, graduated training approach spans several weeks to ensure you are trained and fully prepared to run your new Maid Brigade business.



Maid Brigade knows that all we have accomplished would not have been possible without our stellar employees. We share with our new owners the proven systems we have in place for attracting the best talent. You'll be thoroughly trained on our proprietary software that streamlines all Maid Brigade management functions and provides advanced reporting capabilities.

- Our state-of-the-art website, forum, and hub, allows you to instantly access business analytics and comparative reporting, training materials, a marketing library, interactive tools for real-time collaboration, and other resources.
- The optional National Sales Center can take calls on nights and weekends to extend "live" phone coverage.
- Maid Brigade conducts regular market research to better understand what our consumers want. We then assist our franchisees in establishing new best practices.
- With sophisticated marketing and search engine optimization strategy and implementation, our consumer website gets over 90,000 hits per month.
- The Maid Brigade home office provides continuing education through webinars, regional meetings, an annual convention, and more.



Maid Brigade is committed to success by providing a low-cost high-value business model. Our business model is streamlined and easy for you to maintain.

**DID YOU  
KNOW?**

**Maid Brigade home  
office provides  
continuing education  
through webinars and  
more!**

# Why consider a Maid Brigade Franchise



Maid Brigade's goal is a company that focuses as much on the satisfaction of its franchisees as we focus on the health and well-being of our customers. We not only have distinctive processes like PUREcleaning® but we make sure to support all our franchisees with sales and marketing assistance.

- ✓ Ease of operation
- ✓ Multiple revenue streams
- ✓ Highest quality green cleaning
- ✓ A cleaning franchise that both cleans and disinfects
- ✓ Great mentorship program
- ✓ Established operating systems and marketing programs
- ✓ Thorough training and support programs
- ✓ Protected territory to grow your local business
- ✓ Attractive hours of operation
- ✓ Marketing and sales support
- ✓ Two potential sources of income by focusing on both residential and commercial cleaning

## *We Support Our People*

- ✓ Business start-up assistance
- ✓ Operations guidance
- ✓ Integrated technologies
- ✓ Professional marketing
- ✓ Ongoing support

Maid Brigade is focused on bringing high-quality service in a manner that makes it simple for the franchisees to thrive. We understand that you are wanting a business that can support your dreams but also give you a good work/life balance.

## *Ranked and Recognized*

- +
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- A Top 500 Franchise by Entrepreneur Magazine
  - A Top 25 Franchise for Hispanics by the World Franchising Network
  - A Top 50 Franchise opportunity for both Minorities and Veterans by USA Today
  - We are the ONLY maid services company in the world that is Green Clean Certified®



# IS MAID BRIGADE THE RIGHT CHOICE FOR YOU?

The Maid Brigade team believes there has never been a better time to open a U.S.-based cleaning services franchise. We are looking for like-minded go-getters with a passion to help others live a healthier lifestyle by providing a cleaning service that is committed to only the greenest cleaning and disinfecting processes.

For more information on how you can open your own Maid Brigade franchise, contact us today.

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