

FRANCHISE — WITH AN — INDUSTRY LEADER

LEAVE YOUR COMPETITION
IN THE DUST



AN OPPORTUNITY THAT HITS HOME

Molly Maid is in the business of helping people enjoy their lives. Our residential cleaning services afford our customers valuable time to focus on what they want to do instead of what they have to do. And the recurring revenue model at the core of our business empowers our franchise owners to create the entrepreneurial lifestyle they've always dreamed of.

EXECUTIVE OWNERSHIP MODEL

You're in charge of your Molly Maid franchise. You manage your team of Home Service Professionals (HSPs), your clients and your back-end operations – without ever lifting a mop.

BUILT FOR LONGEVITY

Many of our franchise owners have been in our system for 20+ years and now view their franchise as a continuous income stream that they've held well into retirement.

A LIFESTYLE THAT SPARKLES

Just as our services create time for our customers to enjoy their lives, our simple model and family-friendly hours create a reasonable schedule for our franchise owners.



50%+ of Current Franchise Owners Operate Multiple Locations

"I was drawn to Molly Maid by the recurring revenue model, that's the sweet spot of the concept. The idea that you get repeat customers for long stretches of time – I already know what next year's revenue is going to be a year ahead."

HARRY YOUNG

Multi-Unit Franchise Owner in TX, OK, & NM

THE OPPORTUNITY



TAKE CHARGE OF A LEADING HOME CLEANING BUSINESS

Home cleaning has proven itself a recession-resistant industry that won't fall victim to automation. And as homeowners look to scrub chores from their schedules and balance their busy working lives, they increasingly outsource household obligations to home service companies like Molly Maid.

\$111 BILLION

projected industry value by 2030¹

98%

average reported recurring customer base²

IT'S NOT JUST THE NUMBERS THAT SHINE

When customers choose Molly Maid, they know they're choosing a professionally branded service company that focuses on technology integration, emphasizes relationship building, and always delivers a consistent, quality service. And when franchise owners choose Molly Maid, they get all the perks of our nationally recognized franchise system:

RECURRING REVENUE

Potential for lasting relationships and predictability

SMALL FOOTPRINT

Low overhead, minimal office space

SIMPLE OPERATIONS

Cash business, few moving parts

DESIGNATED TERRITORIES

Room to grow in prime markets nationwide

FAMILY-FRIENDLY WORK WEEK

No on-call or emergency work required

WHY MOLLY MAID

1. Cleaning Services Market Report, Allied Market Research. 2. Refer to Item 19 of the 2022 Molly Maid SPV LLC Franchise Disclosure Document.

THE STORY OF OUR GROWTH

Although the story of our namesake remains a topic of discussion, the history of Molly Maid is gleaming with success stories, dating back to when we began franchising in 1984. Over the last 35+ years, the Molly Maid concept has empowered a generation of small business owners to live their lives to the fullest.

After being acquired by Neighborly® in 2015, and now an integral part of its family of home services franchises, Molly Maid has begun a new chapter in its history. At the end of 2021, with over 500+ locations and a presence in 40+ states, we aim to continue our legacy of providing customers with the high-quality home cleaning services they've come to expect from our brand, while looking ahead to consistent future growth.



We Are Neighborly®

Neighborly is leading the world's largest and fastest-growing family of home service brands. With over 40 years of collective experience and 17 leading franchise brands, Neighborly provides over 10 million customers worldwide with a single, trusted and comprehensive source to meet any service need inside or outside their home or business.

The Neighborly system empowers the 4,900+ franchise owners to achieve their entrepreneurial dreams with benefits exclusive to an organization of our scale, experience and performance.



From HSP uniforms to the distinctive decals on our vehicles, every inch of our brand is clean and bright, and designed to let every home in your territory know where to go for their cleaning needs.



WHAT YOU GET FOR YOUR MOLLY MAID INVESTMENT

As a Molly Maid owner, you'll have access to comprehensive franchise training and support, including all the tools you'll need to feel confident through every step of your business ownership journey.

KICK THINGS OFF WITH A SURE START

Our Sure Start program takes you through classroom-style sales and marketing training, and hands-on service instruction in a dedicated training home, so you know how to manage every aspect of your business.

POWERFUL PROPRIETARY TECHNOLOGY

Our proprietary business management software, CLEO, simplifies your day-to-day administrative duties. It's an all-in-one system for job estimates, tracking leads, assistance with leadership and workplace culture, and more.

FINDING THE RIGHT PEOPLE

Molly Maid franchisees can take advantage of a third-party, industry-leading recruiting and onboarding platform.

MAKING THE MOST OF YOUR TERRITORY

Our brand's national presence lends itself to powerful marketing collateral and innovative strategies to help boost visibility in your community and help you entice a continuous stream of homeowners seeking your services.

STAY CONNECTED

Get ongoing training and guidance from a seasoned Franchise Business Coach, and strategize with other accomplished Molly Maid franchise owners at regional and national gatherings and workshops.



TRAINING & SUPPORT

NO INDUSTRY EXPERIENCE REQUIRED

Molly Maid franchise owners come from a variety of backgrounds, but very few had any experience in home cleaning services before they began. What they do share are these key characteristics:

BUSINESS ACUMEN

Running a franchise requires skill, experience and knowledge related to the various facets of business – marketing, sales, management, administration, customer service, etc. You don't have to be a proven expert in each category, but the more experience you have, the better.

PASSION FOR SERVICE

When you own a home services business, it's crucial that you're dedicated to the work of helping people find ways to improve their lives. At Molly Maid, we believe in building relationships, delivering exceptional service, and helping others find more time to focus on what they love – our franchise owners included.

AND THE AVAILABLE FINANCES

- ✓ \$65,000 in available liquid capital
- ✓ \$250,000 minimum net worth
- ✓ \$127,200 - \$184,450 estimated initial investment range¹
- ✓ 15% off initial territory fee for qualified Veterans via VetFran



1. The Molly Maid franchise estimated initial investment range includes the initial franchise fee and the Territory fee. Refer to Item 7 of the 2022 Molly Maid SPV LLC Franchise Disclosure Document for complete details.

BRIGHTEN YOUR FUTURE WITH A MOLLY MAID FRANCHISE

We have prime territories still available nationwide, but they're going fast. Don't miss out on your opportunity to create the lifestyle you deserve with our polished franchise model.

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