

# Maid2Clean Area Developer Licences in Russia

## What is a Franchise Area Developer?

An Area Developer is where a franchise businesses that has a proven system in one country (E.G. Maid2Clean in the UK) offers area developer licenses to persons who can then expand the brand in another country (e.g. Russia).

## Area Developer - Franchising

Maid2Clean is interested in talking to people interested in Area Developer licensing in Russia.

Maid2Clean is a successful UK management franchise in the domestic cleaning market. With over 100 franchisees trading in the UK, Maid2Clean now provides work for some 9,000 cleaners in the British Isles.

With a presence in Ireland and Canada, Malta also, Maid2Clean is now looking for Area Developer Franchisees to further expand into your market.

## Who are we looking for?

Maid2Clean has an Area Developer license potentially available to enable successful applicants to offer a unique management agency concept in the domestic cleaning services sector.

Maid2Clean is seeking a long term player with strong managerial and commercial acumen. You will have the experience of running your own business and developing a network of franchisees. You will need the ability to localize the Maid2Clean UK franchise package to work within the English market.

Maid2Clean is NOT seeking for single unit franchisees at this stage. If you believe you possess all the attributes needed to develop the Maid2Clean brand in the Russia we would be interested in speaking to you.

The demand for the service is virtually recession-proof as more couples go out to work. These busy people are grateful recipients of the Maid2Clean agency service. The Maid2clean business is already a proven concept since 1993, with high profit margins and increasing customer demand. Houses gather dust no matter how the economy performs and demand for the service and franchise licenses remains strong, even in recessionary times. The domestic services cleaning sector has grown exponentially over the last 20 years as more and more couples to out to work to service the life styles they desire.

There is no cleaning involved by franchisees or Area License holders – both are managerial positions. As an Area Developer licensee (franchisor), you would be well positioned to harness the power of the brand and grow a substantial franchise operation in Russia.

## Advantages of a Maid2Clean Area Franchise License

The Maid2Clean Area Developer opportunity provides you with many advantages such as:

- Exclusive rights in your area as a franchisor, not just a Franchisee
- Satisfaction in knowing you are helping others grow their businesses as their residential cleaners provide a much needed service
- Low total investment compared to other Area License concepts
- Flexible working hours

To Maid2Clean, the ability to use business experience is outweighs specific industry knowledge. That said Area Developer Franchisor Applicants must possess certain attributes.

## The Maid2Clean Area License Package

<h3>Area Developer</h3> <p>The figures and information set out are purely illustrative. They do not represent any representation or guarantee that the figures or any other aspects will be achieved. The success of a Area Developer is linked to many factors such as location, ability and resources devoted to the business. Package localisation and marketing will be the responsibility of the Master Master Franchisor.</p>	<h2>Russia</h2>
Population	141,927,297
Number of residences in development area	48,940,447
Minimum Number of Territories in Area Developer Licence	489
Example Number of Area Developer Territories Purchased	245
Sale Price per Territory to new prospects.	USD 23,500.00
Area Developers Split	50.00%
<b>Area Developer Investment</b>	<b>USD 957,615.42</b>
Area Developer potential earnings from license sales (excluding ongoing royalties)	USD 2,872,875.00

**Please note the minimum number of territories considered for an Area Developer Franchise license is 5 territories!**

You would be granted the exclusive development rights to operate the Maid2Clean Franchise system in your agreed region.

There will be no need to invest in English premises, cleaning products or liveried vehicles, the franchisee's agency business can be run from a small office or home. The Franchise business can be run from home also.

Our Area Developers are International Area Developer Owners. They will receive the following with their Maid2clean Area Developer License:

- Launch Program in Russia
- the rights to sell Maid2Clean Franchise Licenses throughout their English Area Developer Territory.
- The rights to use the Maid2Clean trademarks, service marks and other commercial symbols.
- The know-how to develop franchisees businesses countrywide
- Interfacing with Maid2Clean in the UK for ongoing support, training and business development
- Developing a National Account Program for franchisees
- The know-how of how to create brand awareness in Russia
- The knowledge of how to create strong margins with repeat customers
- The support and back up of an experienced senior management team
- Our highly distinguished brand name (we do what is says on the tin!)
- A brand recognized for quality and a commitment to service.
- A protected, exclusive and generous Area Developer territory license
- Maid2Clean proprietary systems and methods for localization and use in Russia
- Online knowledge base
- A proven business model since 1993

The Area Developer Licensee will gain access to the proven Maid2Clean franchise program, which they will adapt to their country. The Area Developer owner will recruit and award franchises within the geographic areas designated in their Area Developer license, to individuals looking to run their own local Maid2Clean cleaning agency in Russia.

### **Investment for the Maid2Clean Area Developer Franchise**

The UK Area Developer Franchisor will bear the cost of localizing the franchise package including the Operations Manual from the initial Area Developer Fees.

As an Area Developer Franchisor you would be the licensee of the Russian market and would be responsible for managing both your own Maid2Clean Cleaning operation alongside selling Franchise licenses to prospect franchisees.

### **What Maid2Clean is looking for - Essential Qualities and Skills**

- Successful background in business
- Strong ethics
- Good communicator (English) in verbal and written form
- Articulate, tenacious & hard working
- Possesses the financial capability and resources to recruit and support local franchisees
- Previous experience in developing and managing businesses.
- The ability and resources to build the Maid2Clean Brand
- Ability to run a pilot system for the network
- Ability to work alone and lead a team
- Sales experience
- Enthusiasm for and ability to fully participate in the continuous improvement of Maid2Clean's operational systems
- Good interpersonal, influencing and social skills
- Entrepreneurial spirit
- Accustomed to business environments and dealing with professionals and business people alike

Ideal qualities and skills

- Previous experience in franchising
- Strong sales experience
- Pioneering, entrepreneurial and enjoy being the first to market
- Industry knowledge

### **Maid2clean Area Developer Franchise - Training & Support**

- Comprehensive training in the UK & in Russia
- Business management knowledge for successful Maid2Clean franchise operations, including day-to-day operations, franchise system support, and franchise growth
- Sales and marketing training and support
- Existing infrastructure to support your role as a Area Developer of our brand in your country
- Profiling knowledge to help obtain strong franchise candidates
- Initial and on-going assistance in managing a thriving franchise system
- Knowledge and ethos behind the Maid2Clean trademarked 'Sweep2Left' system-wide best-practices
- Management support through our Area Developer Support Team
- Operations support through on-site visit, telephone and online computer assistance
- IT Systems assistance
- Administrative functions
- Billing system
- Regular franchise business Consultation
- Business reviews and analysis
- Marketing input
- Franchise product development
- PR help
- Initial training in the UK with visit to franchisee locations
- Operations manual for localisation
- Technical support hot line
- The support you need with expertise, best practices and knowledge of the franchise. You simply localise the package.
- Help with opening your Area Developer
- Advice in adapting the Maid2Clean System to your local culture and economy

### **Small inventory**

- Minimal staffing requirements
- Make money upfront – from every franchise awarded in your area
- Residual income
- Booming industry that's still in its infancy and poised for growth
- Unique proprietary systems that allow YOU (and each franchisee under you) to build a business that can eventually run without you
- Training and support
- Prestigious white collar franchise business
- Become a part of a business culture with values that is rare to find in this day and age
- Recession-resistant industry

If you would like to discuss this unique opportunity for the English market the next step would be to send your CV to Mike Hanrahan at [sales@maid2clean.co.uk](mailto:sales@maid2clean.co.uk)