



Presents the

Maids by TradeTM

Business Model



A Letter from the Founder

Thank you for your interest in becoming part of the Maids by Trade family!

With nearly two decades of experience in the house cleaning industry, Maids by Trade serves a growing list of satisfied clients. We hope to provide you with more information and details about the Maids by Trade franchising process. The dedication we put to deliver a brand and franchise system is a unique way and is available to mostly anyone wanting to grow in the house cleaning industry. We strategically expand our system to offer a sustainable business model.



We love helping the local community. When you work with a company like Maids by Trade, you learn that our clients, also receive the benefit of reliable, proven, and quality service. The cleaning brand Maids by Trade is trusted and experienced, our clients immediately see the difference in dedication and efficiency when using our services.

Maids by Trade has been serving the community for nearly two decades and it's a business Built on a Spotless Reputation™, with one purpose, to assure everyone receives the best service. In 2009, I collaborated with the organization Green Seal on the creation of a national standard to regulate the use of cleaning products in households, putting Maids by Trade on the forefront of Eco-responsible businesses nationwide.

This publication contains useful information that will help you understand whether you and Maids by Trade are a good fit for the intended business venture. It's just as important for us to make sure we have a good match with investors (franchisees) and our business approach.

Let us know how we can help.

Warm regards,

Fortino Barajas

Fortino Barajas
Founder/CEO, Maids by Trade

– “We must care for our clients’ homes as our own.

Purple Forte's Commitment



Purple Forte provides through Maids by Trade the tools necessary and a proven system to help you build a successful house cleaning business; our dedication and full support, in preparation, at launch, and at any time during business operations and while working with the company.






Mission

To provide the local business owner the tools to succeed in the cleaning industry in a way that's ethical, eco-conscious and fair all the way across the board.

Vision

To serve local entrepreneurs in maintaining a well-balanced business that thrives while supporting a safe workforce and happy clientele.

Maids by Trade's Values

-  **Eco-consciousness.** We clean using the Tru Green Clean System because we believe it's everyone's responsibility to work for a healthier planet.
-  **Community Involvement.** We believe in being active in the community around you. We frequently give back to a variety of charities and organizations.
-  **Integrity.** A business with integrity makes every effort to deliver high-quality service exactly as promised. It also knows how to own its mistakes and fix them.
-  **Guarantee.** Maids by Trade has a 100% Satisfaction Guarantee. If a client is not completely satisfied with our work, we'll redo it for free or give a credit toward the next cleaning.
-  **Responsibility.** We are licensed, fully bonded, and insured. We believe it is our obligation to provide peace of mind to our clients and business affiliates.

Leading the House Cleaning Industry



Maids by Trade is a professional house cleaning service, we love cleaning and it shows. We don't just deliver excellent cleaning to clients' home, we're also proud to provide house cleaning franchising opportunities. When choosing your house cleaning franchise, consider the following:

- ✿ Integrity
- ✿ Reputation
- ✿ Commitment
- ✿ Sustainability
- ✿ Community Involvement

Our reputation is a solid statement of commitment not only to our clients and the services we provide, as well as to our work force. We offer a family-like work environment for every team member, which helps to drastically reduce employment turn-over.

Recently Maids by Trade was added to [Entrepreneurs Franchise 500](#), 2018. This great opportunity has potentially placed Maids by Trade's business model as one of the best service companies for franchising.

Business Revenue Streams

Home & Apartment Cleaning

Maids by Trade's house cleaning services covers all areas of the home, including kitchens, bathrooms, bedrooms, and living rooms.

Recurring Clients

While we focus primarily in providing [all types of house cleaning](#), our target is the ongoing/recurring residential customer.

Commercial Cleaning

Maids by Trade's commercial cleaning services include common office spaces, as well as [building services](#), too.

Post Construction Cleaning

Maids by Trade's post construction cleaning helps to restore living areas after a remodel or repair project, including washing surfaces, removing debris, and [general cleaning](#).

Your Franchisee Support Team

Our professional support team is always ready and dedicated to help entrepreneurs and small business owners in the process of acquiring or converting to a house cleaning franchise. As well as the ongoing support needed to continue growing your business. The dedication given to your franchise is our way to make you feel part of a family like environment and a way to never feel alone during the journey of owning a house cleaning franchise. We are only an email or phone call away.



Tania M.

–Office Manager

Working with the Maids by Trade family for over five years and counting. A committed individual; the go-to team player and leader. Manages the office with a cup of coffee in hand and a smile on her face.



Edson B.

–Franchise Manager

An energetic professional with a business driven mindset. The guy with a go-getter attitude at Maids by Trade; he's known to exceed expectations with every task assigned; his desire to excel clearly shows in his work.



Raz C.

–Field Manager

A seasoned professional, dedicated and committed; Raz has shown an impeccable degree a dedication for Maids by Trade. Known for his smile and readiness to help and assist other coworkers.



The Maids by Trade team works with you in the development of these key highlights of your business. Full report and strategy are disclosed upon signing a franchise agreement.

1. Professional Franchise Management

2. Innovative Business Approach

3. Ongoing Training & Development

4. Marketing & Advertising Solutions

5. Purchasing Power

Franchise Highlights

1. Professional Franchise Management

The Maids by Trade brand is under the direction and supervision of house cleaning professionals. That means we understand the unique needs of our franchisees and we know how best to meet those needs in a timely manner. It means we have a platform for testing new systems, new products and new procedures, which then are passed on to you. Our franchisees can get support with a quick call or email from our expert advisers.

2. Innovative Business Approach

Maids by Trade has grown over the years to its current standing with our clients, franchisees and affiliates with an innovative approach to conducting business. The implementation of our Tru-Green Clean System, a **unique system** that makes Maids by Trade a leading cleaning brand. It's not just about the cleaning method, it is the mindset within the Maids by Trade family across the board; the effort to remain a green company, a family-like work environment, the ever-present effort to safe-keeping our client's property, the business ethics and how we conduct business, and more importantly, our team's safety.

3. Ongoing Training & Development

Maids by Trade is a business model with nearly two decades in the making; we strive to stay current by updating, retraining and keeping up with new trends and technologies. These efforts aim at keeping the Business Model current. We offer great franchise support, and it includes virtually every aspect of sales development, cost control, record keeping, computerized systems and operational management. Our goal is simple: to assure that you and your team thoroughly understand how to acquire, service and retain customers to grow the sales and profit of your business.

Our franchisees are provided with these relevant aspects of the business:

- ✱ New Franchisee On-site Training
- ✱ Business Start-up Analysis
- ✱ Client Care Representative Training
- ✱ Business Plan Guidance
- ✱ Safety Training & Resources
- ✱ Growth Evaluations & Projections
- ✱ Franchise Resources Available Online 24/7

4. Marketing & Advertising Solutions

When it comes to the house cleaning industry, marketing can be like throwing darts while being blind folded. Our marketing team has been working towards perfection for nearly two decades, we know first-hand what routes to take or avoid in order to achieve better results. We know the industry, the tools, and what consumers look for in a house cleaning service. We can help you pin point what might work best for your business. These options are available to franchisee owners:

- ✱ Business consulting
- ✱ Marketing Assistance
- ✱ Printed materials and/or E-formats
- ✱ Online advertising programs
- ✱ Client retention strategies
- ✱ Online presence awareness

5. Purchasing Power


Unlike the mom n pop business, larger companies have the advantage and benefits of 'Purchasing power'. By belonging to a larger network of businesses, or a brand like Maids by Trade, you can benefit and save money with the following:

- ✱ Cleaning equipment & supplies
- ✱ Uniforms
- ✱ Vehicles
- ✱ Advertising
- ✱ Fleet repair discount
- ✱ Software & more



Guide to Compare House Cleaning Franchises

Choosing a house cleaning franchise can be a daunting process and Maids by Trade is here to facilitate that whether you choose us or not. Keep in mind that you're about to enter into a business relationship and it's essential to lay the ground rules so you know what to expect. This is a process of selection and the company you choose should offer the quality, reliability and commitment that you expect.

What to expect from a house cleaning franchise	Option X	Option Y	
Keeps a good reputation			✓
Offers service options & flexibility			✓
Conducts business with integrity & commitment			✓
Offers a guarantee & quality checks			✓
Uses Certified Green products			✓
Follows EPA and Green Seal standards			✓
Provides safety programs & proper training			✓
Provides top-notch equipment to assure results			✓
Keeps low employment turn-over			✓
Is an active community supporter & gives back			✓

Deciding what company you choose is a difficult decision; at the end of the day, it's important that you feel good about it and that the energy feels right. Not only because you will be investing in it, more importantly, because it's a long term relationship. Take your time to ask all the questions you have, and take this process in consideration when [making the final decision](#). Always consult your Certified Public Accountant (CPA) or attorney for advice.

The Exclusive System



Maids by Trade is dedicated in providing top notch Home Care™ for every room in clients' home's. That is why we use our proven exclusive Tru-Green Clean System™. We became the first house cleaning company in Oregon to implement an eco-friendly system. Our goal is to stay away from highly toxic chemicals commonly used throughout homes day to day. Maids by Trade uses Green Seal Certified cleaning supplies and the most modern equipment to ensure each home is sanitized using tools that don't put families, pets or the environment at risk.

The Tru-Green Clean System™ also prevents cross contamination of germs from bathrooms to kitchens and between homes. Together with this innovative system we have lowered water usage with the use of microfibers rags and a color-coded system to help team members be efficient when cleaning a house.

House cleaning is not just about scrubbing toilets and floors, it's about being Eco-conscious, having a good work ethic, integrity and passion for what Maids by Trade does – ***it shows in our everyday work!***

Certifications Do Matter



As a seal of approval provider, using Seal of Approval products helps cleaning professionals gain better trust and provide above and beyond cleaning within homes. The certification differentiates against the competition. It also helps with more satisfied customers, more repeat business and better word of mouth. Another advantage is that consumers get a healthier environment in which to live and work because the product and equipment used is tested and approved by 'The Carpet and Rug Institute'. The vacuums we use meet the standards of the US Department of Energy, the filter must remove at least 99.97% of particles as small as 0.3 microns from the air that passes through it. This is beneficial to everyone that wants to breathe cleaner air.

Giving Back to Our Community



When it comes to giving back Maids by Trade stands firm. That is why we are committed to supporting, contributing and networking with various organizations and the business community.

Originally Maids by Trade started providing a free service to elder people in need and after some time we decided to expand this service to women with cancer; after we saw the need in the area. Giving back is one of our core values and Maids by

Trade actively contributes to our community by:

- ✳ **Sponsoring The Portland Women's Expo Foundation**
- ✳ **Supporting the Children's Cancer Association**
- ✳ **Donating free services to women battling cancer**
- ✳ **Supporting our kids & youths locally by sponsoring sports teams**
- ✳ **Sponsoring minority events and organizations**
- ✳ **Sponsoring events for the LGBT, such APS Foundation & others**

In addition, Maids by Trade and other small companies have joined together to build a support system through the development of their businesses. As a result, this network helps fuel the growing economy. We are committed to working hard at all time with our mission in mind.

Maids by Trade believes in **bringing people together**, inspiring change and making a difference in the lives of others in the community!



Veteran & Minority Franchises

Maids by Trade supports our Armed Forces Veterans – honorably discharged veterans, active and immediate family may receive a **\$10,000** royalty credit on a new franchise territory. Also, Maids by Trade supports Minority entrepreneurs and helps with the start-up of a new or converting business – In an effort to not only increase the numbers of minority franchisees, but to send a message to all communities that franchising is a smart and affordable way to realize the American Dream of small business ownership, qualified minorities may receive a **\$10,000** total royalty credit.

Franchise Options

We offer **three types of franchises**. These estimates are only approximate. This includes the **\$2,995** Basic/Optimal Franchise Initial Franchise Fee or the **\$9,995** Metro Franchise Initial Franchise Fee, plus the estimated \$4,000 cost for initial set up, advertising, tools, equipment, and franchise products and apparel that must be paid to us or our affiliate. The Initial Franchise Fee for a **Basic** or **Optimal** franchise is **\$2,995**. If you are converting your existing business to a Maids by Trade franchise, the Initial Franchise Fee is **\$1,499**. The Initial Franchise Fee for a **Metro Franchise** is **\$9,995**. If you are **converting your existing business** to a Maids by Trade Metro franchise, the Initial Franchise Fee is **\$4,999**.

Basic

Optimal

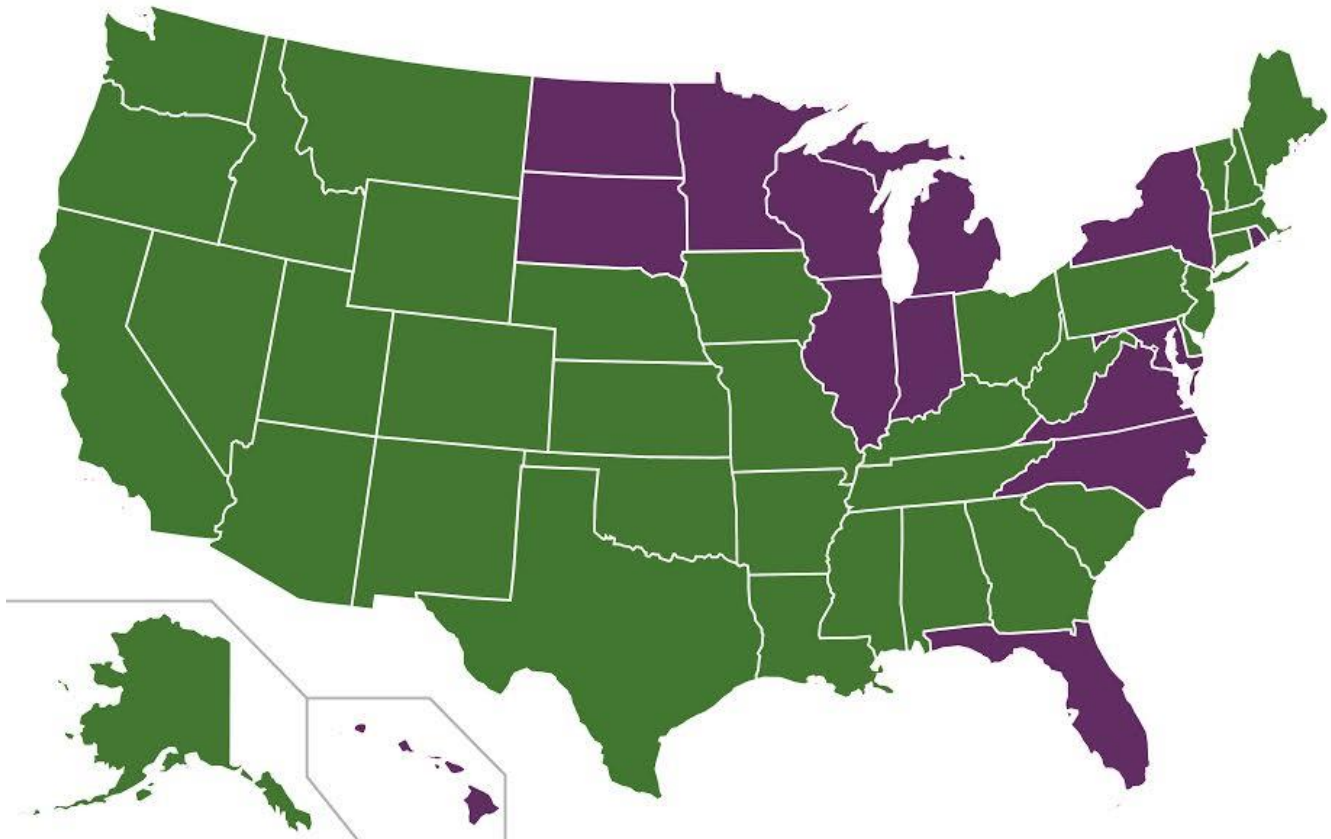
Metro

This home-based franchise is a small business operation that gives you the option to start out cleaning with the teams yourself, or to hire and supervise team members.	This home-based franchise is a small business operation that gives you the option to start out cleaning with the teams yourself, or to hire and supervise team members.	The Metro franchise operates from a local office and coordinates teams of house cleaners in defined territories.
INCLUDES: <ul style="list-style-type: none"> • Defined territory • Startup package with all forms and contracts • Our custom advertising campaign will deliver the first 30 clients* • Scheduling assistance • Payment processing & billing • Custom made web page • Continuous marketing • Onsite start-up training (optional) <p>*(a "client" is a person or organization using the services you provide regardless of frequency of use; either one time or recurring appointments)</p>	INCLUDES: <ul style="list-style-type: none"> • Defined territory • Startup package with all forms and contracts • Our custom advertising campaign will deliver the first 30 clients • Scheduling assistance • Payment processing & billing • Custom made web page • Continuous marketing • Onsite start-up training (optional) <p>We will invest from \$16,000 to \$21,000 for your franchise during the first six months of your franchise operation in marketing, internet search engine optimization, and printed advertising materials. In return for this investment you will pay a Royalty Fee of 12% during the initial 7-year term of this Agreement.</p>	INCLUDES: <ul style="list-style-type: none"> • Defined territory • Employment forms and client contracts • Our custom advertising campaign will deliver the first 50 clients* • Scheduling assistance • Payment processing & billing • Custom made web page • Continuous marketing • Onsite start-up training <p>*(a "client" is a person or organization using the services you provide regardless of frequency of use; either one time or recurring appointments)</p>
The total investment necessary to begin operation of a Maids by Trade "Basic" franchise is \$25,000 to \$64,995.	The total investment necessary to begin operation of a Maids by Trade Optimal franchise is \$8,995 to \$34,995.	The total investment necessary to begin operation of a Maids by Trade Metro franchise is \$59,000 to \$109,995.

Available Territories

As a national franchise brand, we offer house cleaning franchise opportunities in 37 different states. Our availability for territories is for growth and expansion because we want every new franchisee to thrive in the business and build a sustainable model and lead in the house cleaning industry.

Maids by Trade plans to open in different territories and grow internationally across borders within the coming years. Inquire about exclusive territories in your area today.



Available territories for franchise opportunities



Not yet available

Questions About Becoming A Maids by Trade Franchisee

Q: Who sets the price for the services I offer?

A: You do. Maids by Trade recommends a pricing strategy; however, you ultimately set your own prices upon reviewing the market analysis.

Q: Is it a requirement to buy equipment and supplies from you?

A: Maids by Trade facilitates the process on buying both supplies and equipment. You are free to purchase approved products from any of our vendors list provided.

Q: Who manages the advertising?

A: Maids by Trade creates most of your advertising and marketing materials. As a Franchisee, you're responsible for placement of all advertising in your service territory. We can work with you.

Q: Can I sell my Maids by Trade Franchise?

A: Yes. With certain conditions, you can sell or transfer your business at any time under approval of Maids by Trade.

Q: How long is the Maids by Trade Franchise agreement?

A: Our agreement is for 7 years. At the end of that time, assuming certain conditions are met, the agreement is generally renewed for an additional 5 to 7 years.

Q: Can I operate a Maids by Trade Franchise from my home?

A: This is acceptable until your operation reaches a level of growth which makes an outside-the-home office more feasible. Franchisees are responsible of meeting business occupation/zoning city codes.

Q: How long does it take to get started?

A: Generally speaking, most Franchisees are fully trained and doing businesses operations within 30 to 90 days after signing the Franchise agreement.

Q: Can I convert my existing business to a Maids by Trade Franchise?

A: Yes. In fact, if you currently own a business offering the same services for house cleaning, you must convert it in order to become a Maids by Trade Franchise. We have a very attractive conversion program available to those who qualify.

Consumer Satisfaction Index Analysis

Comparison Analysis Chart	
	CSI
Maids by Trade	20.2
Green Clean	10.6
Check Maid	8.8
Eco Maids	6.8
Maid Brigade	6.6
Competitive Value	91.29%

A research done in collaboration with students of **Washington State University (WSU)**, found that Maids by Trade is a customer service leader, consistently outperforming competition in reputation, quality and customer satisfaction. It was also ranked number one due to a high number of customer reviews, and generally high ratings.

*This chart was compiled using data from top ranking house cleaning services on Yelp and Google.

Additionally, this report suggests that today's consumers are more likely to rely on crowd-sourced data in lieu of traditional forms of reputation. Maids by Trade has set prices according to the industry standards and costs of living in order to offer competitive employee compensation and benefits, setting a lower price among franchised cleaning companies. This comparison allows Maids by Trade to compete with companies at a national level. Established companies charge an hourly-per-maid rate between \$40 and \$55, with an average rate of \$46 hourly in most cities.

Final Note

A Maids by Trade franchise is for the hard-working individual who is independent, reliable and trustworthy. If you're up for the challenge, we'd love to welcome you to the [Maids by Trade family](#). Lets work together on growing your new business and take advantage of a rewarding and sustainable business model. It's all an exciting process when buying a franchise, but it's also important to take some time and consider what input you will have to do for an opportunity that will make a difference in your life for the years to come.

Here at Maids by Trade we look forward in working with you to help you thrive.

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