




The most recognised brand in the industry





WELCOME

THANK YOU FOR YOUR INTEREST

Hi,

You've taken the first step towards what could be a new and exciting chapter in your career and life – becoming a Molly Maid Franchise Owner. And the timing couldn't be better.

The maid service industry in the United Kingdom is booming, and you don't have to look far to understand why – there is a shortage of cleaners in the country at a time when more families are wanting their home cleaned. This is driving some huge growth for our Franchisees who seem to be setting new sales records almost every month. To say it is a very exciting time for our organisation would be an understatement.

I have often been asked what makes Molly Maid so successful and I can boil this down to three things;

1. We have the most talented business owners in the industry. Just as your individual success is down to your efforts, so too is the success that our Franchisees enjoy.
2. The Molly Maid brand is hands down, the most well-known in the industry. That's not just me saying it – it's YouGov who regularly conducts research to determine awareness levels of all brands in the cleaning industry.
3. Our systems truly are the best in the industry – this too isn't just me saying this – it's Elite Franchise who rank all UK franchises annually and every year they rank Molly Maid as the best in the cleaning industry (we are in the top 10 of all UK franchises).

Please take a look at this brochure to learn about Molly Maid, our business model and how we help you to develop the most profitable and valuable business in our industry. But then please come and meet with us so that we can get to know you, what you are looking for in a business and what you want to achieve.

Thank you very much for your interest in Molly Maid and we are really looking forward to meeting you soon.

Kind Regards,



Kevin Hipkins
President & CEO and our Support Office Team



“ We always say what we really give our customers is TIME, with the bonus of a clean home. ”

WHY CHOOSE MOLLY MAID?

The home cleaning industry is absolutely booming, and Molly Maid remains hands down the most recognised brand in that industry.

That's a bold statement to make, but like everything we do, we back up our claims. That's why every year we review YouGov data to better understand our industry and where we fit within it. The last set of data released was in April 2023, which showed that the home cleaning industry has exploded in the last few years with the value of the industry jumping from an estimated £2.7 billion to over £8.5 billion. Molly Maid remains the most recognised brand in the industry, two times more well known than its nearest competitor. Most can't remember how or when they heard of Molly Maid, they just know it. It might be the hundreds of cars we have across the country or our instantly identifiable pink and blue colours.

We are so fortunate that so many people know about us and what we do – it's also why we received over 60,000 home cleaning requests in 2025, which equates to just under 1,000 enquiries annually per franchisee.

There are many reasons to become a Molly Maid Franchisee. As well as getting comprehensive training and being part of a successful brand, we look after all our people at every level and offer support to ensure you and your business succeed. We're also a proud member of the British Franchise Association and, as such, we adhere to its Code of Ethical Conduct.

Over
60,000

home clean requests
in 2025

2x more
brand recognition
over our competitors

(YouGov Survey
April 2023)

Top 10
ranking

in Elite Franchise
Top 100 – 2024, 2025
and 2026



YOUR VERY OWN MOLLY MAID OPPORTUNITY

We believe that everyone should have the opportunity to start their own business if that's their wish and dream.

We pride ourselves on partnering with ambitious individuals who have a hunger for exceptional success. We work closely with them and provide the systems, processes and leadership development to achieve their dreams.

The benefit to you is over 40 years of experience in the business. We know the home cleaning industry inside out, back to front because we've been cleaning homes in Canada, the United States, Portugal and Japan resulting in us completing over 60 million cleans in the past forty years. We understand our customers and how they're forever changing, so we can share with you our insights and help you create a successful business with a healthy base of repeat customers.



Jethro Allen

Molly Maid Devon

South & East

Owner since April 2025

“ From the head office to the wider network of franchisees, the support has been fantastic from Day one. Seeing the level of professionalism, I knew it was the right fit for me. ”



SUPPORT

EXPERIENCED AND DEDICATED TO YOU

The level of training and support you receive throughout your time as a Molly Maid Franchise Owner is what makes us different from any other home cleaning Franchise out there.

You can expect support from our Business Advisors even before you start the training programme.

Based in Maidenhead at our Support Office, you will be assigned a dedicated Business Advisor who will work closely with you and be there from initial training to the day-to-day running of your business.

Using your personal Business Plan goals, our support team will help tailor your marketing, employment and business development needs to help you optimise your sales and profitability while maintaining high quality and customer service standards.

The support received from Business Advisors is often cited by new Franchise Owners as a key reason for choosing Molly Maid.

ACCESS TO ENTIRE FRANCHISE NETWORK

We believe in teamwork, so not only do you have the support of your Business Advisor and the entire Support Office team, you also have access to the entire franchise network. Access to our 'online hub' via Blink provides Franchise Owners with a library of all system documents, daily sales growth posts and guidance from our support team, live video meetings and broadcasts, and the ability to chat freely, share advice, and tap into the best practice with everyone in the organisation.

We also organise eight face to face group meetings each year with our national Rest & Relax weekend in January each year and Spring & Autumn regional meetings around the UK – all to ensure Franchise Owners can meet, share experiences, gain advice and tackle challenges together.

Training on Key Areas of the Business

This starts with a week of comprehensive training followed by another week of on-site set-up and support to get you off to a strong start. There are several training seminars throughout the year and further training is offered remotely or on-site as required.

New Bespoke Software

Molly Maid has a new web-based operating system Abacus, combining all aspects of the business from lead management to route scheduling, automated customer communication, weekly sales reports, payroll and managing Accounts Receivable. As this is an online system, it provides Franchise Owner and their teams with the ability to operate the business from anywhere and at any time.



“ You can look forward to support from our Business Advisors before you start the training programme. ”

“ Be prepared to work hard and follow the system. Don't try to reinvent the wheel – Molly Maid have a good business model and provide tremendous support, follow the model and it will work. ”

Simone Berisford-Ince

Molly Maid Cheshire & High Peak, Franchise Owner since 2001





RIGHT START MARKETING

From your initial £23,975 investment, £12,000 is dedicated to your marketing budget.

You will be working closely with our marketing team and Business Advisor to develop an effective and targeted 'Right Start' marketing strategy to ensure you get off to a flying start. Your marketing budget is sufficient to allow us to create an effective and robust marketing plan with a mix of online and offline activities, this will typically last at least the first twelve months, but often longer.

The activities mainly consist of:

Creating a webpage

You will have your own unique landing page on our website through which all new customer enquiries will be driven. We activate this well in advance of the business launching to ensure we drive customer enquiries (and staff applications) to help deliver the fastest possible start.

Paid Search advertising

Ensuring a competitive online presence, we plan and manage your Google Advertising to capture and drive new customer enquiries to your webpage.

Flyer Distribution

We design and print your flyers and help you plan an effective flyer distribution strategy to target customers in high value areas within your territory.

Social Media & PR

We enhance our brand awareness and engagement by sharing our brand story through weekly posts creating a strong presence on social media platforms such as Facebook, Instagram, X and TikTok – follow us on @MollyMaidinUK. We further boost our presence through Facebook and Instagram ads national and locally.

Community Heroes

At Molly Maid UK we are committed to giving back to the community nationally and locally by enabling our Franchise Owners with additional financial support to sponsor local sporting teams and even charities. We further promote this through our Community Heroes branding on our Social Media channels.

Local Advertising

As part of your marketing starter pack, we provide personalised branded adverts for you to advertise online, as well as in local newspapers and magazines.

We also market the brand at a national level to ensure Molly Maid continues to be the most recognised brand in the UK home cleaning industry, generating local awareness at every level. Some of our brand initiatives include:

Having a strong, high ranking website – achieved by engaging with our Paid Search campaign, SEO including Google Reviews on Google My Business and development agencies to ensure that our website is ranked as high as possible on Google.

National cross promotions – we partner with other large organisations and UK brands to tap into their customer base and increase our brand awareness.

Some of our most recent partners include Milton baby products, Tesco and Dorset Cereals.

PR – the power of the Molly Maid brand means that we often feature in national press, radio, and TV (including BBC2 and Channel 4 appearances).

“ An effective and targeted marketing strategy ensures you start off on a strong foot. ”





FINANCE

FUNDING SUPPORT

We recognise that it can be daunting to invest your hard-earned savings into a new venture and that is why we would always recommend you supplement the initial costs with a business loan, protecting some of your savings. Most of our partnered lenders work on a 70/30 split of up to £25,000 unsecured, meaning they will fund up to 70% of the start-up costs including working capital, leaving you to finance the balance. This is usually borrowed over a five-year term with preferential interest rates offered on a case-by-case basis.

BUSINESS PLANNING & FUNDING SUPPORT

We passionately believe in our brand and business model, but it is important you do too.

To help you create your personalised and robust business plan you will work with our partner D&T who are experts in their field and provide you independent guidance and support. They will work with you to create a detailed plan of how the business will operate, coupled with cashflow forecasts providing clear financial projections for years 1 – 3.

Your business plan, as well as providing a platform to secure funding to finance your business start-up either through the Government Start Up Loan or one of the high street banks we work closely with, will also be a working document to monitor and measure your performance.



Anne-Marie Coleman

Molly Maid Haslemere & Godalming

“ Gaining funding to support us with launching our business was made very straight forward by Molly Maid and their partner D&T. They helped produce our comprehensive business plan, we put up half the money and the rest was secured through the Government Start Up loan. ”



FOR YOU, MOLLY MAID OFFERS:

An experienced and dedicated support team

At Molly Maid you'll always have the support you need from people who are not only experts within the sector, but genuinely care for you and your business.

A distinctive and established brand

We don't need to say anymore, but Molly Maid is an internationally recognised brand that customers know and can trust. This means that most of our business comes from regular customers, creating recurring revenue for our Franchise Owners.

“ I love Molly Maid as it allows me to make a difference to my customers' lives, while making me a good profit. ”

Franchisee feedback
2023 Best Franchise Awards



AWARDS

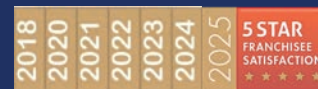
We're very proud to be recognised with many accolades by some of the most highly regarded organisations within the UK Franchising sector. They're a tribute to the relationship we have with our Franchise Owners and their success in delivering outstanding service to our customers.

Workbuzz Franchisee Satisfaction Award, this is by far the award we are most proud of as it is based on anonymous feedback from our own Franchise Owners. For the last six consecutive years we have achieved a 90%+ satisfaction score in areas such as franchise systems, leadership, culture, training and support.

Following these consistent high scores in each of those years we also won the 2023 and 2025 workbuzz **Best Franchise Award** in the Management Category,

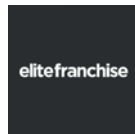
against household names like Right at Home and Revive.

In 2024 we also broke into the **Top 10 of Elite Franchise Top 100 Franchisees**, and in 2026 are now so proud to have remained there for last three years. However, more importantly to us, we remain the highest ranked domestic cleaning franchise by some distance, within this definitive list celebrating excellence in the franchise community.



IN THE NEWS

Being the most recognised name in Home Cleaning we are regularly asked to provide content and comment on articles and features related to our industry and we capture these within the 'In the news' section on our website. Please take a moment to review some of these great articles mollymaid.co.uk/franchise/in-the-news/



How Molly Maid is using Social Media to Further Differentiate their Brand

Beyond their talented Franchisees and award-winning operating systems and procedures, it's their marketing savvy which has propelled the Molly Maid brand into the upper echelons of brands in the country,

Featured January 17, 2024

More than a conference: How Molly Maid powers franchisee success

Every January, the Molly Maid franchise family comes together to super-charge their Franchisees for one of the most anticipated events of the year: the annual conference, known as their R&R Weekend

Featured February 13, 2026

Molly Maid's bold moves boost franchisee profits and business value

When you've been in business for more than four decades, it's easy to sit back and coast. But not Molly Maid

Featured on July 21, 2025



A Winning Partnership: Molly Maid Ayrshire Franchise Owner, Jeanette Wilson, Supports Crosshouse 2016s Youth Football Team

Jeanette Wilson, the dedicated Franchise Owner of Molly Maid Ayrshire, is making a positive impact in her local community by sponsoring Crosshouse 2016s, a youth football team based near Kilmarnock, Scotland. This team, made up of talented youngsters born in 2016, now proudly sports kits featuring the Molly Maid logo, symbolising teamwork and community spirit.

Featured December 29, 2025



Job flexibility, pride of ownership and help from Molly Maid HQ is driving success for franchisee Anne-Marie Coleman

Featured on April 03, 2024



“ Molly Maid Support office is always available to help and provide advice. I have followed the proven system and have been extremely successful. ”

Gayle Sparrow, Molly Maid Lincoln

“ Molly Maid always ensure our opinions are valued and we are integrated into the decision-making process on key initiatives and strategies the business wants to implement. ”

Andy Crewe, Molly Maid Doncaster

“ From the moment we first spoke with Molly Maid we were instantly made to feel part of the family and that feeling has only grown stronger the longer we have been part of this fantastic organisation. ”

Eric & Mandy Moss, Molly Maid Liverpool East

PROCESS

We really believe that it is all about the people. We work hard to find the right people, so the first step is to fix a date for you to visit our offices for a face-to-face meeting.

Meetings are arranged around your schedule and can take as little or as long as you want. They give us a great chance to get to know you a bit better and find out why you want to start a Molly Maid franchise.

There are a few things we look for in a new business partner. Primarily we look for people who care about customers, the teams they will employ and have a passion to succeed.

We truly believe it's all about people. If you care about customers and your teams, then customer service will be easy, and you'll be able to impress your customers because at the end of the day it really comes down to people feeling good about using our service.

After our first meeting, we can help organise a meeting for you with an existing Franchise Owner to hear first-hand what it means to start and run your very own Molly Maid franchise.

Summary of investment

Initial Investment Required	£
Franchise Fee	11,975
Marketing Investment	12,000
Total (Exclusive of VAT)	23,975

**We also require evidence of a minimum of £7,000 working capital which needs to be available to support business growth but may not always be required.*

“ I can confidently say we invested our money in the right Franchise. ”



Ritu Haer

Molly Maid Stevenage



REWARDS

Potential returns

	Year 1	Year 2	Year 3
Sales (Actual sales taken and averaged from most recent Franchise Owners to open)	£73,453	£163,378	£287,101
Cost % Range (Costs are based on actual business costs)	98%-102%	90%-92%	83%-85%
Net Profit Range (Based on actual Molly Maid businesses)	-2%-2%	8%-10%	15%-17%

**A Molly Maid Franchise once established typically from year three onwards will achieve a net profit of between 15-18%.*

TEN STEPS TO LAUNCH YOUR MOLLY MAID BUSINESS

1

Contact me

Call my direct line 01628 583768 or e-mail at jholden@mollymaid.co.uk to discuss in greater detail what it entails to start a Molly Maid franchise.

2

Meet the team

We want you to meet our team who will be there to support you as you begin to grow your business. To do that we would love to welcome you to Molly Maid House, Maidenhead, to meet the team and find out more about the business model and assess if this is right for you.

3

Talk to those on the front line

Our family feel extends to all our Franchise Owners. It's important to talk to them and understand what it takes to own, operate and manage a Molly Maid franchise. It will also offer insight into the reasons why they chose Molly Maid and how they have progressed since launching their own Franchise.

4

Plan to succeed

We've partnered with Franchise Finance who would work closely with you in instances where financing is required to help launch your business. They would also help develop your business plan and cash flow forecasts and present your plan to secure finance.

5

Submit your application

With your business plan in place you can now complete and submit your Molly Maid application, including your 10% deposit.

6

Receive your set up pack

Upon approval you will be sent your welcome letter and start-up checklist, this will walk you through every activity you need to complete in order to prepare your business for launch.

7

Pre-training meeting

Prior to training we will arrange a meeting to finalise all details regarding the business set up and agree your initial marketing plan, so everything is in place for launch.

8

Training week

A week long in-house training course at Molly Maid House, both classroom style and on-site with another Franchise Owner. The course will cover all aspects of the business system.

9

Launch week

The launch of your new business starts here and you're not on your own, your dedicated Business Advisor will be there with you for the first week helping with interviews, estimates and general business set up.

10

Continued support

As you begin to operate your business, we are only a phone call away. Several follow up visits will be scheduled to monitor your progress against your business plan, along with three, six and twelve month review meetings.

We know starting a new business can be daunting and we want to make sure you have all the information to ensure it's the right choice for you.



I hope we've been able to paint a picture of why Molly Maid provides the perfect platform to launch your own business and become part of the market leaders within an ever-growing sector.

I look forward to meeting with you, addressing all your questions and ultimately helping you join our family by launching your own Molly Maid franchise.

A handwritten signature in black ink that reads "Jonathan Holden". The signature is written in a cursive style and is underlined with a simple horizontal line.

Jonathan Holden
Chief Operating Officer






MOLLY MAID

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www.mollymaid.co.uk

