



Create a Better Future for Yourself and the Planet

FRANCHISE WITH THE BEST ECO-FRIENDLY
CLEANING COMPANY ON EARTH



ecomaid's®



Building a Business Has Never Looked So Bright

Now's your chance to get in on the ground floor of a franchise on the rise. We're putting eco-friendly on the map when it comes to home cleaning services, and we've got the opportunity for you to build your own business in a way that's as responsible for the environment as it is for your future.



The Planet Needs Smart Entrepreneurs

More and more people are realizing that eco-friendly opportunities just make sense from a business perspective. By taking care of the planet and offering amazing service, you can boost your bottom line, providing a product that people are passionate about.



People Want Eco-Friendly Solutions

Our customers want to know that the cleaning products used in their homes, around their families and pets, are safe. For them, it's about health as much as peace of mind. For you, building a reliable customer base is as easy as following our stable model.



You Deserve to Be in Business for Yourself

If you're a hard worker who knows their way around employee and client relationships, then starting your own business can be the best way to achieve your professional and financial dreams. We put you in control, helping you make the future a little brighter for yourself and planet Earth.

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Growth and continuous improvement make this a cool industry to evolve with. And the stable and low-risk **ecomaidz** model make this an exciting time to jump in. This is something that is needed in people's lives to give them peace of mind, and it improves the downstream effect on the environment as well.

You're going to see pride in ownership and the practical growth opportunity that's here. It's all exciting and it's all yours.

Lindsay Dellasega, CEO

ecomaidz



We've Got the System to Make Your Business Shine

Your franchise journey begins with a thorough understanding of what makes us the right choice in eco-friendly home cleaning. From our operational blueprint and a focus on cost-conscious efficiencies to a strong dedication to saving the planet, we've developed a system that stands out in the home cleaning segment.

o Recurring Revenue Model

Satisfied customers mean repeat business for your franchise as well as referrals for new customers who will love your service.

o High Demand for Our Services

More people are choosing to outsource personal services with a higher value on time, and they're choosing services that are better for the environment.

o Low Cost of Operations

A home cleaning business requires a lower initial investment and less overhead than other franchise opportunities.

o Eco-Friendly Product List

We've taken the guesswork out of green product choices with our custom range of environmentally-safe cleaning products.

o Corporate Managed Marketing Programs and an In-House Sales Center

From pay per click campaigns and direct mail, to website SEO and Facebook advertising, we help make your phone ring and even answer it. We'll help quote and close, allowing you to focus on local relationship building.





Cash In On the Eco Boom with Your Own Green Business

Taking care of our planet is a necessity. Thankfully, most consumers agree. Going green is a smart move because it taps into a segment of the economy that's consistently growing. And there's no better green company to franchise with than **ecomaid**.

Not only do we provide green services to our customers and a complete line of eco-friendly products to our franchisees, we have certified proof that our products are the cleaner and greener choice for your new business.



Green Seal® Certification

Green Seal® certified products represent the highest standards of sustainability and environmental protection. As part of the Global Ecolabelling Network, Green Seal® works to certify products that are proven safe for the environment and safe for people.



EPA Safer Choice Certification

The US Environmental Protection Agency offers the Safer Choice program to help consumers find products that are better for the environment. EPA Safer Choice certified products have been proven to be the safer, more eco-friendly, and all-around better choice for consumers.

Certification is a Selling Point for Your Business

Anyone can call themselves an eco-friendly business, but we have the credentials to back it up. When you franchise with **ecomaid**, you're getting Green Seal® and EPA Safer Choice certified products that you and your customers can be proud of.



Join an Industry on the Rise

Everyone wants cleaner spaces, and the growth in the cleaning industry reflects that consumer demand. Whether it's residential and light commercial work like we provide or any other janitorial services, the cleaning sector is taking off.

\$61

Billion Industry

Cleaning services represent a massive market across the board.

IBISWorld

6.6%

Yearly Growth

The industry has been growing for 10 years and is expected to continue that trajectory.

Brandongaille.com

92%

of People

Are more likely to trust a company that supports social or environmental issues.

Forbes

69%

of Consumers

Prefer products that are made with natural and/or organic ingredients.

Nielsen



We Clean Up the Competition with Our Fresh Model

You have a lot of options for a home cleaning franchise, just like your future customers have a lot of options when it comes to choosing a home cleaning service. For you and your customers, we've developed a service model that puts you ahead of the cleaning curve.

Fully Bonded and Insured

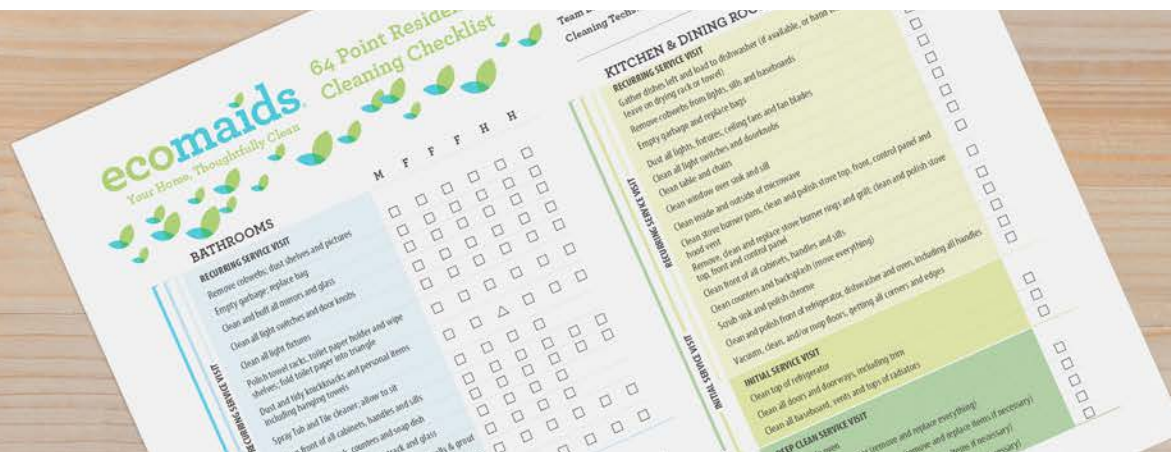
One important way for your business to grow and maintain a strong, satisfied customer base is by building trust. We never use outside contractors, and all of our technicians — or **ecotechs** as we call them — are fully bonded and insured. That gives your customers even more reasons to keep coming back as they build trust with your franchise location.

64-Point Checklist

Our **ecotechs** are held accountable to customers through our comprehensive checklist that covers each individual piece of our complete cleaning strategy. From bathrooms to kitchens to bedrooms and every other room in the house, your customers can chart the progress and easily see the value of your service.

Safe, Eco-Friendly Products

It's not enough to clean a house, it has to be done safely. Thanks to our custom line of green cleaning products, your customers can rest assured that their homes will be clean and safe for their pets, their kids, their home's finishes, and the environment. That adds another level of satisfaction and trust on which you can build your business.





We Put the Tools You Need Right at Your Disposal

That's why we give you a complete, stable system, including everything from marketing to management, all designed to help you make the most of the green boom and the strong demand for home cleaning services.

o Management Software

Our business management software helps you keep track of clients, taking the stress out of scheduling and making your business more efficient.

o Sales Support

Our sales center handles incoming client requests with trained staff who know the brand and are motivated to sell services.

o Corporate Advertising

Get the word out about your business with our strong branding and advertising materials always available for you to use.

o Exclusive Territories

Factors like household income and population density go into creating exclusive territories in which your business can thrive.

o Safe & Natural Products, Corporate Negotiated Pricing

We use the highest-quality, eco-friendly products available that are safe for your clients, their homes and your staff. As a franchise owner, it feels even better to know you're receiving group discounts for your products.

o Recruiting Assistance

Innovative geo-marketing to assist with lining up qualified staff.





We'll Get You Brushed Up on Your Business in No Time

We believe in keeping the planet healthy by controlling the chemicals we put into the environment and keeping our franchises strong by providing industry-leading training and support.

To help accomplish both of those goals, we walk you through everything you need to know about the green cleaning industry, our specialized model, and how you can make your business as effective and eco-friendly as possible. We also provide ongoing support because, just like the Earth needs a helping hand every once in a while, so do our franchisees.



Initial Training Gets You Polished and Ready

We'll help you prepare to run your business with comprehensive training that covers proper **ecotech** cleaning procedure, our custom line of green cleaning products, how to manage and train your staff and so much more. Once you're done with our training program, your business will be a lean, mean, green cleaning machine.



Ongoing Support Keeps You Looking Your Best

We'll be with you throughout the first year of your franchise and beyond to help you maintain momentum and never lose that new business sheen. You'll have access to a comprehensive business outline, complete with benchmarks and advice, as well as our corporate-housed call center, sales and social marketing teams.

It's All About Sustainable Growth

You want your business to last for years to come. A strong start and ongoing support are keys to that sustainability. You can be confident that, with our proven model and comprehensive support, you're getting the best possible opportunity for a life-long business with **ecomaid**s.



You'll Gain a Turnkey Model and So Much More

Our franchisees find the business of their dreams. We've developed an immaculate model that checks all your boxes, meets all of your customers' needs, and helps you achieve the entrepreneurial lifestyle you've always wanted.

o Varied Services Boost Business

Initial cleanings, one-time services, weekly, bi-weekly, monthly, move in/move outs, deep clean, light commercial.

o Repeat Customer Base

Satisfied customers schedule service on a regular basis, keeping their homes clean and generating recurring revenue for you.

o Prime Territories and Small Footprint

No Class A space or large buildout required, and limited inventory is needed to run your business.

o In-House Financing Available

Few other franchise opportunities make business ownership so easy. It's one more way we take care of our franchisees.

o Live Your Ideal Lifestyle

No nights, weekends, or holidays. Technology and software allow you to work on your business — not in it.





Our Spotless Numbers Get Your Business Booming

From our earliest days, born from one mom's desire to keep her kids' lives free of toxic chemicals, to our complete corporate backing and bright future, we've been reinventing the cleaning business. Now we're giving you the opportunity to clean up with **ecomaid's**.



Proud to be a Happinest® Company

We're thrilled to be a member of the Happinest® family of companies, providing the highest-quality home services throughout the country. With **ecomaid's**, you get the backing of a robust parent company with extensive experience in home services franchising.

Take a Look at Our Sleek Numbers

We've worked hard to create an opportunity that outshines other cleaning franchises.

\$930,733

Net revenue of
highest performing
location*

\$461,636

Gross profit of
highest performing
location*

71%

Of gross revenue
from recurring
services*

*Refer to Item 19 of the 2021 ecomaid's Franchise Disclosure Document for additional information.

Numbers reflect 2020 calendar-year performance of one of two franchised ecomaid's Businesses that operated during all of 2020. A new franchisee's results may differ from the represented performance. There is no assurance that you will do as well and you must accept that risk.

So Many Reasons to Soak Up This Opportunity

Those numbers, along with our extraordinary model, can help deliver the business you've always dreamed of.



Better for the
environment



In high demand
among consumers



Costs less to get
started and operate



We Want Franchisees Who Share Our Values

Protecting the environment and helping our customers achieve clean, healthy homes are important to us. If you're innovative, enthusiastic and eager to spark a change in the way people think about home cleaning, then we've got the business opportunity for you.

Even though you won't be the one doing the actual cleaning, instead devoting your time to tasks like management and marketing, it's important to bring the right skills to the table.

You've Got Experience to Share

- o Managerial experience and savvy business skills
- o A strong desire to promote green products and practices
- o Entrepreneurial spirit and drive to succeed
- o The willingness to take the lead for your team of **ecotechs**

You Have Your Financials in Order

12 Months	\$35,000	\$60,000	\$150,000	\$121,560 – \$147,615
Personal Living Expenses	Franchise Fee*	Minimum Liquid Capital	Minimum Net Worth	Estimated Initial Investment Range*

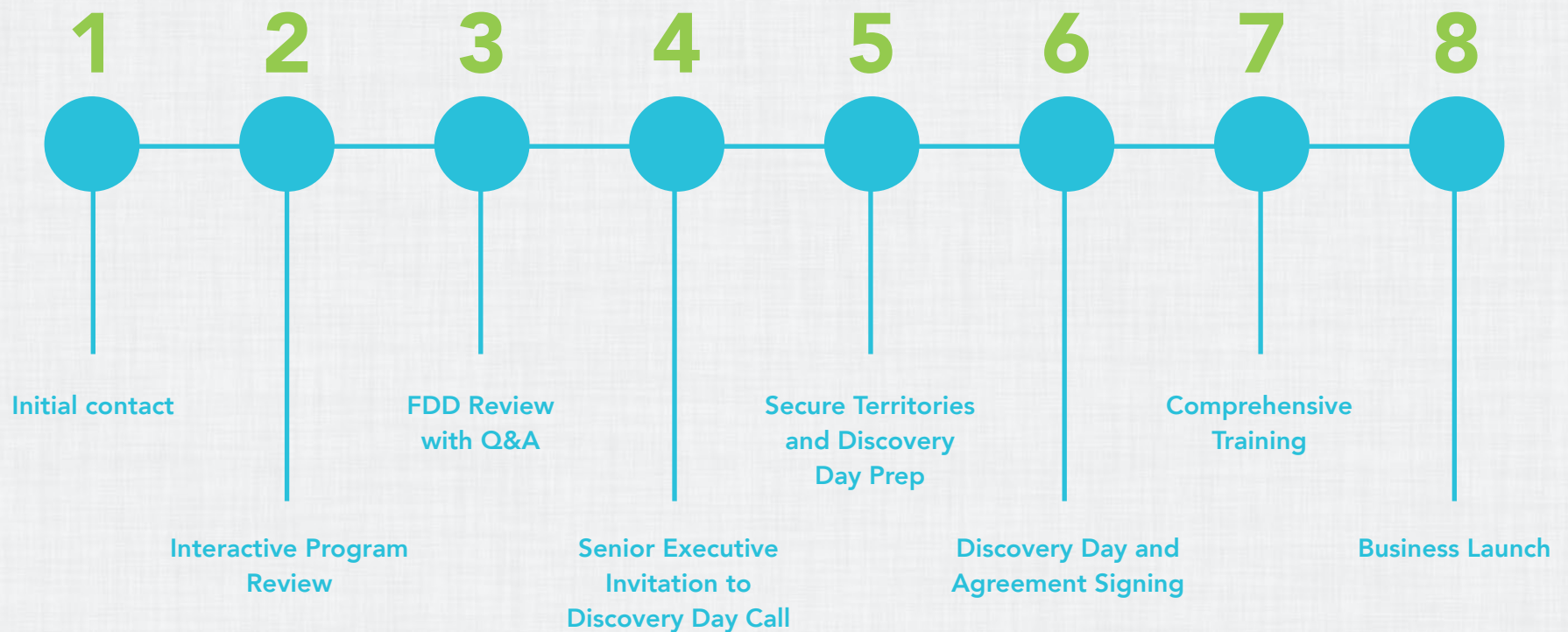
*Refer to Item 7 of the 2021 ecomaid Franchise Disclosure Document for additional information.

We're Promoting Inclusivity

We believe that protecting the planet also means looking out for the people on it. That's why we're proud to offer \$10,000 in discounts to Military Veterans, First Responders and ethnic minorities. It's just one more way that **ecomaid** is looking out for our franchisees.

Your Roadmap to a Shiny New Business

From initial contact to the launch of your new franchise, we're with you through every step and every scrub. We want you to have all the information you need run your business, inspire your employees, and ensure every customer comes back for more.





Let's Make Your Future Bright

The Earth can't wait for eco-friendly changes, and you shouldn't wait to start changing your life for the better. Owning a green home cleaning business can be the best decision you've ever made — for yourself and the environment.

**Reach Out Today
We're Ready!**

(855) 424-8683
franchiseinformation@ecomaid.com
ecomaid.com/franchise-opportunities

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