

# AN OPPORTUNITY FOR SWEEPING SUCCESS

Create the lifestyle  
you deserve with  
our polished  
franchise model.



**MOLLY MAID™**

a neighborly company



# WHO WE ARE

For over 40 years, **Molly Maid®** has been helping **people like you** start and grow their own businesses. Our owners aren't the ones cleaning houses, but they are leading teams to provide services that, quite literally, buy time for our customers to help them enjoy their lives.



**430+**

franchise locations  
in the U.S.<sup>1</sup>



**40+**

states presence with room  
to grow nationwide



**42**

years of  
experience

Our residential cleaning services help our customers regain 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.

As a franchise owner, you'll be developing a team of staff members who will feel valued and appreciated, and helping them **build better lives, gain financial independence, and support their families**.

Our **proven business system and extensive resources** can help you become a successful franchise owner. Or, if you already own a cleaning service, our recognized brand, powerful marketing tools, and time-tested systems can help you grow that business.

## Our Culture

The real magic behind Molly Maid's success is the culture. We are a **community of service-oriented franchise owners united around a common goal** of serving customers and helping each other succeed. It is a culture of inclusiveness, respect, and care for one another. Molly Maid franchise owners are a supportive group of leaders who encourage each other at every turn.



***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 [will look like].***

**Harry Young,**  
Multi-Unit Franchise Owner, TX

Learn more at [franchise.neighborly.com/molly-maid](https://franchise.neighborly.com/molly-maid).

# OWNERSHIP MODEL

Our franchise owners are empowered to take charge of their lives and create lifestyles they deserve.

## ✓ Executive Ownership

Our model encourages franchise owners to lead, not provide the cleaning services themselves. We provide resources to help you train your staff members so you can **focus on developing your business**.

## ✓ Established Business Model

We'll give you a **roadmap** and the **systems** you'll need to succeed.

## ✓ Recurring Revenue

You'll provide services that generate **steady, recurring cash flows** from your regular customers. You'll also have opportunities to seek one-time and occasional cleaning jobs to build awareness, generate additional income, and convert new prospects into regularly scheduled customers.

## ✓ Work/Life Balance

You can maintain **family-friendly work hours** with no on-call or emergency work.

## ✓ Set Up for Scalable Growth

You can add cars and staff members to **scale your business** quickly to promote growth.



## Continuous Hands-On Support

With Molly Maid, franchise owners enjoy the benefits of business ownership without going it alone.

- **Community of Support:** You'll get access to a network of franchise owners serving over 430 franchise territories. These owners are ready to provide guidance and advice to help you succeed.
- **Marketing-Driven Model:** You'll leverage a direct-to-consumer advertising model with no cold calling required. You can also benefit from referrals that will come from other Neighborly® brands that provide complementary home services.
- **Payment at Time-of-Service Model:** Customers typically pay with cash, checks, or credit cards, so you typically don't need to track them down for payments.

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*With the help of the franchise systems from Molly Maid and Neighborly, we really have created a business that can provide for our entire family.*

Katrina Keith, Molly Maid Owner Since 2005

# A CLEAN YOU CAN COUNT ON™

Molly Maid offers all the services needed to give residents **freshly cleaned homes and businesses** so they can get time back to do what they enjoy most in life.



## Residential Cleaning Services

We'll show you how to provide **affordable, customized cleaning plans** that fit anyone's needs. Through the services you provide, your customers can enjoy cleaner homes; spend less time cleaning; and give their family members fresher, healthier environments.

Our regular housecleaning services are designed to match what your customers need. These weekly, biweekly, or monthly cleaning services help your customers improve their quality of life and increase the joy of walking through the front door to a clean home.

## Commercial Cleaning Services

Build your cleaning business by providing services to **small businesses, corporate offices, schools, retail stores, and more**. Give employees and business customers a higher standard of cleanliness. You can provide services on a daily, weekly, or monthly basis to ensure a steady, recurring stream of revenue from your commercial clients. Sometimes, businesses just need a one-time cleaning for special events. Be there to provide that service, which can often turn into recurring revenue.



## The Customers We Serve

We build close relationships with **customers who trust Molly Maid** to come into their homes on a regular basis. Many of our customers are **busy parents** who have limited time to spend with their children and cleaning their homes. For them, paying for home services is worth it because it saves them time that they can use to do things they enjoy. We also serve many **empty nesters** who have earned the right not to worry about chores.

They hire Molly Maid so they have more time to spend with their grandkids or on other activities they prefer over cleaning.

Our customers also include **businesses that want to maintain clean facilities** for their workers, customers, and guests. We provide services to office locations, schools, churches, and other organizations that don't have the resources or desire to hire their own cleaning crews.

# RESOURCES FOR YOUR SUCCESS

## The Neighborly Advantage

With more than 40 years of experience, 28 brands, and over 5,500 franchise locations, Neighborly provides the scale and foundation to support continued improvement across the system.

Today, franchise owners operate within a connected and evolving platform that supports both national consistency and local execution. Shared marketing capabilities, proprietary technology, operational tools, and performance insights help simplify decision-making and daily operations. Together, these capabilities reflect a professionally supported platform that franchise owners can leverage as they launch, operate, grow, and manage their local businesses.



**5,500+**  
franchise locations

**\$4.6B**  
systemwide revenue



## Committed to Helping Others

Molly Maid established the **Ms. Molly Foundation**, a registered 501(c)(3) nonprofit organization that **supports victims of domestic violence**. Its mission is to increase public awareness and provide assistance to local agencies that support victims in the communities we serve. As a franchise owner, you'll have the opportunity to be part of donation drives and more. For additional information, visit **MsMolly.org**.

## Marketing Tools

Molly Maid® and Neighborly® provide franchise owners with **access to a modern marketing platform** designed to support local demand generation and customer retention. A **centralized team** develops strategy, campaign frameworks, creative assets, and planning tools that owners can use to activate marketing in their markets.

At the local level, franchise owners have access to performance-focused tools, customizable resources, and guidance to help attract new customers and stay connected with existing ones. **Individualized support** is available to new owners and franchise business owners who want assistance applying these tools based on their goals, experience, and local conditions to help to boost engagement and success.



## Rebates and Discounts

Through **ProTradeNet**, Molly Maid owners gain access to pricing discounts and rebates from **over 250 vendors**. This results in savings on a wide variety of products and services including equipment, supplies, consumer financing, employee benefit plans, software programs, and much more.

## Collaborative Network

Through Neighborly's powerful network, Molly Maid franchise owners can **build relationships with other owners** both locally and nationwide to share ideas, best practices, and expertise. We truly believe we are stronger together — and franchise owners can count on a **network of support** throughout their business ownership journey.

## Extensive Training

Franchise owners start with our **six- to 12-week Sure Start training program**. This is led by a training consultant and business franchise coach. It includes a combination of business and technical training. After that, franchise owners have access to extensive **ongoing training** in video, webinar, and in-person formats. We'll also set you up with **web-based point-of-sale software** that assists with all aspects of your business.

## Neighborly Code of Values: We Live R.I.C.H.



### Respect

Showing **respect** for all people



### Integrity

Acting with **integrity** in all dealings



### Customers

Serving **customers** with enthusiasm



### Having Fun

And having **fun** in the process

# OUR FRANCHISE RELATIONSHIP

Between our proven business model and your leadership, we'll work together to build a **mutually beneficial relationship**.

## We provide:

- An established business model
- A strong, recognizable brand
- Proven, effective systems
- Training and support

## You provide:

- Team leadership
- Local networking
- Enthusiasm for growing a successful business



**Molly Maid franchise owners don't need to have cleaning experience. We're looking for people from all backgrounds who share some key traits:**



### Leadership

**A desire to lead your own team**



### Service Oriented

**A passion for serving customers**



### Teamwork

**A willingness to learn and play a key role as a franchise owner**

## Investment Overview

Our ownership model involves a relatively low cost of investment.

**\$144,150–  
\$203,950**

**estimated initial investment range<sup>1</sup>**

- \$60,000 in available liquid capital
- \$250,000 minimum net worth



**20% off**

**Initial Franchise Fee for Qualified Military Veterans<sup>2</sup>**

As a founding member of VetFran, we proudly offer honorably discharged US and Canadian veterans a 20% discount of the initial franchise fee via the VetFran Program

Ask us about financing options that might be available.



*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,  
Molly Maid Franchise Owner Since 1994**

1. Table provides an estimate of your initial investment and the costs necessary to begin operating the franchise. Actual costs will vary for each franchise location, depending on a number of factors. Refer to Item 7 of the 2026 Molly Maid SPV LLC Franchise Disclosure Document for full details. 2. Refer to Item 5 of the 2026 Molly Maid SPV LLC Franchise Disclosure Document for complete details.



## GET STARTED TODAY

To learn more about **joining the Molly Maid community** and starting your successful business, contact us now at:

**833-439-0312 or**  
**[franchise.mollymaid@nbly.com](mailto:franchise.mollymaid@nbly.com)**

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You can also get **more information** about Molly Maid at:

**[franchise.neighborly.com/molly-maid](https://franchise.neighborly.com/molly-maid)**

This advertisement should not be construed as an offer to sell any franchises. The offer of a franchise can only be made through the delivery of a franchise disclosure document by or on behalf of one of the Neighborly brands 1010 N. University Parks Dr. Waco, TX 76707, 254-745-2444. In addition, certain states regulate the offer and sale of franchises. We will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state. The filing of an application for registration of an offering prospectus or the acceptance and filing thereof by the NY Department of Law as required by NY law does not constitute approval of the offering or the sale of such franchise by the NY Department of Law or the Attorney General of NY.