

BEHIND THE CLEAN

Around the World in MaidPro Days

Own your own business and travel the world

Meet MaidPro's Wonder Woman

Your Cleaning Superhero

What's Under the Sink?

Which multi-purpose cleaners live up to our standards

Tools of the Trade

Insider look at the PRO's toolkit

Promoting Happiness

Living a healthy lifestyle





Taking you on an inspiring journey.

Hey there! Thanks for checking out our magazine. Come along with us as we give you a behind-the-clean look into the lives of our franchise owners, home office employees, PROs, and clients.

THE TEAM

EDITOR Madeleine Park

DESIGNER Troy Castillo

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From toilet paper art to turtles in the tub and those weird solutions underneath your sink, we have created our magazine to show you the many facets of who we are as a company and what we've set out to achieve . . . bettering people's lives.

LETTER FROM THE CREATIVE TEAM

Phew! If you are reading this, it means we survived the months of difficult (but enjoyable) work it took to put this baby together. Through the blood (paper cuts), sweat (obtaining final approvals), and tears (of happiness, of course), it has always been our goal to provide a piece that represents our brand and the people who are a part of it. We are a family. What better way to celebrate than to publish a magazine dedicated entirely to our past, present, and future? Enjoy!

Madeleine Park & Troy Castillo

Our community is diverse, intelligent, kind, hard-working, quirky, and adventurous. It is the heartbeat to our franchise. We are a family and, just like any family, we've been through an abundance of experiences and lived to tell the tales. The stories we've chosen to share with you illustrate our unique and passionate culture . . . some are funny, some sad, and some heartwarming.

With over a million homes cleaned, we continue to be inspired, challenged, and encouraged by the incredible people we meet. We are excited to share this intimate look into MaidPro and so, without further ado, we give you, Behind The Clean.

Yours,



Special Thanks!

Alissa Butt, our summer intern and cover model

CONTENTS

Cover Reads

8 Local Offices

MaidPros from around the country are opening up their doors to give you a firsthand look into what goes on inside the minds and locations of their local office.

33 Adventure Trip

We're sharing stories and photos of the franchise adventure trips from MaidPro to Kingdom come!

42 MaidPro's Wonder Woman

Take an intimate look into the life of our very own Chief Cleaning Officer, Melissa Homer, as she speaks out on the pursuit of cleanliness.

Up Close



20 FROM CUSTOMER SERVICE REP TO OWNER

Travel



50 MAIDPRO CARES
48 MAIDPRO CONVENTION

Fun Stuff

60 DIY: TOILET PAPER ART
62 GAME CORNER

Health & Wellness



30 THE MAIDPRO WAY
32 STRIKE A POSE

Franchisee Opportunities

53 VETERAN FRANCHISE OPPORTUNITIES
54 START A BETTER BUSINESS





Humble Beginnings

RICHARD SPARACIO PRESIDENT

It is the early 1990's.

The U.S. economy is in recession, the Cold War is ending, and the Gulf War is just beginning. Seattle's grunge music scene is about to break wide open and two guys are getting together to open MaidPro's first office in Boston . . .

MaidPro's original office opened in the fall of 1991 in Beacon Hill in Boston. It was a tiny office about the size of a parking space.

Mark [Kushinsky] and I both lived in the neighborhood, so our walk to the office took us five minutes at the most. It was a dream commute for new business owners. We had two desks (one was a drafting table), two phones, no computer, and a partition wall that separated us from the cleaning supplies. We did some dumpster diving to find a filing cabinet and chairs.

Since we did not have a computer, we

used the computer lab at a nearby college. The carpet we purchased for the office was a leftover cut; it was just a little too small to cover the floor, so we painted some of the floor to match. The bathroom was so small that you could barely turn around; the toilet was right next to the stackable washer and dryer we used for laundering cleaning towels.



We are starting a business in a recession.

MARK KUSHINSKY
CEO, MAIDPRO

We would go around at night hanging advertisements on doors and would take turns with a pager that was connected to our phone line, allowing us to return clients' calls and give in-home estimates during evenings and at odd hours on weekends.

The Boston area was in a recession when we opened MaidPro. Mark was affixing our MaidPro sign to our front window, making a joke and whistling, "We are starting a business in a recession."

But we felt like kings in our little business because each week, little by little, we were adding recurring clients. We were determined to run a successful and resilient business and we always felt lucky.

On our first Thanksgiving in business we purchased a turkey for each of our cleaning PROs as a way to say thank you for working with us. One of those original PROs, Nora, stayed with us for 14 years.

Our beginnings were humble and we are glad to be able to say we have stuck to our original values for how we treat both our MaidPro customers and employees.



MaidPro's BIG Idea

MARK KUSHINSKY CEO

The big break for MaidPro – what enabled us to take our business nationwide – began on the day we decided to stop acting like a cleaning company and start acting like an effective, highly efficient service business.

Once we got MaidPro rolling, we learned there was much more to running a cleaning business than we had imagined. We had to train, equip, bond and insure our staff; capture, store, and process customer payment information; schedule and reschedule cleans if customers canceled or staff called in sick, plus hundreds of other details that had us toiling in our tiny MaidPro office each evening until 10 or 11 pm. We knew we needed to find a better way of operating, otherwise our business would never grow.

We started searching for software to automate our operations work. After several failed attempts to implement existing applications, we realized the software we needed did not exist.

MAIDSOFT IS BORN

Eager to find a solution, we decided to design a piece of software that would automate all critical functions of the maid service business. We hired a programmer

to write the code and called it MaidSoft. I remember vividly the first week we installed and started using MaidSoft. Suddenly, I was going home at 7 pm, and the paperwork, schedules, and billing were all done.

Pretty soon, word got out to other service businesses that MaidPro was running well due to the new solution we had created. Companies started calling with offers to buy our software.

Then, one day, I got a call from an executive at a large British company. In a distinguished and serious accent, the gent said: “We sell cleaning products and are trying to start a residential cleaning business here in the U.K. to generate demand for our products. Can we fly you to England for a few days to consult with us?”

A week later, I was on my way to England in a first class seat on British Airways. After two days on-site, the topic of conversation changed to software. “Upon further due diligence, we have decided we would like to pay you to customize your software so it can run our cleaning business,” the executive told me. My reply: “You can’t be serious. We are not in the software business.”

The executive leaned over, pulled a check ledger out of his desk, and ceremoniously

wrote out a check to MaidPro. He pushed it across the desk to me and said, “We are quite serious and that is just a deposit.” Looking down at the eye-popping six-figure sum in my hands, I realized my visit to England would change the future of MaidPro.

UNILEVER WANTS OUR SOFTWARE

The company was Unilever – the U.K. consumer giant responsible for bringing us such brands as Dove, Lux, Hellman’s, Surf, Lipton, Skippy, Jif, Vaseline, and others. With that check, the leading software to automate critical functions of service businesses was born.

Fast forward to today. MaidPro has grown to over 200 franchises in 38 states, the District of Columbia, and Canada. The software has been spun out as a separate company and is used by over 6,000 service businesses in 28 countries, including more than 600 maid service businesses. Of course, in keeping with our style of continuous improvement, MaidPro has now developed an entirely new Cloud-based software that is quantum leaps ahead of the old system. Our new software has changed the game again.





MOVING FORWARD

Talking the talk, walking the walk, and cleaning the clean. MaidPro is continuing to push the boundaries of franchising and home cleaning by hiring the best, quirkiest people this side of the Charles River.

It's typical to walk into MaidPro's home office and hear laughter, chatter, weights dropping, and the occasional dog barking. Here in our North End Boston office, we are helping to better people's lives every day. Yeah, that sounds pretty serious, but it's true!

Whether it's helping MaidPro owners achieve their business dreams, giving clients back some of their precious time, or working with employees to advance their careers (and build muscles in the gym), we're always striving to achieve greater goals. We believe in hiring rock stars and future rock stars. We want natural

learners and positive people to permeate our organization. We're quirky, we're passionate, and we live by the phrase "work hard, play harder". We're a family and we're proud to say this family continues to grow every day.

What makes us so cool? Just look at us! We've got a personal trainer on staff and a fully equipped gym right in the center of our home office. We have monthly parties where families can come and gather. We have dogs roaming our hallways and our employees can always be found hanging out with each other after work. Meetings can be held in

any of our conference rooms overlooking the great city of Boston or in either of our two lounge spaces (you would be amazed what can get done when everyone is comfy). What we're trying to say is that MaidPro prides itself on diversity, passion, long-term relationships, and working with the best of the best.

Currently we have over 200 offices across 38 states, the District of Columbia, and Canada. We've been honored by *Forbes* as one of the Best Franchises to Own,

“

It is awesome to see more and more family members being added to the MaidPro community. We are kind, fun and understand the importance of what we are doing.

CHUCK LYNCH
VICE PRESIDENT OF
PLANNING AND DEVELOPMENT



by *Boston Business Journal* for Best Places to Work & Healthiest Employer, and by *Franchise Business Review* for Top Franchisee Satisfaction, Top Veteran Franchise, and Top Low Cost Franchise, and we're pretty dang proud of all of it.

We've built our own Cloud-based software that we are continuing to expand (can't stop, won't stop) and we've recently released the industry's first online learning management system, MaidPro University, in both English and Spanish.

On top of all of that cool stuff, we are always looking for new, fun places to explore, visit, and adventure. Our adventure trips and conventions have made a huge impact on our culture and have proven to be great bonding experiences for our community. You can't help but bond with people when taming the rapids of the Colorado River or fighting off pirates in the Caribbean.

And then there is MaidPro Cares, our 501c3 nonprofit. We've helped

to support children in Belize, Tortola, and Boston, and will continue to expand our reach as our adventures continue.

“
Watching how MaidPro continues to evolve is a thrill. It is an honor to be a part of such an amazing company. I love getting to work side by side with so many great business owners.

AMES FORISH
BUSINESS COACH

Currently, MaidPro Cares is supported through our franchisee founders, home office staff, and other fundraising efforts. Our goal is to continue to expand our charitable reach to help more children in need.

For all of us who work at MaidPro, the rewards come from laughter, smiles, and confidence in knowing that we are helping

to change the world. It's why we wake up excited to go to work every day, and why we continue to push boundaries.

As we move forward, we'd like to thank all of our past and present employees, franchisees, and clients for getting us to where we are today. We'd also like to thank all prospective owners, employees, and clients for giving us the incentives to continue evolving and for encouraging us to always put our best feet — and sponges — forward.



Four of our franchisees took some time to snap photos and answer questions about what makes their particular MaidPro(s) successful. Check out their stories below!

Mayra Meneses

How long have you been in business?

We have been in business a little over three years. We started in one office space when we opened. As we have grown we rented out the office next to us and made it our warehouse.

What makes a great location?

Our location is on a main road so for marketing purposes this is important. We think a space that feels comfortable with a place to share food is what we especially wanted. We like the idea of our team getting together and having a place where they can talk, laugh and eat—this creates a great company culture.

What do you like about being a MaidPro owner?

We are living our dream—we have a family business that we run together. We have over twenty employees that we love to see grow.

In your independent location, how do you feel support from the MaidPro Home Office?

The National Sales Center allows us to focus on taking care of our customers while they bring us more customers. Our software system allows us to handle about 500 cleans a month.

Nichole Kambesis

How long have you been in business?

Wow, it will be five years in October! I have two offices, each office I have had for four years.

Do you think having a good location and branding is important to your business?

Three important factors make a great location: 1.) Location central in your territory or close to the main roads for ease of driving for your PROs. 2.) Signage, it really helps you with your other marketing as well. 3.) Cost. You need to watch your fixed expenses closely or you will not achieve your profitability margins.

What do you like about being a MaidPro owner?

MaidPro is with us 100%. Ames is my coach and she knows my business like she works in my office! We have monthly meetings going over goals and challenges.

What are your feelings about the MaidPro franchisee community?

The other franchisees are special, MaidPro only sells to good people. I have very good relationships with many other franchisees. We work together to come up with solutions and share ideas. I would not be where I am today without my MaidPro family. It is a great community!



Mike McGowan

How long have you been in business?

It hasn't been a long time yet I feel I am a seasoned member of the MaidPro family already and I'm looking forward to a long term partnership.

Do you think having a good location and branding is important to your business?

The key thing I kept in mind was that I needed to be on the main drag of Route 19 North, to be visible to the over 40,000 cars that go past my location every day.

What do you like about being a MaidPro owner?

I love being part of the winning team. We are the best at what we do. As an owner, there is pride with representing the brand.

In your independent location, how do you feel support from the MaidPro Home Office?

I wouldn't be where I am without the support of the MaidPro Home Office. All departments in the home office have helped me in some way or another. I couldn't do it alone.

What are your feelings about the MaidPro franchisee community?

I recently attended my first annual convention. They all welcomed me warmly into the organization and wished me luck. We shared stories, successes, failures, and everything in between. They are there to help me grow.

Mark & Amanda Sewell

How long have you been in business?

We have been running our MaidPro for nine years.

Do you think having a good location and branding is important to your business?

Absolutely! Having a location with good visibility and signage has made a huge difference to our business. Our customers know where we are and it's easy for potential employees to find us to apply. We also get a lot of inquiries from our signage.

What do you like about being an independent business owners?

We love being a part of a great big family! We love being an independent business owner but having the support system that MaidPro offers us.

What are your feelings about the MaidPro franchisee community?

There is nothing quite like it. We have made so many connections ranging from new offices who have just opened their doors to some of the huge offices who we strive to be like! Everyone we have connected with has made us feel we are part of something really special.

Taking Care

These stories represent the intimate care and love between MaidPro and our clients. Every day our owners and cleaning PROs go above and beyond the call of duty to ensure cleanliness, safety, and health in all the lives we touch.





1

April B and the Dunklaus

April Bates, a passionate cleaning PRO, left for a new client one morning not knowing it would change her life forever. >>

April B and the Dunklaus

(cont.)

Mr. and Mrs. Dunklau, April's new clients, were both in their late 70s and suffered from many health conditions that kept their movements limited. Their reason for hiring a cleaning service was that Mrs. Dunklau was very ill and receiving treatments to fight cancer. April clicked with the Dunklaus right from the start. They called the office immediately after their first clean to let us know how wonderful the service had been and how April had reminded them of their granddaughter. I clearly remember the first comment card Mrs. Dunklau sent in, saying everything was excellent and that, "April is like a breath of spring."

Meanwhile, April, who had moved to the area about a year before we hired her, was very far from her own family and often told us she felt as if she was providing service for her own grandparents. When April went out to clean as scheduled on July 29, she thought it would be like any other day. But, upon her arrival, she found Mr. Dunklau alone with his daughter. When April asked if Mrs. Dunklau was in the hospital, the daughter apologized for neglecting to call the office about her mother's passing the week before.

April called us immediately and could barely speak through her tears. She stayed and cleaned for Mr. Dunklau that day, but it was difficult as there were so many reminders of Mrs. Dunklau about the home. She had loved Mrs. Dunklau very much and wished she could have attended the funeral to say goodbye. Since Mrs. Dunklau's death, the bond between Mr. Dunklau and April has grown even stronger. She gives her best effort to help him around the house and takes time after every clean to visit with him. Mr. Dunklau tells April stories about when he and his wife were younger and April bakes his favorite homemade brownies.

A few years have gone by since Mrs. Dunklau's passing, but we think of her often. One of the Dunklau daughters came to our office just a month ago to thank us for having such a sweet person taking care of her father. She wanted us to know how much her family appreciates what April does and how much Mr. Dunklau looks forward to each visit.

It warms our hearts to know that we offer much more to our customers than just clean houses. We give them friendship, loyalty, and our best efforts at all times.

Yohanni Hedges - Owner - MaidPro Crown Point, Indiana

2

A Mother & Child Reunion

One weekly client — very elderly and living alone — fell down two flights of stairs and was seriously injured with numerous broken bones. She kept her sense of humor, though, and we enjoyed visiting her at the hospital and in her home. During one visit, our customer mentioned that she and her son were estranged.

Our cleaning PRO — never known for her tact — urged the client to call her son and let him know what had happened. Not long after, we learned — much to our PRO's joy — that she had taken the advice and broken the ice with her son.

Who knew that a simple, caring remark from a PRO could foster a much needed reunion between a mother and son?

Anonymous - MaidPro Franchise Owner

3

Light in Darkness

An elderly mother hired us to clean the home she shared with her blind, diabetic son. After several months, she passed away and the home deteriorated gradually to a point where I had to go out with my service providers to help clean.

I helped him go through his mail and it turned out that he had thousands of dollars in checks given to him by family and friends that he did not even know were there.

The son did no laundry, mail was piled up on his dining table, and his insulin needles and blood sugar testing strips were everywhere. I spoke with him and learned that he had little to no assistance. I helped him go through his mail and it turned out that he had thousands of dollars in checks given to him by family and friends that he did not know were even there. I helped him to pay his bills and to set up grocery delivery. We continued to clean for him and I managed to put him in touch with the League of the Blind. I am so glad we were there to help him find his way.

Anonymous - MaidPro Franchise Owner



4

Attention to Detail

We always try and emphasize with our PROs that it is the little things that make all the difference. Here is some feedback we received from one of our awesome customers:

I love the attention to detail! They tucked my daughter's baby dolls into bed neatly, they set some babies at a small table having a tea party. My daughter was thrilled with this! In addition, they did a very thorough clean and even communicated to me some problem areas that were more difficult to get clean. I can't wait to have MaidPro back again.

Anonymous - MaidPro Franchise Owner

5

Simple Clean, Happy Heart

I recently coordinated for a dialysis customer—she called me from the hospital to have a third-party company go in and do a medical type clean up that we were not able to handle. I spent the afternoon coordinating between the customer, the apartment management office, and the company to make it happen.

She doesn't have any family here. After I told her I would need a key to be able to help her in the future, she made me

feel wonderful with this reply:

Good evening, Vonnie. I am home now (from the hospital). It was so good to come home and not be reminded of my illness. My couch and apartment smell so clean! Thank you so much, you are a godsend.

Vonnie Keyser Owner - MaidPro Cooper City, Florida

6

My Home Isn't A Home

Sometimes I just love my clients. Short, sweet and awesome feedback this morning,

"My home isn't a home without MaidPro." - Andrea W.

You couldn't write a better tagline.

Dave Buckler Owner - MaidPro Airdrie, Calgary, Oakville-Burlington, Canada



Equipped with the best
to clean up the worst.

What's in the
PRO TOOLKIT

MICROFIBER MINI CHENILLE DUSTER

Gently tickle-dusts collectibles, crystal, figurines, and other breakables. Holds onto dust just like its disposable counterparts, but is washable and reusable to be kinder to Mother Nature.

LA BAMBA 3X FLOOR CLEANER

Exclusive MaidPro formula designed to lift deep-down dirt, while still being safe for even the most delicate floors, such as marble and hardwood.

MICROFIBER WET GLIDE MOP PAD

Premium quality microfiber mop pad babies even your newest floors, while absorbing 100 times more dirt per inch from old floors. The pad is easily washed and disinfected for each clean to ensure we never introduce one customer's germs into another customer's home.

TILE DIAMOND SCRUB BRUSH

Unique diamond-cluster bristles allow this brush to dig out embedded dirt from grout lines and textured tiles. Kitchen floors and walk-in showers that need a little extra TLC don't stand a chance against the power of our PRO with the Tile Diamond.

MAGIC ERASER SPONGE

This deceptively powerful little sponge uses the power of micro-abrasion to lift even the most stubborn hard-water deposits, scuff marks, and other stains. Think of it as a facial for your shower glass!

COMET DISINFECTING BATHROOM CLEANER

Professional grit-free formula designed to power through even the toughest soap scum without scratching or dulling delicate porcelain, fiberglass, chrome, natural stone, and more.

SPIC & SPAN DISINFECTING SPRAY AND GLASS CLEANER

All-in-one wonder delivers hospital-grade disinfection and streak-free shine. It is safe enough for finished wood, stainless steel, and natural stone. This makes it our go-to cleaner for most surfaces, including counters, mirrors, cabinets, furniture, glass tables, and more.

GROUT DETAIL BRUSH

This little brush has bristles stiff enough to flick out the dirt hiding in your grout and around the edges of your bathroom and kitchen fixtures and drains. It's the right size to fit in all those spaces bigger brushes won't go.

NON-ABRASIVE SCRUBBING PADS

Gentle enough for brushed stainless steel and fiberglass, but tough enough to scrub, melted cheese from the inside of your microwave. The pads are also color coded in blue and white for kitchens and bathrooms to ensure our PROs never accidentally infect food prep spaces with bathroom germs!

RINSE CUP

If you don't have a hand-held shower sprayer, we have to rinse the soap off of your shower walls somehow, right?!

*Some tools not pictured. PRO Toolkits are customized per location to meet area-specific needs.

Weathering the Storm

Everyday everyone is fighting a battle that we know nothing about. Sometimes those battles come to the front lines of our MaidPro owners, employees, and cleaning PROs. These are some of the tales of how we help our community members in big and small ways.

1

The Perfect Bargain

We hired an elderly PRO, Linda. Although the work was a strain, Linda managed to stick with it. Even with her aches and pains, she was always the most kind, sweet-natured person and set a great example for our staff. >>

The Perfect Bargain

(cont.)

Around four months after Linda began to work for us, my mother's Alzheimer's disease got to a point where she could no longer live alone or take care of herself. When I mentioned this to Linda, she said she had done home health care for years and would consider dropping in a couple of times per week at my mom's assisted living center, which could no longer meet all of her needs. The only obstacle was that Linda's car had broken down and she was in a bind.

It just so happened that my mother had an old Ford Taurus she would no longer be using, so we worked out a deal — elder care in return for the car. It was a match made in heaven. Linda and my mother became fast friends. Linda was able to work and to use a car that would take her all the places she wanted to go.

Just as Mom hit a point of needing full-time Alzheimer's care, Linda's retirement age arrived and Social Security took over. Now, Linda volunteers at The Dream Center, a local soup kitchen, where she helps people 3-5 days per week.

It fills me with joy to have established this relationship with Linda and to witness the fulfillment she continues to obtain by helping others.

Anonymous - MaidPro Franchise Owner

2

When She's Famous

One of our service providers, Erika, has a very artistic 12-year old daughter. She sketches all the time and has found a real love and passion for art.

One day, Erika told us how excited her daughter was about school because she had been accepted into a program that would enable her to study art for three hours each day. While Erika did not really understand her daughter's passion for art, she was visibly very happy for her.

We learned later from another employee that Erika wanted to take her daughter to the Denver Art Museum, but couldn't afford to. So, on MaidPro's dime, we surprised Erika and her daughter with a day at the museum and lunch. They had such a great day; Erika told us she had never seen her daughter so happy. We even received a drawing from her daughter as a thank you.

The surprise was a small gesture from us that made a huge difference for our employee and served as an educational mark for her daughter.

Denise Schellinger - Owner - MaidPro Broomfield, CO





3

A Perfectly Timed Client Pep Talk

When one of our bi-weekly clients, Barb, lost her corporate job, she called us immediately to cancel her cleaning service.

When my office manager told me the news, I called Barb personally to offer my support. But rather than commiserating with her, I encouraged her to get excited about the doors and opportunities that would soon be opening for her.

And while it is not something we would normally be in a position to do, I also told her that — instead of canceling her cleaning schedule completely — we would clean her home at no charge once per month, using the home to train new employees.

I am happy to be able to report that, less than six months later, Barb called me back to say she had started her own business and wanted to thank me for providing the inspiration and encouragement to do so. She is still a regular client today.

Akisha Greene Owner - MaidPro Capitol Hill, D.C.

4

Concerned Customer

It is wonderful to have customers who so obviously appreciate all of our work. For instance, one of our clients noticed

that his PRO had a cracked windshield on their car. He immediately called our office and insisted on paying for a replacement windshield!

Meanwhile, when the economy fell into recession a few years ago, another long-time client of ours had called us, without fail, every couple of months to inquire about the health of our MaidPro office during those tough economic times. He was always amazed when our response was “healthy and growing!”

Each call ended with him feeling stunned and us feeling very proud to be thriving even in a slow-growth economy. We are so lucky to have such wonderful, caring customers.

Anonymous - MaidPro Franchise Owner

5

Reaching Out

When we have a light day, we send a PRO or two to the homes of people we know to be struggling or ill. They are always grateful.

Our employees are happy to have the work hours and it swells our souls to know we are helping to relieve a little of someone’s burden during difficult times.

Rhonda Peege and Carla Stone Owners - MaidPro Middletown, Kentucky





FROM CUSTOMER SERVICE REP TO OWNER

CONVERSATIONS

MARK KUSHINSKY & MAXINE KENEFSKY

At MaidPro, we believe that if we hire warm, caring people who take pride in doing great work, we can train and nurture them to become effective business managers and great customer service providers. Here is the story of how a reluctant MaidPro customer service manager went on to become the owner of multiple MaidPro locations.

Help Wanted

MARK: Many years ago, I could not seem to find the right person to help manage our Boston MaidPro. After many interviews and finding no suitable candidates, I decided to change the wording in our help wanted ad from 'Manager' to 'Customer Service.'

The Candidate

MAXINE: I was in my early twenties, new to Boston, and looking for my first real job. I saw an ad for a customer service position with a small home cleaning company and thought, "Well, I can do that."

The Little White Lie

MARK: When she came in for her interview, I really liked Maxine. I knew straight away that she was right for the job, but she had no management experience and seemed nervous at the prospect of taking on any type of management responsibility. So, I had to equivocate just a tiny bit; I told her the position was mostly customer service, but that she would have to tell the cleaning staff where to go and make sure they did their jobs well.



Maxine at MaidPro Convention 2015 under the beautiful lights of Las Vegas, Nevada. (Left to Right) Karla Barraza, Mark Kushinsky, Laurie Mendoza, Maxine Kenefsky, & Richard Sparacio.

Three Scary Days

MAXINE: On the first day of my new job, I realized I had joined a great organization. By day three, though, I was feeling in over my head. I pulled my new boss aside and said: “Mark, this is a management position! I can’t possibly stay in this job. I don’t have the first idea how to manage people!”

The Pep Talk

MARK: On her third day of work, Maxine asked to speak with me. She told me this was a management position and she couldn’t possibly do the job. But, it was clear to me after those first three days that our staff loved Maxine. I knew she would grow to become an amazing manager, so I talked her into staying. I was right, too. Maxine was great at her job and grew easily into the role for which we had hired her.

The Big Decision

MAXINE: I loved my job at MaidPro. The company had welcomed both my sister and I into the MaidPro family with open arms. I made so many great friends there; both the job and the people made my time in Boston a truly wonderful experience. But I was a long way from home. As much as I hated the idea of leaving Boston and MaidPro, I knew the time was coming for me to move back to Washington. It was a difficult decision, as I still wanted to be a part of this great company.

The Aha! Moment

MARK: When Maxine told me she was moving back home to Washington, I was devastated. Maxine was not only an amazing manager, she is an amazing person. It was then that we got this brilliant idea: She could bring MaidPro with her to Washington, so I suggested that she become a MaidPro franchise owner.

Once Again, Doubts

MAXINE: I knew the operations side of the business, but had no idea about owning my own business. Could I do this? Once again, I was back in a position of having a great opportunity and people who believed in me, but I was not certain I would be able to pull it off.



On Irish Beers & ‘Golden Tee’

MARK: I always believed in Maxine, but it took a few conversations — usually at the Irish pub down the street from our office, playing Golden Tee with beers in hand — to convince her to take the leap. I had to have a few talks with her father, too.

The Leap of Faith

MAXINE: MaidPro had so much faith in me, more than I did in myself. So, with encouragement from co-founders Mark Kushinsky and Richard Sparacio — and, of course, from my pops — I finally decided to go for it!

First Flight

MARK: To ensure Maxine’s MaidPro got off to a great start in Washington, we vowed to support her every step along the way. I even flew out to Seattle to help her pick out her first office space and review and negotiate her first lease.

The Happy Ending

MAXINE: I always knew I was in good hands, but Mark’s trip to Washington really sealed it. The rest is history. I have happily owned and operated a MaidPro business in Bellevue, Seattle, and Beaverton.

Clearly, opening my own MaidPro franchise is one of the best decisions I could have ever made. I owe it all to my MaidPro family and their belief in me.

MARK: Today, Maxine is a seasoned business owner with an amazing multi-unit business. She has come a long way from the twenty-something girl I interviewed ten years ago. I must say that hiring her is among the best business and personal decisions I have ever made.



Maxine currently owns four MaidPro franchises: three in the Seattle area and one in Beaverton, Oregon.

I'M WITH THE BRAND

Darter 
Specialties

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Sonic Performance
Polyester Pique Polo



Crewneck
Sweatshirt



Full-Zip
Fleece Vest



Hooded
Sweatshirt



Baseball
Hat



Full-Zip Hooded
Sweatshirt



Adult Challenger
Jacket



Colorblock
Duffel Bag



Core Colorblock
Wind Jacket

TECH SAVVY

One small company, one BIG technology department. MaidPro's geniuses are changing how franchises handle software, analytics and product development.

It might be hard to believe, but behind our successful cleaning company is a stellar group of software engineers that work day in and day out to keep MaidPro running. Since our inception in 1991, we have worked tirelessly to create software solutions that streamline all of the processes it takes to run a successful home cleaning business.

The software we first created was a game changer for the service industry (see page 5). Fast-forward 25 years and over 200 franchisees, we have upgraded to an entirely new, Cloud-based system, which has been developed entirely in-house at MaidPro. To date, all independent MaidPro offices use the software to run their businesses. Having proprietary operating software requires us to have a team of elite engineers and developers on staff to keep all systems running smoothly on a daily basis. Leading the pack is Andrea Lallier, Vice President of Technology.

Lallier is an innovative management professional with 16+ years of experience. She joined the MaidPro team in November of 2015. Before coming to MaidPro, Lallier worked for a number of large companies and clients including Cayan, Rue La La, Puma, and Oakley. As MaidPro continues to grow and evolve, our technology teams will rely on Andrea to manage business analysis,



encourage communication, strategize product management, build quality assurance, and much more.

As a female thought leader in a male-dominated profession, Lallier speaks about her struggles to be heard at times throughout her career in high tech:

““

There were times I felt held back because I was a woman. I kept trying, but was not always taken seriously. It was so refreshing to come to MaidPro where I am valued for being me and my ideas are always considered. For me, this is huge.

Our present goal is to keep perfecting the MaidPro software, Cloud, so our owners can continue to afford a great work-life balance as their businesses grow. Andrea has been instrumental in implementing a software release schedule that works to keep the department and company on track and evolving.

“I think our team is absolutely where they should be in terms of building the structure to support our community moving forward. We're cleaning up the old, releasing the new, and constantly making sure we have the most cutting-edge technology available. It is our job to deliver the people, processes, and tools it takes to build and support MaidPro's technology with all of our franchisees in mind.”



Promoting Happiness

We do our best to better people's lives every day. Sometimes this means going the extra mile to put an even bigger and brighter smile on someone's face. The following are the stories behind the sparkly smiles of our MaidPro family.

1

MaidPro or Day Spa?

After eight plus years as a consultant for MaidPro, I was so inspired while visiting Matt Sherman's MaidPro in Denver, Colorado. >>

MaidPro or Day Spa?

(cont.)

I have worked with Matt since he opened his doors in the summer of 2004. Matt is a remarkable and inspirational person who has chosen a slow and steady path to growing his business and who sets a great example for what it means to treat employees well. And, boy, has the strategy paid off.

I watched all of Matt's PROs leave the office happy, energized, and ready to start cleaning enthusiastically for their clients.

A few years ago, MaidPro hosted an operations retreat in Denver and I had an opportunity to spend an entire day with Matt. Our day began at 7 am where I attended an office team meeting. I got to watch Matt use a gentle technique of sharing all the good that is happening in his MaidPro office while also discussing the areas that need work by his team.

I watched all of Matt's cleaning PROs leave the office happy, energized, and ready to start cleaning enthusiastically for their clients! We then had lunch, a calming afternoon featuring chai tea, and — much to my surprise — a day-ending massage right in Matt's MaidPro office.

Yes, you heard correctly!

On Friday afternoons, Matt would arrange to have a massage therapist come in for employees who wanted to swing by the office after work so they could leave the week behind and enter their weekends relaxed. No wonder Matt's business is booming and everyone wants to work for him. If I ever move to Denver, I would seriously consider it!

Ames Forish Business Coach - MaidPro Home Office

2

A Special Shout-Out

Just wanted to give a shout-out to Mike McGowan. He is the very enthusiastic new owner of MaidPro Pittsburgh.

Mike and his wife were clients of MaidPro Lancaster for four years. In fact, he was one of our first clients in Lancaster. When he moved to Pittsburgh, we all were very sad since we



had gotten to know him and his dogs very well (he was a weekly client). To make a long story short, Mike called me from Pittsburgh to talk about the idea of owning his own MaidPro. I was shocked and thrilled!

After many conversations he decided to do it. Mike has very high aspirations for his business. In order to get off to an even faster start he acquired an independent company and added those customers to his growing client list. Lucky Mike will have 60 clients to begin his adventure.

I am sure you all were wondering, how was he as a client? Awesome! Mike knew what he wanted and what he didn't. To get the clean he paid for, he would always call or email, and we were right on it. Everyone please welcome Mike to our community.

Nichole Kambesis Owner - MaidPro Central PA

3

Best Places to Work

When you work at MaidPro the Sunday scaries don't exist . . . and the Monday morning blues, what are those? Believe it or not, we actually love to come to work, be together, solve problems, and work with our amazing franchise owners.

This is in large part due to our home office executives who work tirelessly to ensure they hire the right people and put them into positions to grow and succeed. They also give us pretty sweet benefits such as an in-office gym and trainer, weekly fruit deliveries, a monthly birthday celebrations, and more.

As much as we would like to keep our awesome gig a secret, we know that if we share our employee retention success with the world, then maybe we can help other companies, too! When we started telling our stories to the world, *Boston Business Journal* took notice.

Over the past decade, the BBJ has honored us for being one of Boston's Best Places to Work and among Boston's Healthiest Employers. Honorees of these awards were selected based on survey responses provided by employees.

As MaidPro continues to grow, we are always looking for new ways to improve and expand our home office programs. Judging by the smiles in the photo below, we think we're doing something right!



“We want to keep people happy, healthy and engaged.” - Kay Lynch, VP Human Resources



THE MAIDPRO WAY

MaidPro's Health & Wellness program is ranked top in its industry and has allowed the company to be considered one of Boston's healthiest and best employers.

We believe "people who love their work will do a better job" and "we believe people should be happy, whether it happens to be living in a clean home or enjoying the work they do every day." These are two of MaidPro's core beliefs that have helped to build a corporate health and wellness program that gives any large company (cough, cough . . . Google and Facebook) a run for their money.

Overseen by Kay Lynch, Vice President of Human Resources, MaidPro's benefits program has gone far beyond the standard health insurance and two-weeks' vacation. The list of benefits include: an in-house gym, on-staff personal trainer, nutrition

coaching, fitness classes, shower facilities, mindfulness workshops, ping pong, golf, healthy food options, fruit deliveries, chair massages, standing desks . . .

deep breath

. . . two semi-service kitchens, pet-friendly spaces, corner lounges, flat-screen TVs, nonprofit volunteer opportunities, national conferences, flexible work arrangements, lake house retreats, paid sabbaticals, leadership trainings, home-cleaning discounts, casual dress code, holiday parties, and adventure trips to exotic locations all over the world. Our list of employee perks leaves many outsiders



with their jaws dropped, especially after learning the home office has only 60 employees. How can such a small company afford to provide such hefty benefits? Mark Kushinsky, MaidPro CEO, explains, "Additional funds required to support premium benefits are only 2.5% of revenue. It would cost us more in recruiting fees and lost productivity by not offering premium benefits." The staff has returned the generosity by continuing to be fun, loyal, and extremely productive.

Among our extremely productive employees is Rick Aurelio, MaidPro's personal trainer. Aurelio, a full-time employee, runs 3-4 group fitness classes daily, which are tailored to meet each group's specific needs and wants. He also schedules time for personal one-on-one training sessions, kick boxing classes, and provides a quarterly incentive program called HealthPro. Aurelio and Lynch have been key players in helping to get the MaidPro community into the best mental and physical shape in the company's history.



LEAVE THE CLEANING TO THE PROs

What you don't know can and will hurt you.



Cleaning without proper training in procedures, safety, and ergonomics can lead to the following injuries:

NECK

You can strain your neck in as little as one spring cleaning. Be cautious of your posture and craning your neck while cleaning “hard-to-see” places.

SHOULDERS

Incorrectly lifting heavy furniture, poor vacuuming procedure, and overzealous scrubbing can injure shoulders and elbows, making even basic tasks painful.

LOWER BACK

Poor mopping and vacuuming stance along with bending from the waist while picking up items can blow out lower backs faster than you can say “where’s the ibuprofen?”

HANDS

Constantly squeezing trigger sprayers without swapping hands regularly can strain hand muscles and lead to carpal tunnel syndrome.

KNEES

Lack of technique and proper padding can leave knees screaming in as little as one dirty tub.

Long story short, if you already have a desk job that strains your neck and hands or you have a history of lower back or knee pain, you owe it to yourself to let the PROs do the dirty work of keeping your home healthy and sanitary.

STRIKE A POSE

The majority of the working population suffers from muscle aches, carpal tunnel syndrome, and more due to the lack of physical activity their work involves. MaidPro's yoga PROs are on staff to help alleviate any sedentary injuries. Check out these quick moves you can do at home, at work, or anywhere in between.



DOWNWARD DOG ↓

Start in a plank position, arms and feet shoulder width apart. Then pike your hips up toward the ceiling so you can get a good stretch through your hamstrings, calves, and shoulders.



FORWARD LUNGE →

Step your right leg up through your hands into a lunge. You should feel a stretch in your hamstring and hips.



REVERSE WARRIOR

Spin your right hand up toward the sky, and on an exhale, raise your right arm up toward the ceiling. Lean back and look upward toward your fingertips. Your left hand can either extend down to rest on your back calf or move into a half bind and reach your left hand behind your back.



WARRIOR TWO ↑

Spin your back heel down, facing at about a 45 degree angle, and evenly distribute your weight on both legs. Press into the outside of your back foot (keeping the right leg bent from your lunge). Your back heel and front foot should be in line with each other. Lift your torso upright, windmill your left hand toward the back of the room, while your right arm is reaching for the front of the room (palms facing down). Your arms should be straight, at shoulder height and in line with your legs. Be sure that your knee is above your ankle and that you can see your big toe.

“

Our yoga classes help me to de-stress and refocus.

STEPHANIE SALZMAN
FRANCHISE DEVELOPER



AROUND THE WORLD IN MAIDPRO DAYS

Learn how adventure trips have brought the franchise community together.

#MAIDPROFAMILY





When you think of adventure, home cleaning isn't the first thing that comes to mind—but at MaidPro, it is.

Owning a cleaning company is an adventure in and of itself, but there are many other adventures that we can tackle together as a family. That is why we came up with the idea of adventure trips.



The reason why we do these trips is to build relationships with our franchisees - to move away from our day-to-day and spend time in interesting environments. We are able to get to know each other on a personal level and, of course, get in some good face time.

RICHARD SPARACIO
PRESIDENT, MAIDPRO

These trips offer members of the home office and franchise community an opportunity to come together and travel to an exotic location. Our franchise family can build relationships, talk shop, relax, have fun, make a difference, and explore new parts of the world.

Stuff we've done? Camping and whitewater rafting down the Colorado River, relaxing on a chartered island off the coast of Belize, and most recently, sailing on catamarans around the British Virgin Islands. Yes, really! Some of our highlights include jumping off a 30-ft cliff into the Colorado River (and surviving to tell the tale), cleaning up the island in Belize after a terrible storm, swimming in the Caribbean with wild barracudas, exploring natural caves, and even helping to rescue a damsel in distress on a real pirate ship!

These explorations allow our family members to get to know each other on a whole new level. They get to share pieces of their lives outside of their businesses and connect with other owners from completely different parts of North America!



You look up at dinner and everyone is laughing and just enjoying each other's company. To me that is just the greatest joy of these trips.

BRETT SHRAIAR
BUSINESS DEVELOPEMENT MANAGER

All owners are welcome! There are no strict rules requiring franchisees to be in the top 10% or to have been operating for a certain number of years. We feel that once you become a part of the MaidPro community, you should be welcome everywhere with open arms.



Another special part of these adventure trips is the work of MaidPro's 501c3 nonprofit, MaidPro Cares. During each expedition, a MaidPro group visits a local children's home, bringing gifts and volunteers to help with immediate needs. Even after the trip is over, MaidPro Cares continues to work with the organizations we visit to provide ongoing support (to learn more, see page 50).

Each adventure trip brings new memories, more laughs, and stronger bonds within the MaidPro family. We feel that these experiences strengthen our bond: coming together as a family to get the most out of life and to promote the greater good. Our adventure trips fill the time between company-wide conventions and provide valuable face time between home office employees and franchisees who live and work miles, states, and entire countries away from each other.

Where to next? We can't say just yet, but we can tell you it's going to be the biggest and best adventure trip yet. Rumor has it is that some of the options include an African safari, castle-hopping in Europe, and dog sledding in Alaska! Guess we had better start stocking up on lion repellent, priceless jewels, and Husky puppies!

“

We go on these adventure trips to really connect with our franchisees and have the people in the home office come together in way you can't do in a regular course of business.

MARK KUSHINSKY
CEO, MAIDPRO



In Rare Circumstances

When you work with people and their homes on a regular basis, you are bound to see some strange things and, boy, we've seen it all! Check out these stories that will leave you both speechless and wondering, "What were they thinking?!"





1

Monster Spider Alert

One fine day in Modesto, California, I received a hysterical message from a PRO who had just swept a giant spider off a high window ledge when dusting with her fan brush. >>



Monster Spider Alert

(cont.)

The spider jumped slightly, so she had reacted quickly, grabbing a bowl from the kitchen counter and trapping the spider underneath. She was perplexed as to what to do next.

Being plagued with arachnophobia myself, I could not even think about driving into the neighborhood where the home was located. So, while frantically trying to contact my customer, I dispatched my operations manager to clear up the problem.

After trapping the spider between a bowl and a pan, however, our operations manager quickly realized something was not quite right. The spider wasn't moving.

Yes folks, we then had the fun task of explaining to our customer that our entire team had been terrified of a rubber tarantula!

Anonymous - MaidPro Franchise Owner

2

Where's My Wedding Ring

One of our PROs found a man's wedding ring among our client's sofa cushions while cleaning. She left a note for

the client with the ring on the kitchen counter. The next day the client called us amazed! She said her husband had lost his wedding ring three months before. They had looked everywhere with no luck.

As they prepared for a cross country move, they had wrapped their furniture with cellophane to keep the cushions in place. The ring traveled across the country in the sofa only to resurface during our clean!

The client was so happy she gave our PRO a very generous tip.

Anonymous - MaidPro Franchise Owner

3

Possible Improvements: A Review

The following is a list of service improvements from a MaidPro customer. We're taking these under consideration:

"Love the cleaning, does a great job, couldn't be happier. Here are some possible improvements.

Suggestion #1: PRO goes to my friends' home and trashes the place to make my apartment look even better by comparison.

Suggestion #2: PRO creates small animal sculptures out of

the refuse in our home and leaves them on my girlfriend's side of the bed. It will be like being on a cruise except grosser.

Suggestion #3: PRO leaves hidden SnackPacks around my home so that when I go looking for something I've lost, I find pudding.

These are just a few of my many suggestions. If you would like me to possibly become your CEO or Head PRO or whatever, I am probably available."

4

Emergency

Last week, when confirming with an elderly client about her service, she said, "Today won't be a good day because I fell."

I asked, "Are you okay. Are you home? She said, "I'm home, but still on the floor." I immediately panicked, "Have you called 911?" "No, they can't get in because I can't get up." I told her I was calling 911, that they were trained how to enter the home. I called 911 and followed up 30 minutes later.

They were able to enter the home through a window and transported the client to the hospital via ambulance. The paramedics reassured me that she would be fine. Thank goodness I made that follow-up call!

Anonymous - MaidPro Franchise Owner

5

Turtles in the Tub

About a year ago, we had a customer who claimed his home was very cluttered but he needed it to be cleaned. Upon arriving, the home was in disarray. There were toys and clothing scattered throughout, but our PROs put on a brave face and got to work. About fifteen minutes in, we received a phone call from our PRO that went something like this:

PRO: "Well, there are toys and clothing everywhere. Dirty pots, pans, and dishes scattered throughout the kitchen. There is a turtle swimming in the tub . . ."

Office: "I'm sorry, did you say turtle in the tub?"

PRO: "Yes, and he doesn't understand why we can't just clean around it."

Office: "Why you can't clean around it?! What kind of turtle is this? Big/small?"

PRO: "It's big alright, big enough that I am definitely not comfortable cleaning around it."

Office: "Well he said he had no pets . . . That would have been a perfect time to say, 'Oh, by the way, we have a turtle that lives in our tub'."

Anonymous - MaidPro Franchise Owner



MAIDPRO MOBILES

Here at MaidPro, we get to drive the coolest cars. Our sweet rides cruise the country, cleaning homes, attracting new customers, and repping our brand the right way!



SUBARU FORESTER

Tulsa, OK

← One PRO, two PROs, three PROs, four. This mobile will carry all your cleaning PROs and their gear with ease.

SCION IQ

Bellevue, WA

→ Fitting into small spaces isn't an issue for this baby! This cute little car encompasses the MaidPro brand perfectly, clean and fun!



TESLA MODEL S

Marin, CA

← This super cool (and sporty) Tesla will have all the other home cleaning services drooling with envy.



**WHAT'S A
MAIDPRO
MOBILE
WITHOUT A SLEEK
(AND OH-SO-CLEAN)
LICENSE PLATE!**



HYUNDAI ELANTRA
Boca Raton, FL

← This slick car is zooming around the streets of Florida, leaving nothing but sparkle in its wake.

TOYOTA YARIS
Katy, TX

→ Just another MaidPro car . . . not! This one comes equipped with a sky-high sign ensuring we're miles above the rest.



CHEVROLET 2500
Dallas, TX

← There's nothing this MaidPro truck can't tackle; it is the biggest, baddest MaidPro mobile on the streets. Watch out!





MaidPro's Wonder Woman

Our very own
cleaning superhero.

THE INTERVIEW

MELISSA HOMER

From engineer to Chief Cleaning Officer, Melissa Homer is no stranger to hard work. Whether it's pushing through the glass ceiling of the business world or finding new solutions to cut through pesky ketchup stains, Homer is one tough cookie. After almost 20 years in the cleaning industry, she opens up about her path to success.

What was your life like prior to MaidPro?

I am a Boston girl, born and raised. I attended Tufts University and majored in political science. I actually started in mechanical engineering. I was part of the INROADS program, which is designed to help minority and under-served populations get into Fortune 500 companies. With the program's help, I was able to intern with Procter & Gamble. I interned at P&G through all four years of college. After I graduated, they hired me full-time and I stayed for another five years. My official title was Commercial Products Group Jan-San Account Executive. I managed the entire New England region. It was a really neat gig! I worked as a liaison between clients and product developers to solve cleaning chemical problems and to ensure that our clients got the best products for their needs. It's how I found MaidPro, which was one of my clients.

When MaidPro was your client, were you working directly with Mark and Richard?

At the time, there were only thirteen people or so working in the MaidPro home office. I mostly worked with Ames in the coaching department because she was the main consultant for basically everything. My primary role at P&G was to help develop new franchise customers. Along the way, I created wonderful relationships with all the people at MaidPro. When they decided to hire another business coach they extended the offer my way!

You were doing so well at Procter & Gamble—were you hesitant about taking the job with MaidPro?

They had me at hello! From the very first call I made here, I came out in love with MaidPro. It was such a stark contrast to the corporate environment I was used to—MaidPro was like the Google of home cleaning. I remember calling my mom and saying, "You will never believe this company! They are so cool and smart. Someday, I want to work for a company like that." I didn't know then that MaidPro would be my happily ever after.

"MaidPro would
be my happily
ever after."

How long have you been with MaidPro?

Eleven years and running!

Since you've been here you've gotten married and had two gorgeous baby girls!

Growing up MaidPro! The year I started with MaidPro, I had just begun dating my now husband. We have two beautiful girls—Alana, who is almost five, and Shayna, who is almost two.

As the Chief Cleaning Officer at a major franchise, wife, and mother, how do you find time to balance it all?

Ha! When I figure it out, I will let you know. Honestly, it takes a village. I am lucky that we have family living in the area who are always ready to help out. We are full-time working parents, so our kids are in daycare and there is a great deal of meal prep for the week on Sundays as well. It is amazing how much you can get done during a kid's nap time!

Did you find that working for MaidPro helped with your work-life balance?

Yes. It is everything. For what it's worth, Mark and Richard are the real deal. They are such good people. Yes, they expect you to get your work done, but they understand and are very supportive. There is only so much control you can have as a parent. Being at a company that supports me and my family . . . there are just no words to express the kind of gratitude I feel.

You are an inspiration. As a successful woman of color, what kind of advice do you have for girls who are trying to break into the business world?

My biggest advice is to find the programs designed to help you. Going at it alone is difficult. You need a thick skin. You need to be confident and know the value you bring. Don't be afraid to work hard because eventually you will find a place, like MaidPro, that values who you are and what you do. I have been treated tremendously well at MaidPro. The executive board here does not resemble most of America's executive boards. Our executive board is full of women, men, people of color, tattoos. And none of that matters! What matters here are thoughts, ideas, and talents. It is wonderfully refreshing and just awesome to be a part of.

How does it feel to be the only Chief Cleaning Officer in the world?

Awesome! It's so funny, I have been



“THERE IS ONLY SO MUCH CONTROL YOU CAN HAVE AS A PARENT. BEING AT A COMPANY THAT SUPPORTS ME AND MY FAMILY . . . THERE ARE JUST NO WORDS TO EXPRESS THE KIND OF GRATITUDE I FEEL.”

in this role almost five years now and still can't say it without breaking into a huge smile.

Over the past five years MaidPro has grown by 46% and currently has over 200 franchisees on board. What are your goals for MaidPro?

It warms my heart to hear those statistics. When I started, we were on franchise 54! We were barely scraping the minimum required to obtain convention space. I couldn't be more proud. Where I see us in the future? As a household name. Mark and Richard have always known what it would take to make MaidPro successful. As we continue to grow we are starting to accomplish the goals that we didn't have the resources for 5-10 years ago. The company does a good job of recruiting people who love the brand, are intelligent, and bring new value to the team of great employees.

Do you feel a lot of pressure knowing that all these franchise business owners are relying on you to help the success of their business?

Yes and no. I am very humble about my position. I tell every franchisee, the right employee with the wrong tools can make a house sparkle. The wrong employee suited with the best supplies can still trash a house. I love the soaps and training materials, but the real success of their businesses depends on the abilities of our franchise owners to hire and train quality PROs. My job is to make sure those PROs are armed with the best equipment, knowledge, and processes.

Talk to us about MaidPro University.

I am going to “totally geek out” about my favorite new project. MaidPro University is the first online learning management software in the residential cleaning industry. The 20-course



He designed a new position for me that allowed me to do everything I love while being more project-based so I could have a better work-life balance. I sat there sobbing in pure elation. That is my number one MaidPro moment.

What advice do you have for new and prospective MaidPro owners?

If you are going to choose a cleaning business, open a MaidPro! If you are already looking at MaidPro, great job, you've found the right spot. My advice is make sure you come in with your knees bent. MaidPro, above all else, prides itself on never being status quo. We are always pushing, always looking for the next best thing, and it works. But it also means you have to be flexible, open and ready to learn new things, and to accept change. Be ready to learn, absorb, and be coached! We are going to make sure you succeed—that's just who we are.

system is designed to teach and train PROs on everything from customer service to floor care to specialty services to emergency measures. It narrates the information while showing visuals and asking users test questions that keep them engaged. During training, owners have real-time access to see how their PROs are progressing.

We understand that nobody learns how to clean by watching screens. Our new training system is intended only to give people the foundational knowledge they need to go out into the field equipped and ready to learn.

What would you say is the toughest part of your job?

The endless variety of it all. No day is ever the same. Franchisees call me all the time with wacky stories that keep me laughing and on my toes. I love our owners—they are so awesome. Coaching and working with them, seeing them grow . . . it is so rewarding.

What has been the best moment of your career so far?

Getting promoted to Chief Cleaning Officer from the Director of Coaching at MaidPro. I was out on maternity leave with my first daughter when Mark drove over to my house to offer me the new position. He knew I was committed to working full-time, but he understood the rigors of coaching. Working all hours of the nights and weekends was going to be too much for me with a growing family.

THE SHORT & SWEET

NAME
Melissa Homer

NICKNAME
Mama Duck

BEST THING ABOUT BEING A PART OF THE MAIDPRO FAMILY
The family, duh!

FAVORITE ROOM TO CLEAN
Kitchen

LEAST FAVORITE ROOM TO CLEAN
Basement

BRAVEST THING YOU'VE EVER DONE
Yet to be determined...

IF I WASN'T IN THE HOME CLEANING INDUSTRY I WOULD BE
School Teacher

I NEVER LEAVE MY HOUSE WITHOUT
Smartphone

MY FRIENDS MAKE FUN OF ME FOR
Being such a geek about everything!

ONE PIECE OF LIFE ADVICE I WILL TELL MY DAUGHTERS
You have to do 110% of the work to get half the credit! Own it and git-er-done!

PRO TIP

Rubber is the key to removing stubborn pet hair. Use any rubber tool — from a specialty sponge to a window squeegee in a pinch — to brush down furniture in small, quick strokes and to collect, ball up, and remove pet hair.

Fu Furniture Dust all hard surfaces	Toi Toilet Scrub and disinfect					
Fl Floors Vacuum or mop	Sk Kitchen Sink Scrub and disinfect	U Upholstery Vacuum	Bu Stove Burner Grates Scrub clean	C-w Curtains (Washable) Launder or hand wash		
Ap Appliances Wipe down surfaces	Shw Shower Clean and scrub down	Wb Wastebaskets Wipe out and disinfect	Mg Moldings Dust	Mt Mattresses Vacuum every 3 months; flip every 6	Dr Drapes Deep-vacuum	
Cn Counters Wipe down and disinfect	Tu Bathtub Clean and scrub down	Dk Doorknobs Wipe down and disinfect	Kc Kitchen Cabinets Wipe down	Fu-l Furniture (Leather) Clean and condition	Bd Baseboards Wash or wipe down	
	Sh Sheets Change and launder	Cf Ceiling Fans Wipe off and dust	Mi Microwave Clean and deodorize	Bl-w Blinds (Wooden) Wash	Wi Windows Wash inside and out	

PRO TIP

Swish your fingertips over wet counters in an S pattern as you clean to feel for stuck-on bits that your eyes and towel miss (especially important on granite and other patterned counters that hide dirt).

THE CLEANING TABLE

We'll be the first ones to tell you: cleaning can be overwhelming! Here is a go-to chart you can hang on your fridge to help your get those chores done faster!

TABLE ORIGINALLY CREATED BY REAL SIMPLE MAGAZINE

R

Rugs

Professionally clean

Hd

Stove Hood

Clean and degrease

Sc

Slipcover

Wash or dry-clean

Cb

Cabinets

Empty and clean

U-u

Upholstery (Unwashable)

Have cleaned every 2 years

Wa

Walls

Wash

Ap-s

Appliances (Stainless Steel)

Polish

O

Oven

Clean

Pw

Pillows

Laundry or dry-clean

Gr

Tile Grout

Scrub

Car

Carpeting

Professionally clean

Py

Pantry

Clean thoroughly

Re

Refrigerator

Clean interior

Ls

Lamp Shades

Wash and clean

Cm

Comforter

Laundry or dry-clean

Cc

Condenser Coil (Refrigerator)

Vacuum or dust

Fs

Fabric Shades

Professionally clean every 2 years

Dr

Drapes

Professionally clean every 2 years

Cff

Coffeemaker

Clean and descale

U-w

Upholstery (Washable)

Sponge-clean

Fs-w

Fabric Shades (Washable)

Wash

Fi

Filter (Stove Hood)

Wash and dry

Fl-w

Wood Floors (Polyurethane)

Touch up as needed

PRO TIP

The key to undamaged, yet truly clean, wood floors is proper damp mopping. Damp mop by spraying a small amount of pre-diluted floor soap (neutral pH, wood-safe only) on a small section of floor. Dampen a microfiber mop pad with water, wring it well, and wipe up the spray to clean off dirt plus all the soap residue, leaving the best possible shine.



maidpro® CONVENTION

"MaidPro's conventions are a time to build relationships with other owners and with members of MaidPro's home office staff. The conventions are also a time to learn, listen, and teach. There is a magic that happens when our franchise family members influence one another and have fun!"

MARK KUSHINSKY CEO







Together, we can make a difference.

Each year, MaidPro home office staff and franchisees take team-building adventure trips to destinations all over the world. In planning for our 2013 adventure trip to Belize, we decided to add a visit to a local orphanage. Before we left for our trip, we asked the children's home what types of supplies they needed. With the information in hand, we packed extra suitcases carrying clothing, shoes, undergarments, printer ink, and even a Wii controller.

Although we prepared for the visit, no amount of planning could have equipped us for what we would experience in those few hours at the children's home. We were incredibly moved and inspired by the kids, who were overjoyed to have our gifts and even more so to have us there to play, laugh, and hug.

After the trip, we knew that we couldn't let our experience become just another nice



“
The little girl
who I gave a
bag of clothes
to looked at me
and she said,
'Happy, happy'.

RODNEY BARNARD
OWNER - MAIDPRO POOLER, GA

memory. Today, MaidPro Cares is a 501c3 nonprofit organization that strives to make a difference for orphaned children. Nearly 100% of our funding goes directly toward improving the quality of life for children living in group homes. We work directly with first-line caregivers at each children's home to find out what each organization needs. We do our best to make sure the children we help have great foundations upon which to grow and thrive.

MaidPro Cares is supported through the outreach power of our 200+ MaidPro locations throughout the U.S. and Canada. Our founders program is made up of MaidPro franchisees and home office staff who share our passion for making a difference and help by making monthly contributions to our nonprofit. Together, we can make a huge impact on children's lives and the communities around them.

MaidPro Cares works to set quarterly goals to ensure that our donations are being put to good use for each of the children's homes we support.

We are currently working with the Liberty Children's Home (Belize), Rainbow Children's Home and Autism Center (Tortola), and Friends of the Children (Boston). As we continue to expand, our goal is to complete one major project with each center every year as well as providing volunteer and financial support.

Some of our recent projects include: providing medicine for children with lifelong diseases, building and furnishing a dorm, purchasing educational programs, and donating new washers, dryers, toilets, and showers.

Please stay tuned for the latest on MaidPro Cares and the children we help by following our MaidPro Cares Facebook page. And if this story touched your heart as much as it has touched ours, please feel free to donate through either our GoFundMe page or Facebook Fundraisers.

To donate please visit
MAIDPROCARES.COM





I recently met a longtime customer of mine at a trade show. She told me that her husband was serving overseas with the U.S. military.

My customer told me that her PRO had been writing encouraging notes to her daughter each time she went to clean their home. "My daughter appreciates and really looks forward to coming home to see what is written on her chalkboard," my client said. A few weeks later, I was inspired to sit down and write this letter to my client:

Recently an Oprah show was discussing how we can all do something small to support a military family in our community. I had the opportunity to meet you at our trade show and I was so touched by your story of your PRO writing encouraging notes to your daughter who is missing her father serving overseas. I am so proud of our PROs for living the values of our organization.

I am so glad to have met you and learned about your family's contributions to our country. To acknowledge, thank, and encourage your family I would like to give you the enclosed gift certificates so you and your daughter can enjoy a mommy-daughter date at the spa. On behalf of our MaidPro family, thank you for your family's sacrifices to protect and serve our country. We are honored to be caring for your home and we will keep your family in our thoughts and prayers.

Warm Regards,

Cyndi Williams
Owner, MaidPro of Katy, Texas

Veteran Franchise Opportunities

MaidPro Consistently Ranks Among the TOP FRANCHISES FOR VETERANS

MaidPro was ranked #1 in residential cleaning (14th overall) in veteran franchisee satisfaction via a survey conducted by the Franchise Business Review. This comprehensive survey included 3,500 veteran franchisees across 350 companies.

VETERAN DISCOUNT

MaidPro offers discounted franchise packages valued at \$15,000 for U.S. and Canadian veterans, making it easier than ever for former service members to join the MaidPro family. The package includes: \$3,000 discount on the initial franchise fee; \$100 invoice credit each month for the life of the ten-year agreement, and direct financing or financial assistance enabling veterans to start with little upfront capital.

“The franchise business model provides comprehensive training opportunities, scalability, and the need for operational execution and excellence.”



MaidPro is also a proud member of VetFran, an organization that provides access and opportunities in franchising to veterans and their spouses. VetFran, founded in 1991, has expanded to include over 650 franchise brands and has helped more than 238,000 veterans and their families.

maidproFRANCHISE

START A BETTER BUSINESS

Earn financial rewards and personal freedom with a MaidPro franchise.

Choose not just a business but a lifestyle. The home cleaning industry is a business that will give you the freedom to live on your own terms, be your own boss, travel when you want, spend more time with family and friends, and have the flexibility to enjoy your life.

Jesse Zook

Collegeville, PA

After visiting the Boston headquarters and meeting the team, Jesse knew the right choice was MaidPro. He has been able to grow and run a successful business while still having time for himself and what he likes to do.

When you choose home cleaning, you're choosing a business that helps give back the gift of time. Forget the hot kitchens, late nights, and weekends of food service or the latest retail and fitness fads. With home cleaning comes steady, recurring revenue, no wasted inventory, free nights and weekends, affordable start-up costs, low competitive risk, and a product that is always in demand.



Bill & Marilyn Collier

Birmingham, AL

When Bill and Marilyn moved to be closer to their children and grandchildren, they had a desire to build something together. Seven years later (and a lot of hard work) they have a thriving franchise that provides excellent revenue while letting them spend lots of time with their family.

Already own a cleaning business? No problem! Right now, we are offering a unique zero-cost franchise opportunity for established cleaning business owners.

maidprofranchise.com/convert

MaidPro is Top Ranked in the Industry

Franchise Business

REVIEW

NATIONAL MINORITY
FRANCHISING INITIATIVE

Boston Business Journal



Lily Carson
Chesapeake, VA

Lily spent years working in the corporate world. She wanted something that would work with her new family—a flexible daily schedule and no nights or weekends. Lily has found owning a MaidPro franchise has helped her grow in all parts of her life, recognizing her strengths and learning how her skills best fit running her business.

Canadian Owners Welcome!

Territory Available

With an abundance of territory and current Canadian offices thriving, Canada has become the newest hotspot for MaidPro owners. The country's smaller population is allowing our franchisees to quickly turn the MaidPro brand into a household name. This is leaving them with endless growth and development opportunities. Oh, Canada!



David Buckler
Airdrie and Calgary, AB
Oakville-Burlington, ON

Why MaidPro?

A MaidPro franchise is truly unique — and not just in the home cleaning industry. We've gotten rid of outdated franchise rules. We value diversity, creativity, knowledge, and good, old-fashioned friendliness. We pride ourselves on being 100% different in our approach to business and franchising. Here at MaidPro, we believe in being flexible, having the most dynamic and high-tech marketing, creating cutting-edge software and training programs, hiring rock stars, and giving each of our franchisees support tailor-made just for their businesses.



MICHELLE SPITZER
OWNER - NAPLES, FORT MYERS, MARCO ISLAND, AND SARASOTA, FL

“I had a small cleaning company and it was the best decision ever to convert my business to a MaidPro franchise. I quickly grew to become the #1 revenue-producing MaidPro office in the nation.”

Check around and you'll find us at or near the top of several highly respected rankings across both franchising and cleaning industries.



DIY!

TOILET PAPER ART

Pinch! Fold, Fold! Flip,
Flip! Unfold, Unfold,
Unfold, Sticker!

1

Remove two squares of paper.



2

Pinch the middle of each square to make "flowers" and set aside.



3

Fold bottom right corner up toward the left to make a triangle.



4

Fold bottom left corner up toward the right to make another triangle.



5

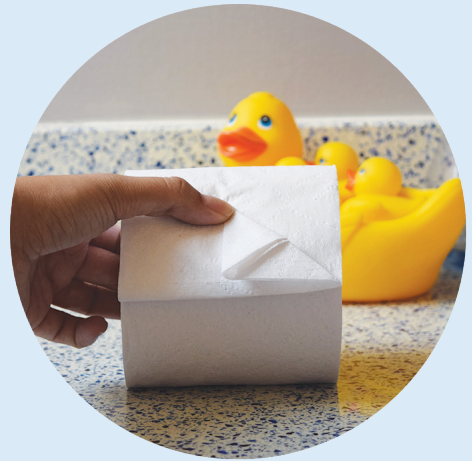
Flip bottom point of triangle up toward the roll, away from yourself.





6

Flip entire triangle up toward the roll again, flipping the triangle inward.



7

Unfold top left corner down away from the roll, making a little triangle.



8

Unfold top right corner down away from the roll, making another triangle.



9

Unfold big triangle down away from the roll, exposing a diamond pocket.



10

Stick MaidPro sticker to secure diamond pocket and tuck "flowers" into the pocket.



UNDER THE *SINK*

Sometimes having endless options can actually be a bad thing! If you have ever stood in the aisle of your local mega-mart staring at over 20 different bathroom cleaners trying to figure out which one you should take home, you know what we mean!

The worldwide cleaning chemical industry is a \$41 billion dollar behemoth, resulting in literally thousands of choices for cleaning products, many of which do virtually the same exact thing. The dirty secret in cleaning products is that there is never one perfect choice, each product has its own strengths and weaknesses.

Below are MaidPro's favorite lavender fragranced multi-purpose floor soaps and the pros and cons of each.

1. FABULOSO

BEST IN FRAGRANCE

PROs - Smells like a dream, safe on all floors, cleans well and rinses away beautifully.

Cons - Taps out on really tough stomped-in dirt, but great for well-maintained floors.

3. LA BAMBA

BEST IN STRENGTH

PROs - Long-lasting fragrance, rinses clean, safe on all floors and yet powers through even the worst grime with ease.

Cons Most expensive and hard to find (manufactured exclusively for MaidPro).

2. MR. CLEAN

BEST IN VERSATILITY

PROs - Pleasant scent, rinses away clean, strong cleaning power, and doubles as a general cleaner on delicate surfaces like marble.

Cons Struggles with really ground-in dirt and a little chemical in fragrance.



Game Corner

It's all fun and games until . . . wait, it's all fun and games. Life is better when you're having a good time. We think this is the best page in the whole magazine. I mean who doesn't love cleaning games, right? Test your skills and see if you have what it takes to become a MaidPro gaming PRO.

R	P	O	H	O	S	P	I	T	A	L	I	T	Y	O
K	Q	R	X	U	K	T	S	A	F	J	N	H	W	V
O	V	P	Y	E	F	T	S	G	R	V	B	E	S	E
D	D	D	R	B	I	C	O	K	A	O	P	R	R	E
E	W	I	Y	P	P	A	H	C	N	A	D	U	Y	J
R	Q	A	F	O	V	I	X	D	C	N	C	F	X	W
U	H	M	S	O	L	F	E	P	H	H	C	H	Q	R
S	G	Z	W	U	H	D	D	W	I	R	B	E	C	E
N	Q	Y	I	N	P	M	O	M	S	Q	I	A	J	E
I	U	A	A	I	M	P	T	K	E	D	T	L	R	M
S	B	E	E	G	C	R	L	I	H	R	M	T	F	L
A	L	A	H	Y	Z	B	X	I	T	Z	Z	H	S	M
C	X	G	Q	K	O	T	T	Y	E	K	P	Y	L	O
U	L	J	W	D	I	Q	W	Y	I	S	A	H	E	U
L	A	N	O	I	S	S	E	F	O	R	P	K	B	V

WORD SEARCH

MaidPro
Clean
Happy
Healthy
Professional
Hospitality
Franchise
Supplies
Bonded
Insured

HOROSCOPE



CAPRICORN
DEC 21 - JAN 19
As a hardworking person who is loyal to their responsibilities, you need to take a break from your everyday routine and find people who can help you with chores.



AQUARIUS
JAN 20 - FEB 18
Your innovative mind likes to set trends. Now is the time to research local resources that can help you stay at the top of your game. As Venus moves into your light, you are bound to make the right choice.



PISCES
FEB 19 - MAR 20
You're a free spirit who likes to be around other people. As Mercury moves into retrograde you need to find help with household responsibilities so you can spend more time with friends and loved ones.



ARIES
MAR 21 - APR 19
You're brave, independent, and hate to be restricted. As your moons are revolving, you need to release pesky restrictions by reaching out and seeing who will be there to help you on a recurring basis.



TAURUS
APR 20 - MAY 20
With good taste and a stubborn heart, you're known for your independence. Don't let your hard head keep you from allowing others to help you when you need it most.



GEMINI
MAY 21 - JUN 20
You're a dynamic person of many talents who often runs out of time for all your different activities. Take back some of your precious time by farming out some of those annoying household duties.



CANCER
JUN 21 - JUL 22
As a sensitive and practical person, you are well aware of the services that are there to help you, but it hasn't seemed necessary until now. As your love life becomes busier, you will need the help of such services to keep you on top of your game.



LEO
JUL 23 - AUG 22
Your faithfulness and loyalty make you a favorite among friends and you expect the same in return. Open yourself up to new relationships that can help broaden your horizons.



VIRGO
AUG 23 - SEP 22
As a leader and a successful person, your schedule is becoming too much to bear, but clever Virgos always have a trick or two up their sleeves. Now is the time to make new relationships.



LIBRA
SEP 23 - OCT 23
Your adventurous nature longs for someone to share it with. Your usually complicated love life is about to take a turn for the better as you pair up with a passionate company that appreciates adventure as much as you do.



SCORPIO
OCT 24 - NOV 21
Wise Scorpios prefer to rely on themselves to get things done. As Venus moves into your light, you will need to focus on things outside the house.



SAGITTARIUS
NOV 22 - DEC 20
You're an open-minded achiever who appreciates good work ethic. You're doing well at work but it's leaving less time for your creativity. Calling someone to help with the household cleaning will get you back on track.

CONNECT

