



## Franchise Information Pack





## Welcome to Haus Maids

Hi, my name is Richard Knight. In 2012 I founded Haus Maids to offer a bespoke and professional service to clients looking for a premium cleaning service for their homes.

When we launched the business, we didn't just want to set up one location, but to establish our business nationwide via franchising in partnership with motivated individuals who are looking for a business that can provide an exceptional financial reward alongside a flexible work life balance.

First though we needed to prove our business model! We needed to establish ourselves as the market leader in our local area whilst proving that our unique home cleaning concept would work and be profitable. After 10 years building our business, we established a market leading business model that provides an exceptional income and a well-balanced lifestyle. Our original business now turns over £50,000 each month in cleaning fees, employs 12 full time employees and provides an unbeatable service to our loyal clients.

After establishing the business for five years, we began the process of expanding nationwide with our first pilot franchise in Winchester. In year one our pilot franchise turned over £130,000 and has gone on to become the market leader with an estimated turnover of £500,000 in their fifth year.

After our pilot franchise success, we began to seek further franchise partners across the UK and have since gone on to establish more locations all owned independently by motivated individuals. Within the next 18 months our group turnover is estimated to reach £3 million per year.

Our aim is to provide our franchise partners with a sustainable business that offers a substantial financial return and a flexible business that fits around your life.

Inside this information pack you will read all about some of the successes we have had with some of our existing franchisees alongside important information to consider when deciding if this is your route to owning your own business.

I really hope this information pack makes you excited about Haus Maids! I invite you to make contact to discuss the next stages after you have consumed the information.



**Richard Knight**  
**Founder**

## Success Stories

Winchester & Farnham Franchisee	Victoria Green
Opening Date	2017
Current Turnover	£1,000,000 (2023)



I was blown away with the friendliness of the team at head office and impressed with the substantial support provided.

**VICTORIA GREEN,  
HAUS MAIDS WINCHESTER & FARNHAM**

Winchester was our first franchise, owned and operated by Victoria Green.

In her first year she invoiced over £130,000 in cleaning fees. Victoria has worked brilliantly to build her business and establish Haus Maids as the leading domestic cleaning service in Winchester.

In 2023 she expanded her business by taking on the neighbouring franchise of Farnham and now runs a business with a turnover of £1,000,000.

### We asked Victoria what's it like to run a Haus Maids franchise

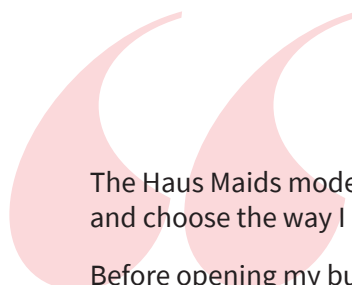
Running my own business is rewarding and interesting. I visit clients in fabulous homes almost every day and get to build and work with a team of wonderful employees. The Haus Maids model allows me to work flexibly and choose the way I want to work. I love the fact that it allows me to spend time building the business whilst my team service our clients. It can be stressful like any other business! Before opening my business, earning a six-figure salary would have seemed unrealistic. This makes me really proud of my achievements.

### Any tips for someone who joins Haus Maids as a franchisee?

Too many to mention here! However, I would suggest following the Haus Maids method is a great tip. My biggest tip would be to be yourself. This is a people's business; you will not only need to have an approachable manner for your clients, you will work for many different clients who all have individual needs that we need to meet, but also for your staff who are the backbone of your business. Being able to communicate with different people is hugely important in this business.

### Would you recommend a Haus Maids franchise?

Definitely. If a prospective franchisee would like a personal recommendation, I would be happy to speak with them directly.



The Haus Maids model allows me to work flexibly and choose the way I want to work.

Before opening my business, earning a six-figure salary would have seemed unrealistic. This makes me really proud of my achievements.

**VICTORIA GREEN, HAUS MAIDS WINCHESTER & FARNHAM**



## What is Franchising?



Franchising is a means of running a business using some, or all, aspects of another business, including its name and brand.

Do you recognise these brand logos? These are all franchises that have independent business owners trading under the company's name and logo using the brand to build successful businesses.

### Franchisor or Franchisee?

The person who grants the licence is called a franchisor (Haus Maids). The person who gets the licence to run the business is called the franchisee (You). The agreement is that the franchisee benefits from all the elements of the successful business. This includes branding, supplies, designs, marketing, and advertising support.

As a Haus Maids franchisee you will be granted a licence to trade under the Haus Maids name and you'll be able to use all the aspects that made our business successful to enable you to run your own Haus Maids business.

The support runs for the length of the franchise agreement. The initial term is five years with a guaranteed right for you to renew for another five years after the first term has ended.

The franchisee pays the franchisor for support. Firstly, you have the upfront franchise fee, followed by monthly management payments linked to your turnover.

The most attractive aspect of franchising is that your risk is limited. Haus Maids is a tried and tested venture with a proven track record and successes elsewhere.

There is no shortcut to business success. There may be more certainty with a franchise than there is starting your own unproven business, but it's not a guarantee, and even franchises require a lot of hard work if they are to succeed.



# Why a home cleaning franchise?

**The rise in demand for cleaners over the past decade has been huge, with one in three households now employing a cleaner.**

**Flexibility & Freedom** – this is your business, and you have the flexibility and freedom to run it around your lifestyle. However, to be successful, you do also need dedication and hard work. Haus Maids' unique business framework was specifically developed to enable franchisees to meet family and personal commitments alongside running a successful business. Whether it is the school run, networking, attending business courses or going to the gym, our framework lets you fit your business into your lifestyle.

**Residual income** – 90% of your income will come from long term clients (the remaining 10% comes from one-off clients). Regular clients give you consistent, repeat, reliable business, which means that you can accurately forecast your income week by week and month by month. If you follow the Haus Maids framework, you can forecast and plan growth with ease.

**Growing Industry** – the home cleaning industry is one of the oldest in the world and it continues to grow year on year. According to a 2021 report by the British Cleaning Council (BCC), the cleaning industry is one of the top 10 in the country and has been growing at a rate more than double that of overall UK economic growth.

The report also concludes that British people are officially too busy to clean their homes in the 21st Century. The rise in demand for cleaners over the past decade has been huge, with one in three households now employing a cleaner. That's over nine million households employing a cleaning service and growing.

**Relatively low start-up costs** – you do not need expensive premises or equipment. Many of our franchises start their business from home. The equipment required (for example, hoovers, cleaning products, mops, buckets etc.) will not require a large investment. Compared to many businesses a home cleaning business is a great way to start your business journey at a lower investment level.

**Positive Cash Flow** – with a home cleaning franchise, your clients generally pay on the day of the service, which gives you a known and positive cash flow. This is very useful when controlling your cash flow within the business.

**Turnover in the cleaning industry has increased by 28% over 5 years**

**Future growth potential** – the cleaning market is growing in the UK. According to the British Cleaning Council, cleaners contributed £54.5 billion to the UK economy. Turnover in the industry increased by 28% over the five-year period in the BCC report. This gives you the opportunity to grow your business to the size that suits your lifestyle.

Whatever your requirements, there is ample scope in the cleaning industry to support your desired income level.



## Success Stories

Chandler's Ford Franchisee	Danielle Lenton
Opening Date	October 2022
Current Turnover	£230,000 (2024)



You continue to be an inspiration to me and I could not have chosen a better Franchise to be with. There's an exciting future ahead for Haus Maids and I am so very proud to be a part of this amazing team.

**DANIELLE LENTON, HAUS MAIDS CHANDLER'S FORD**



Danielle, a mother of two, embarked on her entrepreneurial journey with Haus Maids in October 2022. Prior to investing in a Haus Maids Franchise, she worked in the insurance sector, seeking a flexible opportunity that would allow her to balance work and family life. With her husband Ian working full time, Danielle was determined to build a successful business from the comfort of her home in Chandler's Ford.

### Guided by Expertise

After completing an intensive one-week training course at our Head Office, Danielle stepped into her role as a business owner. The unwavering support from Head Office provided her with the confidence and tools needed to thrive. Starting with just one staff member, Danielle's vision began to take shape.

### Impressive Growth

Following the proven Haus Maids model, Danielle diligently worked to establish her home cleaning business. In her first month, she achieved sales of £850. By month 3, her sales soared to £4,226. Within 12 months, her monthly turnover reached an impressive £13,000. A year and a half into her entrepreneurial journey, Danielle's business generated a remarkable £19,000 per month. This trajectory puts her on track to achieve a second-year turnover of £230,000, with an estimated profit of £50,000.



My first year has flown by and I seriously haven't got any regrets. This is the best thing I've done and I am so incredibly pleased with how it is going. Thank you for as always for your ongoing support.

**DANIELLE LENTON,  
HAUS MAIDS CHANDLER'S FORD**

### A Community Leader

Danielle isn't just a successful business owner; she's also a community advocate. She spends her days meeting with clients, providing estimates, and managing her team. Her commitment extends beyond business—she sponsors local football and cricket teams, demonstrating her dedication to the community she serves.





## Who uses Haus Maids?

We offer a unique home cleaning package which attracts clients who are looking for a comprehensive reliable service that a general solo independent cleaner cannot provide.

Our clients range from families with small children to elderly people and young working couples. Haus Maids' clients live in all sorts of properties from country estates to town centre apartments. As there is no 'typical' home, every householder is a potential client.

We work for a number of high-profile clients and brands, including Formula One racing drivers, Premier League footballers, business leaders, Hollywood Actors and TV personalities. We have also worked alongside TV & Film makers on filming sets.



## Training & Support

The initial training includes a five-day training course at Head Office in Surrey. It is an all-round training programme that has been designed to give you the very best chance of succeeding. Initial training is a pivotal part of launching your successful franchise.

Our training programme provides everything you need to know to successfully launch your franchise and begin to grow your business, and it consists of a mixture of classroom and practical training.

Your training course covers key areas of the business including but not limited to: -

- Training Staff
- Finding and Employing Staff/HR Support
- Customer Home Visits
- Product & Equipment Training
- Software Training
- Marketing & Advertising
- Social Media
- Cashflow and Forecasting
- Finance Support
- Accounting & Bookkeeping Support

### Ongoing Training & Support

Ongoing support and training will continue for the length of your franchise agreement provided by your designated Franchise Development Coach who will be available to you when required and can guide you through every stage of your business journey.



## Success Stories

Cheltenham Franchisee	Linnet Mosforth
Opening Date	September 2019
Current Turnover	£325,000 (2024)



I had long aspired to start my own company in the home cleaning industry. Having worked as a home cleaner for many years myself it simply seemed like natural progression. Haus Maids gave me the confidence to push this dream forward.

**LINNET MOSFORTH, HAUS MAIDS CHELTENHAM**

Linnet has successfully moved from being an independent cleaner to cleaning business owner with the help of Haus Maids.

Linnet, our franchisee in Cheltenham, had worked for many years as an independent domestic cleaner, working for her own clients carrying out the actual cleaning herself. As with many independent cleaners, they hope to one day expand their business but sometimes that step can be daunting and indeed risky, however with the help of Haus Maids this is exactly what Linnet has done.

Coming across our franchise online, Linnet spent some time researching the business and after coming along to one of our discovery days, decided that she would take on the Cheltenham Franchise.

With Linnet's cleaning experience and our knowledge on building a large business, we set to work in making Haus Maids Cheltenham the leading cleaning business locally.

Linnet now runs a business that turns over £325,000 a year and employs a team of cleaners who carry out the cleaning services for her clients. By employing a team of cleaners instead of doing the cleaning yourself, you've got the time to be able to concentrate on building your business and not just servicing the clients.

Even with Covid restrictions coming in just six months after opening, the business has grown rapidly and is well on target.

Linnet has been very active in her local community, being involved in local events, sponsoring local sports teams, and even getting involved in the BBC DIY SOS show on two occasions giving Haus Maids fantastic exposure.



By following their business model, I'm able to run my company with stable prospects and growth, with a degree of ease I previously thought impossible.

I know from first-hand experience that home cleaning is a service that many people desire and by becoming a Haus Maids franchisee myself I would be able to satisfy those in Cheltenham with this desire much more efficiently and professionally than if I were to attempt this alone.

**LINNET MOSFORTH, HAUS MAIDS CHELTENHAM**



You will be part of  
our website



Use our cutting  
edge bespoke  
software



Social Media  
Set up & Training

## Haus Maids vision and business ethos

Haus Maids set out in 2012 to become the company of choice for people looking for a home cleaning service. We began in Farnham, Surrey, and have grown to be the leading home cleaning company in our area and neighbouring counties. Our success is down to our unique and versatile business model that has been refined over the years to be successful in any location.

- Our vision is to be the home cleaner of choice in all the markets we serve.
- We aim to build long-term client relationships by offering the best value for money in the market.
- We are committed to ethical, professional and responsible conduct.
- We have a comprehensive approach to the home cleaning industry.



## Integrity, Pride and Respect

### Pride in everything we do

- We take great pride in delivering our service at the highest quality.
- We take pride in our unique approach to home cleaning.
- We always meet our clients' objectives, without exception. Our guarantee ensures this for every client.
- We seek to employ and retain only the best people.
- We are proud of our stringent recruitment processes and, whilst this means that only 10% of all applicants are successful, we know that our staff will deliver the level of professionalism and service our customers demand.

### Act with integrity

- We behave responsibly.
- We act with honesty and respect for other people and their property.
- We adhere to the highest standards of professional ethics.

### Respect for Home and Security

- We respect our clients' homes.
- We make clients' home security a top priority.
- We fully background check all our people.
- We hold full insurance including key holder insurance.

## Our Approach and People

### Our approach to the home cleaning industry

- We seek out the latest home cleaning technology and eco-friendly products and take an innovative approach to home cleaning.
- We are forward thinking and strive to build long-term client relationships.
- We aim to be a leader in every location and commit ourselves with passion, energy and expertise.
- We approach problems with a positive and proactive attitude, delivering robust solutions.

### Our people fulfil their true potential

- We encourage an open and supportive company culture in which every individual is valued and respected.
- We help our people to grow through industry leading training and development.
- We reward achievement and encourage our people.

- We recognise that our people's commitment to their job, training and procedures produces the finest results for our clients.

### Business Ethics

- We will become home cleaners of choice in all our locations by delivering the highest standards to our clients.
- We are committed to integrity, honesty and professionalism and support our staff in their ambitions.
- We have built Haus Maids' business on trust and our reputation is core to our long-term success.
- We believe that constantly striving for excellence and unimpeachable integrity will grow our business, and it will be a business that everyone is proud to work for.
- We have a strict code of conduct for all our people working in clients' homes.

# Financial projections

## Year One

Turnover: £80,000 - £140,000

Profit: £18,000 - £30,800

## Year Two

Turnover: £140,000 - £200,000

Profit: £30,800 - £44,000

## Year Three

Turnover: £200,000 - £300,000

Profit: £40,000 - £60,000

## Year Four

Turnover: £305,000 - £385,000

Profit: £60,000 - £73,000

## Year Five

Turnover: £365,000 - £425,000

Profit: £73,000 - £85,000

These projections are a guide for potential franchisees to the profit potential of our franchise model. The numbers stated are only based on our own experience of running our company's initial operation and early predications on our initial franchisees' statistics. This is not a guarantee of profit and should not be read as such. We have produced these projections based on realistic earning potential and not the highest predictions. The company does not accept any responsibility or liability for individual business performance. Every franchise area will vary from these projections. We advise all new franchisees to take their own independent legal and financial advice before making any decisions about entering a business.

## The franchise package & investment

Our franchise package has been created from direct experience of launching and running a successful Haus Maids franchise.

- Your Exclusive territory
- The Operation Manual
- The rights to use Haus Maids identity & brand in your territory.
- Comprehensive training programme.
- Business planning.
- Training and development meetings.
- 20,000 leaflets for your territory.
- Marketing workshops.
- Document templates (including employment contracts and health and safety policy).
- Six Month Google marketing campaign.
- Social media marketing workshops.
- A local phone number.
- 500 business cards.
- Car livery designs.
- Logos.
- Initial team uniform.
- Haus Maids email address.
- Your own website page for your business on the Haus Maids website.
- Ability to create personalised landing pages.
- Use of our Software
- Access to our Haus Maids forum, talk to other Haus Maids franchisees on a whole range of business topics



**from £9,950 + VAT Franchise Fee**  
**Funding & Payment Plans Available**

### Working Capital

Working Capital is the money you will require to help build your business in those early days of your business until it becomes profitable. This money will be spent by you on your business, with our guidance and experience you will only spend this money to enable the very best return on investment available. Working capital requirements will vary for each franchisee, we advise a minimum of £3,000.

### Management Fee

Your business will pay our management fee each month for the life of your business, the 8% management fee is for your ongoing support and development, it also includes ongoing costs for website, software, phone numbers, email, HR & IT Support.

### Funding & Payment Plans

We can assist you to locate funding for the initial franchise fee & the working capital if required. Funding for a franchise operation is generally more straightforward than for an independent business. We have excellent relationships with high street banks & other lending companies, which are keen to assist high calibre franchisees wherever they can.

We can also look at payment plans for prospective franchise owners who would like to start a franchise but may not have access to funding. Payment plans are subject to approval and will be based on many factors.

We ask prospective franchise owners to be open and honest about their financial status to make sure they have viable options to fund the franchise. We will be with you at every step to ensure you find the right funding solution for your new business.



## FAQs

**Q** Will I be cleaning homes?

**A** Our model is built as a management franchise. This means you will not be expected to be cleaning your clients' homes. You will employ a team of fully trained employees to undertake this work. However, in the early days of your business you must be willing to take on all tasks within the business including cleaning clients' homes when necessary.

**Q** Can I run the franchise from home?

**A** Yes, most of our franchisees successfully run their business from home. As your business grows you might choose to move to a small commercial office. Our model is designed so you can run your business from whatever location suits your lifestyle needs.

**Q** What about the cars?

**A** We provide our teams with company vehicles to use. These cars are currently Vauxhall Corsas or similar. We have great relationships with car finance providers and will assist you in running your fleet including advice on insurance and maintenance schedules.

**Q** How much do you charge your customers?

**A** This is like asking Colonel Sanders' for his top-secret original KFC recipe and is one of the elements that makes us different from our competitors. Our ability to offer our clients value for money is how we have built our business and our pricing structure is unique and will be tailored for each location.

**Do you have another question? Please email your question to [franchise@hausmaids.co.uk](mailto:franchise@hausmaids.co.uk) - we would be happy to answer.**



Interested in an exciting franchise opportunity? Contact us at [franchise@hausmaids.co.uk](mailto:franchise@hausmaids.co.uk) or 01252 213 222



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## Interested?

### What's Next?

Your first step is to make contact with us. Why not call us to book one of our discovery days where you can find out more or we can arrange a personal visit with you to discuss the opportunity?

Further information on discovery days can be found on our website

[www.hausmaids-franchise.co.uk](http://www.hausmaids-franchise.co.uk).

Or you can contact our franchise team at [franchise@hausmaids.co.uk](mailto:franchise@hausmaids.co.uk) or on **01252 213222**.

