



Interview with Kristi Mailloux, CEO of Molly Maid, about recent South Florida expansion

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For this article, I was fortunate enough to secure an interview with Kristi Mailloux, the active CEO of Molly Maid. My intent was to delve further and find out answers about Molly Maid's recent expansion to the Fort Lauderdale area. I wanted to find out for the employed and unemployed of Fort Lauderdale, how this will affect them, and what they can expect of Molly Maid. There seemed no better way to do this than to get in contact with the CEO herself.

I received Kristi's number from her diligent PR rep, Trisha, who I've come to know so well over the past weeks. Upon receiving the number, I dutifully prepared, inspired by the good people of South Florida's search for answers.

After a brief introduction between Kristi and myself, we got down to business.

P: Okay Kristi, In the first few questions, I'd primarily just like to provide a basis for what Molly Maid is and how it came to be, you know-the basics. Can you give me a brief overview?

K: Of course. Molly Maid is a residential maid service cleaning franchise. We've been doing business for over 30 years, providing house cleaning services to busy homeowners throughout the U.S and 5 other countries.

P: Excellent, so, I know now Molly Maid is established as a business functioning primarily off of its franchises, but was this always the intended route?

K: Yes, the business originated out of Canada. The first business was originally a stand-alone business, but it quickly moved into a franchise opportunity because the nurse, Adrian Stringer, who originally started the business, found that there were many other home owners that were in need of a house cleaning services, and so she quickly expanded it into a franchise opportunity.

P: Interesting, how many different locations do you have world-wide and in how many areas?

K: We are in 5 countries and we have close to 750 franchises worldwide. We are in close to 40 states in the U.S. alone. We have about 425 franchises in the U.S.

P: I see, and now If you don't mind I'd like to ask some questions about the recent expansion to the Ft. Lauderdale Area. What was the incentive to expand to the southeast Florida market over neighboring regions?

K: Sure, we currently have a very successful business located in the North Eastern Palm County area. We found that we had great success in that area, but we have a very similar type of customer base farther south in the Miami and Fort Lauderdale area and we knew that that would be a prime opportunity for us to expand further south to be able to provide our house cleaning services to the south east area of Florida. We also have about 8 or 9 more business opportunities that are in that Broward and Miami Dade county area.

P: Okay, What sets Molly Maid apart from individual cleaning services around the area?

K: I love to answer that question. We pride ourselves in providing the most professional experience for our customers and taking care of their house cleaning needs. If you compare the Molly Maid services against independent services, we provide insurance so if something is broken in the home, we can take care of that. Also we take background checks on our employees, so you know that you have safely screened people taking care of your home. We also try to send the same maid service team in, however if that team is sick, we can still send another team to take care of your house keeping needs. We have a lot of great benefits when you compare Molly Maid services against the independents. We really try to position ourselves as the most professional experience out there.

6 Of course, My last question for you is about the future prospects of Molly Maid. Where are you going from here?

K: Specifically to the South East Florida area, we have about 8 or 9 more business opportunities there. Throughout the U.S we have about 4 areas that we are focusing on expanding into this year. Those would be North East Boston, South East Florida, Long Island, and Philadelphia.

Upon conclusion of the interview, Kristi went on to advise me to simply email her any further questions that I had, so if anyone is curious, simply leave a question in the comments and I will be sure to ask!



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Molly Maid

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