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FOR IMMEDIATE RELEASE

**Molly Maid Franchise Leaves Competition in the Dust**  
*Molly Maid Reports Positive Sales, Near-Perfect Customer Retention Rate*

**Ann Arbor, MI** – (INSERT DATE) – Molly Maid, a leading residential cleaning service franchise reported a 4 percent sales increase since March, catapulting the company to the head of the residential cleaning pack. In addition, Molly Maid reported a whopping 97 percent customer retention rate, one of the highest of any residential cleaning franchise in the nation.

“The assumption right now is that consumers are cutting household expenses and that cleaning service is one of the first to go. In reality, more and more families are turning to Molly Maid because they simply don’t have time for household chores,” said Molly Maid President Kristi Mailloux. “Molly Maid is an investment families are willing to make as a trade-out for quality time together.”

As a whole, the cleaning service segment is on the rise and represents a \$46 billion industry, which is projected to grow at an above-average rate through 2014. This can be attributed to a number of factors, but Mailloux points to the growing number of female breadwinners.

“Nearly 22 percent of women now earn more than their male counterparts. More women are choosing corporate careers and the increased hours do not allow them to keep the home clean and tidy. We’re finding that they are now turning to Molly Maid to make their lives a little less hectic,” Mailloux said.

To date, Molly Maid has cleaned 17 million households around the world and performed 1.4 million cleaning jobs in 2009 alone.

Molly Maid franchise owners don’t actually clean homes, rather they receive training and support from the home office to recruit, train, motivate and manage employees to clean customers’ homes in the utmost professional and thorough manner. Employees are screened and properly insured. The Molly Maid [franchise opportunity](#), ideal for entrepreneurs with a sales or management background, provides franchise owners with unlimited room for growth without working nights and weekends.

**About Molly Maid**

[Molly Maid](#), based in Ann Arbor, MI, is one of four service companies under Service Brands International. The residential cleaning franchise, ranked number one in the United States, was founded in 1979 and began franchising in 1984. Currently, more than 450 Molly Maid units are operating in the United States alone, with an additional 300 operating throughout Puerto Rico, Canada, Japan, England and Portugal. Molly Maid has consistently ranked well in *Entrepreneur* magazine’s Franchise 500 rankings, currently at number 81. Molly Maid has also been the recipient of numerous awards for entrepreneurialism, software innovation and humanitarian causes, including the Ms. Molly Foundation, which collects money and goods for safe houses and shelters for victims of domestic violence. Molly Maid is currently seeking franchise partners in strategic markets across the country. For more information, go to [www.mollymaidfranchise.com](http://www.mollymaidfranchise.com).

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