

**BETTER
LIFE**

maids



BUSINESS GUIDE



**OUR PRODUCTS ARE
PLANT DERIVED, NON-TOXIC
AND INDEPENDENTLY VERIFIED
AS SAFE AND EFFECTIVE BY
WHOLE FOODS MARKET'S
ECO SCALE.**

BETTER LIFE MAIDS IS ALL ABOUT MAKING YOUR LIFE BETTER, GREENER & CLEANER.

We started the company in our hometown of St Louis, MO because we wanted to make our home and the world around us a safer place for our children. Motivated by the potential toxic impact of using chemical based cleaners, we also realized that many of the household cleaning products in our home were actually leaving a toxic film after we were done “cleaning”. Not only that, those same products created real risks to the health of our children, just by being in the house!

Every day we are confronted with choices. We made the choice to start Better Life Maids to help share what we had learned about green cleaning in our own home. We realize that deciding to go green in your home can take on many shades, but choosing to reduce your exposure to toxic chemicals is a small step in the right direction. Your health and the health of your loved ones can easily be protected with a few easy changes.

Now a National Franchise, Better Life Maids is fully dedicated to finding solutions to the problems created by traditional house cleaning. Some of these problems include billions of gallons of toxic chemicals that end up in our homes and the environment, over 4 billion pounds of paper waste that end up in landfills, countless poisonings from toxic chemicals, and the long term health risks from prolonged exposure to these chemicals commonly found in our homes and indoor spaces.

The Better Life Maids Franchise System uses only the safest Better Life cleaning solutions, which are plant derived, non toxic and independently verified as safe and effective by Whole Foods’ Eco Scale. We have eliminated all paper waste in our cleaning process, and we have reduced our environmental impact wherever possible. We have the best and most durable tools that withstand years of use and a fraction of these tools end up in the waste stream. Lastly we use 4-Stage HEPA, microfiltration vacuums in our green home cleaning processes. These vacuums are proven to reduce indoor allergens and other airborne pollutants.

Our green cleaning processes are great, but our people are BETTER. Warm people that care about you, your home and now, your success. We are a green company that strives to do business in an ethical manner that is respectful to our people, to our franchisees, to our clients, and to the world around us.

So, take a look for yourself and see if you don’t agree that at Better Life Maids we do everything BETTER. We share the same passion for franchisee success that we do in perfecting the world’s best cleaning processes and we invite you to fully consider whether owning a Better Life Maids franchise isn’t also the best way to make your life BETTER.



Matt & Angela Ricketts

Founders, Better Life Maids

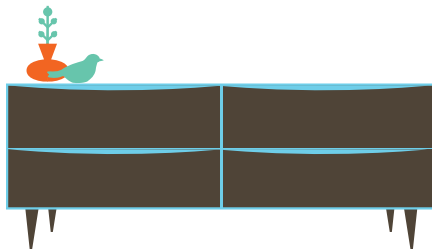


WHY CLEANING – WHY NOW?

Above all else, the decision to enter a franchise industry is largely dependent on one thing: Growth. Without it, even the most passionate of ambitions will not reach their full potential. Fact is, while we grew in our commitment to make our home and our clients' homes safer, we were comforted to know that the benefits and efforts of our work would be returned to us in business growth. Furthermore, as our desire to develop the greenest techniques grew, so did the demand. Now, Better Life Maids is poised to not only ride the demand curve for more Maid Services, but we benefit by being among the leaders in the green segment.

Looking ahead, according to the U.S. Bureau of Labor Statistics, the overall demand for household cleaning services is expected to grow at an annual rate of 7%. Additionally, other residential cleaning services, such as carpet cleaning, are also expected to maintain a similar annual increase in demand. All in all, we are expected to see the residential cleaning market balloon to over 14 Billion (yes, with a “b”) by the year 2014.

Further, with the continuing increase in the number of families who have both adults working full-time, services such as house cleaning are no longer considered a luxury. Simply put, working adults do not have the time, nor the willingness to spend their limited time off on tasks such as cleaning their house. Lastly, with empty nest households on the rise, we find our market ripe with clients that are at their peak service hiring years.



DEMAND FOR HOUSEHOLD CLEANING SERVICES IS EXPECTED TO GROW AT AN ANNUAL RATE OF 7%

GOING GREEN(ER)

Going green is at the heart of our core business values, and coincidentally at the core of the change occurring in the cleaning industry. With our service offerings focused clearly on “greening up the market”, we are poised to gain a competitive share of the expected growth. Further, by sharing an alliance with the leading producer of green cleaning products, Better Life, there is little the “other guys” can offer besides a bit of imitation.

Isn't it great when you are in the right place, at the right time?



MAKING GREEN WHILE WE CLEAN

We started Better Life Maids to make the lives of our family members BETTER. We make our clients' lives BETTER every day. Now it's time to make your Life BETTER.

That said, we empowered Matt Ricketts, our President and former Commercial Airline Pilot, to enlist the country's best franchise development experts and craft a system with the level of precision that he was accustomed to in the Aircraft Cockpit. He spared no expense and painstakingly analyzed each and every business process to create an operations and marketing system that any franchisee can execute quickly, affordably and with the knowledge that we provide during the Better Life Maids Franchisee Training Program.

We believe that our franchise offers investors with an opportunity to enter a market that is mature, yet still shows evidence of generous growth. One that, with a bit of motivation and hard work, can produce favorable returns, all while offering our franchisees complete control over their job security and financial future.

Lastly, the cleaning business offers advantages rarely available for the typical "business" owner.

THEY INCLUDE:

- LOW START UP COSTS
- LITTLE INVENTORY COSTS
- NO BAD DEBT (CLIENTS PAY CASH AT THE TIME OF SERVICE)
- LOW STAFFING AND LABOR COSTS
- MINIMAL CLEANING EQUIPMENT COSTS (JUST A 4 STAGE HEPA VACUUM)
- INCREASING INTERNET LEAD FLOW
- REPEAT CUSTOMERS
- PREDICTABLE REVENUES
- LOW OFFICE / FACILITY OVERHEAD AND... NO WEEKENDS – FINALLY A TRUE LIFESTYLE BUSINESS.

So, with these benefits, a value-based franchise fee of only \$14,500 and the assurance that our team is at hand to help you grow and manage your Better Life Maids business, there is every reason to consider our opportunity now. We know from experience what it takes to grow a world class cleaning business and we are confident we can help you do the same.

BETTER LIFE MAIDS WAS CREATED TO MAKE EVERYONE'S LIFE BETTER. STARTING WITH YOURS.





BUILDING A BETTER FRANCHISE

In developing the Better Life Maids Franchise System, we knew we wanted our owners to be able to have an opportunity to work “on the business” rather than being overwhelmed by working “in the business”. Operating any business can be time consuming, expensive and comes with great personal risk. We built the Better Life Maids system to limit each and allow our owners to benefit from our advanced internet strategy, a proven sales system and a quality service offering that removes all the dirt and leaves nothing but satisfied customers wanting more.

Below is a summary of the service areas we provide for our franchise owners.



HOME OFFICE SUPPORT

As a franchisee we promise you will never be alone. We understand and are committed to the very basics of franchising and being there for our franchisees. We offer support in many forms, from videos and up to date tips, to well, a phone. Pick it up anytime, we'll always be there to help.



INTERNET & MARKETING STRATEGY

Sure, we're bragging, but we are really good at exposing Better Life Maids on the Internet and throughout the leading social media outlets. Not sure what that means? Ask us and we'll show you firsthand how Better Life Maids is beating the competition to the next client and why, if your cleaning business is NOT fully engaged and winning on the Internet, than it will likely fail to thrive. As a Better Life Maids franchisee, we will work tirelessly to provide your location with all the same benefits and internet reach our corporate location enjoys. Put simply, we are committed to reaching more clients for less money and the Internet is now ground zero for house cleaning marketing and lead generation.

Additionally, we intend to further develop cooperative advertising strategies as the Better Life Maids system grows and expands.



IN HOME SALES KIT & TECHNIQUES

Once we get the call (or the internet lead), we know how to close, and as a Better Life Maids Franchisee, so will you. We have an exceptional in-home presentation kit, along with a proven strategy for closing the next long-term client. Continually in development, our sales kits are exceptional and effective.



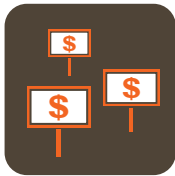
TECHNICAL EXPERTISE AND TOOLS

Once you are open for business the real time savings can start, and we utilize the most advanced technology and technical resources for the benefit of each franchisee. We will provide you with your own Better Life Maids Website, access to our Franchisee Intranet for 24/7 support, an account in the Better Life Maids Client Management System, access to the Better Life Maids Print Library (for printed materials ordering) and more. Further, we actually USE the tools we provide, so we will be able to help at a moment's notice with any issues that arise in the high-tech world.



EXCEPTIONAL SUPPLIES AND CLEANING SOLUTIONS

It may seem like details, but we spent months and months putting microfiber cloths to the bitter test before we settled on the one and only design we were confident could deliver the consistent results only a jet aircraft pilot would accept. Knowing that, imagine what else we've done to make your business simply "work" from day one. Each and every cleaning supply we recommend is exceptional and cost-effective, and with our Partnership with Better Life - Green Cleaning Products, our supplies and cleaning solutions are in a class all their own.



RETAIL PRODUCT SALES OPPORTUNITY

You'll come to love the line of Better Life cleaning products (go get some at Whole Foods Market if you haven't tried them yet). You'll use them in your business everyday and it won't be long before your clients learn to love them too. Imagine using products so good that your clients want to buy them from you to use when your crew is not around.



EXTENSIVE INITIAL AND ON-GOING TRAINING

People always ask. "Do you really need to train people to clean"? Yes and no. Most people know how to clean, but only a rare few know how to clean the BETTER way.

Not to worry, you and your staff will learn in a real customer setting ALL the ins and outs of not just cleaning, but cleaning BETTER, all the while doing it quickly and profitably. Then, once your training is complete, we will continue to test, re-test and improve the Better Life Maids cleaning methods and share the results with you, so you can work "on your business", rather than "in your business".



PROTECTED TERRITORIES

Once you have invested in and worked hard to grow your Better Life Maids business, rest assured it is protected and exclusively yours. We work hard to award territories that are generous, equal in demographic characteristics and afford our owners the opportunity to work cooperatively with one another. You can always acquire more territory should your expansion goals motivate you, but what you have is yours as long as you remain an active franchisee with Better Life Maids.



OUR FRANCHISE FAQ'S

HOW MUCH IS A BETTER LIFE MAIDS FRANCHISE?

Our Franchise Fee is a low, \$14,500. It's not the lowest in the industry, but we believe there is not a better valued opportunity available.

WHAT IS THE BETTER LIFE MAIDS ROYALTY?

Our current Royalty is \$500.00 per month or 5% of the previous month's Gross Revenue, whichever is greater. You only pay us 12 times a year.

IS THERE AN ADVERTISING FUND FEE?

Currently, there is not. We estimate it will take several years before we begin collecting contributions into our National Advertising & Marketing Fund. When we do, we will provide you with at least 60 days notice and are only expecting to collect 1% of your Gross Revenue initially.

HOW MANY VEHICLES DO I HAVE TO BUY?

Well, that depends. It depends on how many crews you will have working in your Territory once it is fully developed, and that can vary from owner to owner. The good news is, we have flexible vehicle requirements, and as long as your vehicle meets our approval is can be used in the business.

DO I HAVE TO BUY BETTER LIFE CLEANING PRODUCTS?

Yes. Since we greatly benefit from sharing the same name as our retail partner, we, and you are required to use the line of Better Life products while servicing client's homes. We believe the products are excellent and affordably priced, or we would not have shared the namesake.



WHAT DOES MY INVESTMENT INCLUDE?

Your paid Franchise Fee includes all the essentials to get your Better Life Maids location off and cleaning. We include comprehensive training at our headquarters and at your location on the steps required to perform a BETTER clean. Training on our technical and internet systems, knowledge on how to organize your place of business, hiring and managing staff, presenting our services to the client, inventory management, scheduling, managing leads, billing, handling customer relations and more. Plus, we will be with you offering expert advice as your business grows.

WHAT MAKES BETTER LIFE MAIDS BETTER THAN OTHER CLEANING FRANCHISES?

Everything. We know this because Better Life was founded with a mission of providing a service that made lives BETTER, not just clean. Since then, we have used this principle as a guide to shape the growth of the organization. We are not just a cleaning franchise, selling a way to make money doing a quick clean, we are a franchise built from a family's conviction. Give us a call. Join the family.

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**Please contact us for more
information about how to own
a Better Life Maids franchise:**

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Email: mail@betterlifemaids.com

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