



Franchisee Prospect Guide

About Our Company

Tina Maids® is a provider of residential cleaning services. When we began developing the technology and cleaning system behind Tina Maids, there was one main question that needed to be addressed. How can we effectively implement technology into our system and revolutionize one of the oldest industries with the best possible quality work for a price that won't break the bank and won't compromise in quality?

This was no easy task, however with the right resources and tools they began working and close to a year later, Tina Maids was born! The company was a success almost as soon as the doors were opened. With great 5-star reviews pouring in and the company growing larger, they decided that it was time to bring this system and opportunity one step further. That is how Tina Maids Franchising got started.



Fully Automated Turnkey Solution



Franchisee Control Panel

A control panel where you can run your entire operation. Statistics, company and account settings, and much more



Staff Scheduling

Assign maids to specific jobs, create and manage teams, view availability, hire and suspend maids, and more.



Invoices and Estimates

Create, edit and send invoices and estimates to clients/leads



Calendar and reminders

View your daily, weekly and monthly calendar with ease. Book appointments based on availability

Tina Maids® provides a fully automated, state-of-the-art proprietary suite of cloud based systems, and mobile apps to help run your business smoothly and more efficiently.

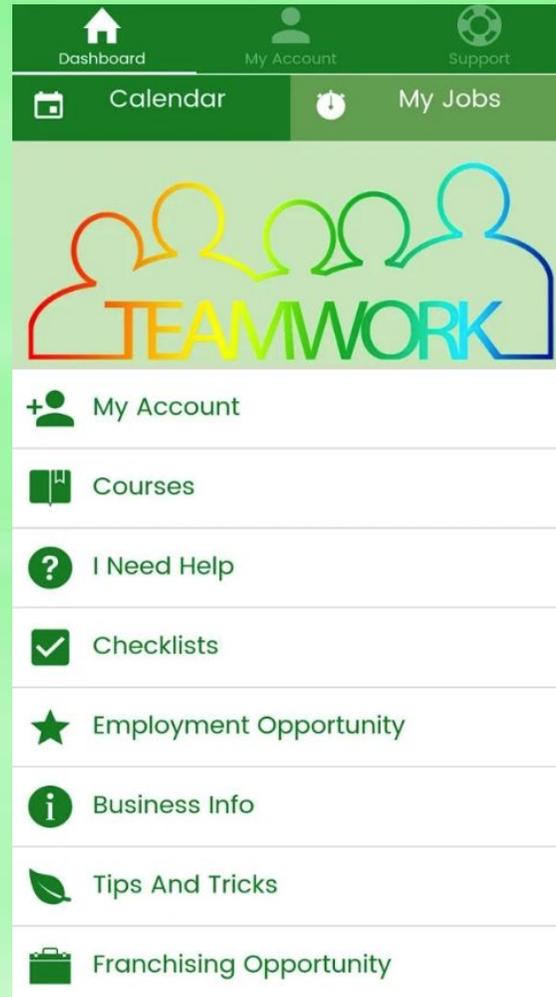
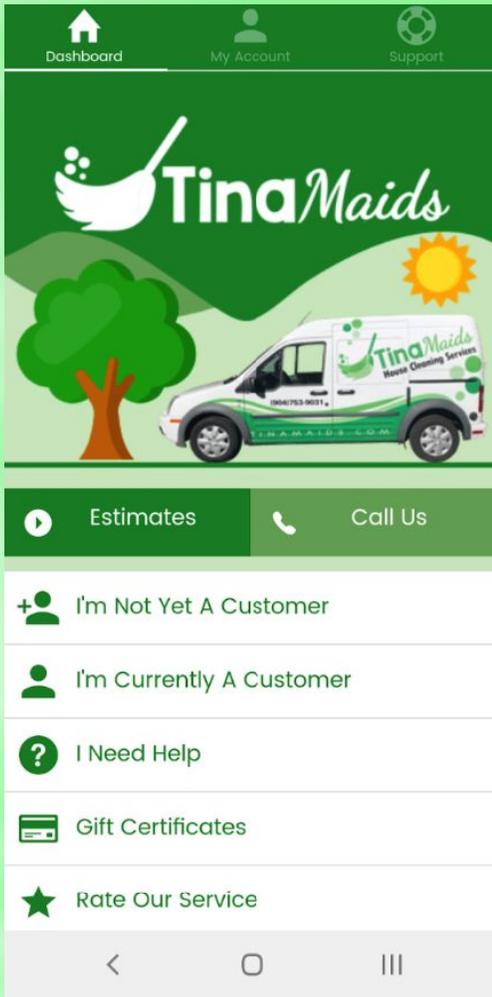
The screenshot displays the Tina Maids Franchisee Control Panel. The sidebar menu includes: Dashboard, Account, Calendar, Today, Estimate list, Appointments, Workers, Customers, Customer invoices, and Royalties. The main dashboard area is divided into several sections:

- Dashboard:** A grid of icons for 'View today's ongoing jobs', 'View all customers', 'Add new customers', 'View all workers', 'Create new estimate', and 'Get help'.
- This week:**
 - Financial:** ESTIM... 4, JOBS... 2, MONE... \$245.
 - Worker assignment:** Gabrielly Gouveia - 100%, Edicler Medeiros de Andrade - 100%.
- This month:**
 - Financial:** ESTIM... 40, JOBS... 17, MONE... \$2627.
 - Worker assignment:** Christina Geronc... How May I Help?, Ivone Scibisz - 10%, Anyelle Santana - 15%, Gabrielly Gouveia - 85%, Edicler Medeiros de Andrade, William Ger...

A chat window in the bottom right corner shows a 'Tina Maids' logo and the text 'Online'.

Mobile Applications

Tina Maids® offers 2 mobile applications. One for clients/homeowners and one for staff/maids and franchisees.



Clients App

Clients can access their account, book appointments, pay invoices, get customer support and much more



Staff/Maids App

Your maids can check-in and check-out of jobs, track work progress, view schedules, take online courses and access checklists



Automated Customer Support

We provide your clients and staff 24/7 customer support and assistance.



Automated Sales and Leads

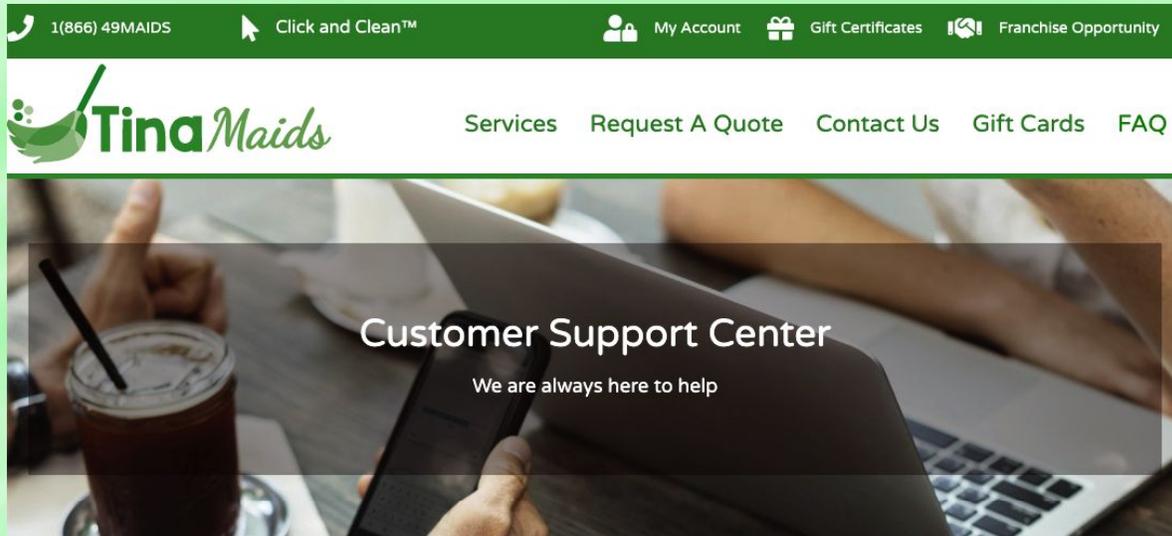
Leads and new clients are assigned to your account automatically by our sales department.

Fully Automated Customer Support

Your clients can contact our operators at anytime via phone, live chat and e-mail. We can help answer questions, take notes, schedule appointments, sell additional services and more. We take care of the boring part of running your business, so you can focus on your staff and making your customers happy.

With a wide range of tools such as scheduling, a personal dashboard, live chat, FAQs and email service, your clients will always get instant help from our support department.

You will always be informed about any matters/requests regarding your clients and any issues needing your immediate attention will be passed along to you.



Speak To Us

1(866) 49MAIDS

or

[Click here to contact your local Tina Maids office.](#)

I need to speak to someone

I want to book a cleaning

Service Days & Hours

You can also browse through our Frequently Asked Questions

How soon can you guys come and clean my house?

Do I need to be home during my cleaning?

What if your maids missed a spot?

How Our Process Works

Click And Clean™

1 Homeowners contact us

Homeowners find us online or download our mobile app. Within our system, customers fill out a simple form with details about their home such as number of bedrooms, bathrooms, square footage, etc. The system verifies the lead and checks for accuracy. It checks the address for home size and location, using the Google Maps API. It also checks the homeowner's information for accuracy. It then redirects the request to next step.

2 Sending an estimate

Our system sends this request to one of our staff members who will follow a pricing table formula, establish a price, and generate an estimate for the homeowner. This estimate is then sent to the potential client, and our follow up procedures begin. The homeowner's information is entered into your system, and now you and our staff will have access to this customer. This information is not shared with other Tina Maids locations or franchisees.

3 Getting the job

Our staff will contact the homeowner and attempt to obtain an estimate approval. Once an estimate is approved, it becomes a contract between you and the homeowner. This request now becomes a 'new client'. You will receive an email from us so we can help you schedule this job according to your maid's availability.

4 Getting paid

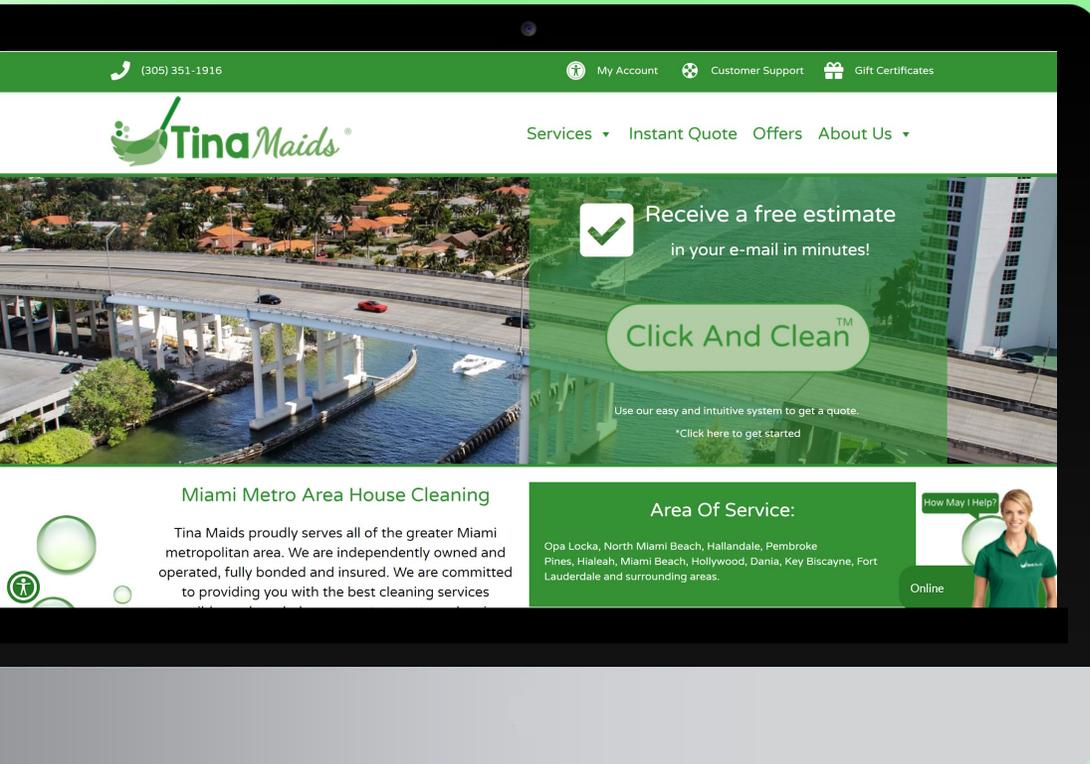
We prefer that homeowners have a saved credit or debit card on file, however they also have the option to pay via check or cash. If a credit card is on file, your client will be charged immediately after the cleaning appointment is finished. All payments, extra fees and service charges go straight into your checking account, not ours. We run the operation, you own the business!

How Cleaning Process

Click And Clean™

- 1 The Team**
We always work in teams of 2 maids
- 2 The Work**
Work is divided between the two maids by experience and training
- 3 The Products**
We only use high-quality products and offer green natural products
- 4 The Process**
We have developed a Wet-Dry system to standardize the process
- 5 The Checklist**
At the end of every job, the team leader (Lead Maid) will fill out our quality control checklist
- 6 The Walkthrough**
The team leader will give the homeowner a walkthrough and check for issues or mistakes

Professional Web Presence



Website, marketing & mobile apps

Every Tina Maids® location comes with a fully automated, state-of-the-art proprietary suite of cloud based systems and mobile apps as well as a dedicated website and portal for your clients.

Our in-house team of marketing experts run your marketing campaigns, send customer estimates/quotes and close sales with leads for you.

Our team will provide the following for your individual location: a website, marketing strategy plan, integration with our mobile application. Our team of marketing experts will make sure you're always gaining new customers and keeping existing ones engaged.

Internet Marketing

With a professional team of in-house internet marketing experts, we can assure high-delivery rate and lead generation



PPC Campaigns

We run pay-per-click on all major search engine sites such as Google and Bing



SEO

We rely heavily on search engine optimization, blog writing, link building and more



Social Media

Our team will make sure you always have a presence on social media and local directories



E-mail Marketing

We deliver weekly and monthly newsletters to all of your clients and prospect leads



Automated System

Our system allows you to focus on growing your business

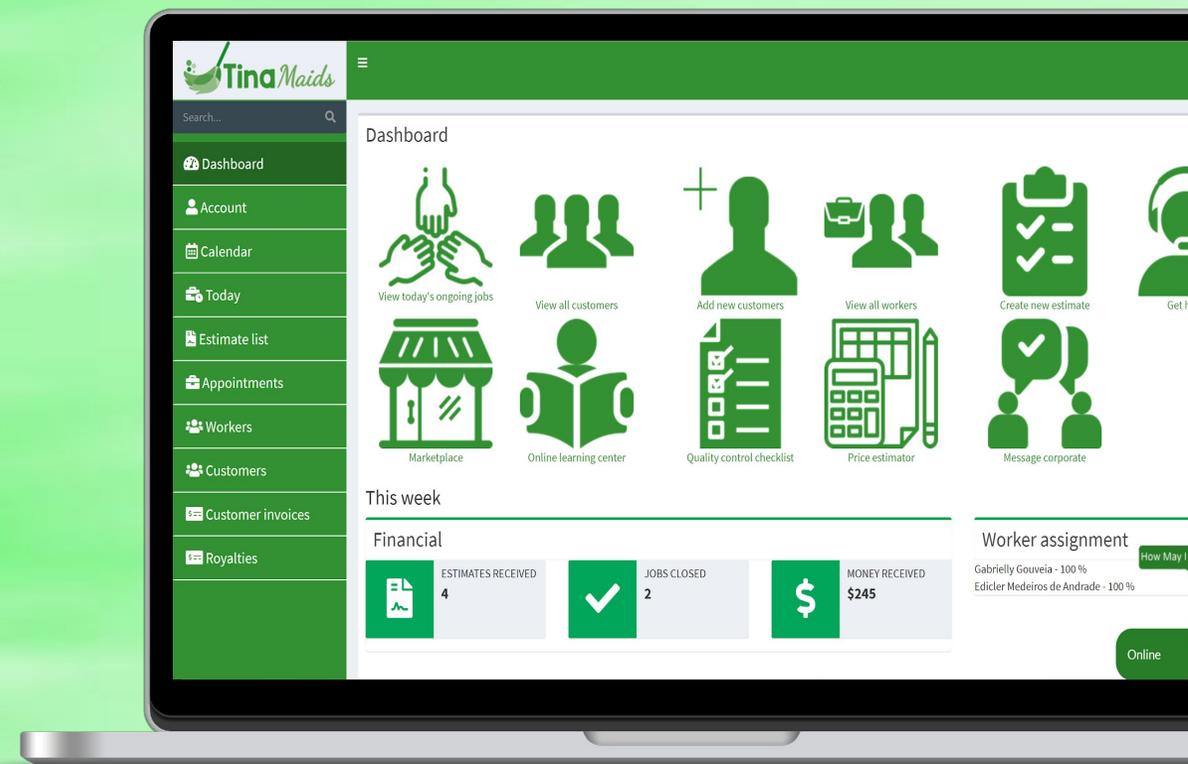
Focus on running your business

Leave the technical side of running a successful business to our experts. We take care of customer support, marketing and training your staff. We are always a click or a phone call away!

Training for you and your maids

We offer you advice and guidance on a variety of business matters, including sales techniques, operational methods, accounting procedures, as well as marketing and sales strategies.

With an innovative back end access to training modules for franchisee and franchisee employees, it's easy for you to hire and train new staff members. Everything can be accessed directly from TinaMaids.com and our TM Staff app.



A great opportunity

We believe that making good partnerships is the most important factor in having a successful franchise. We are always looking for highly motivated and self-driven individuals that always wanted to have a home cleaning franchise. We believe in working together and not just selling you a franchise. As a Tina Maids Franchise owner, you will be representing a company whose main focus is on delivering outstanding service.

When you buy a Tina Maids franchise, you're getting our entire team with it. We will take care of all your marketing campaigns, help you get leads, close deals with new clients, and maintain a strong relationship with your existing clients. We build you a unique and powerful website, where all your clients can login and view their accounts, pay invoices, view estimates, request additional services, and much more.

- Christina and William Geronco
Husband and Wife and founders of Tina Maids®



How To Get Started

Tina Maids® has one of the lowest startup costs in the residential cleaning franchise industry

Steps Of Ownership

If you are interested in a challenging, yet rewarding business ownership opportunity with sustainable cash flow in a growing industry, Tina Maids may be perfect for you!

- 1 - Speak To Us for a free franchising consultation
- 2 - Choose A Location - Our experts will help you find the hottest markets in the US
- 3 - Get Trained - Learn all about our system and how to run your franchise
- 4 - Grand Opening! - Get ready to launch your new business

The Benefits Of Ownership

There are many benefits for owning a Tina Maids franchise. From our great partner support network to our technology and infrastructure behind the scenes.

- We run marketing, price and close jobs and generate leads for you
- We provide you with powerful technology to run your business
 - We provide your staff with online training courses
 - We provide customer support for your clients



END

Thank You