Moderator: RJ Patel
Owner, Prestigious Cleaning Team (PCT Clean), Kennesaw, Georgia
RJ and his wife Asha have owned PCT Clean for over 16 years. Prior to that, RJ’s family owned a hotel and were responsible for the day-to-day business, including guest services, housekeeping, and grounds keeping. RJ is the first chair of the Residential Cleaning Council, tasked with leading the association through the first two years of its merger with ISSA. RJ continues to serve on the Residential Cleaning Council as the past chair.

Panelist: Paul Fried
Owner, Maid in Hoboken, Hoboken, NJ
Paul is a serial entrepreneur. Although his roots are based in the real estate world Paul has owned restaurants, food trucks, construction companies, created novelty gifts and other businesses. In 2012 Paul took in a partner for a real estate venture who had sold a residential cleaning business. Paul soon realized the potential such a business had. “The wheels started spinning”. A business that produces recurring revenue became attractive, this is not much different than owning rental properties. Paul started Maid in Hoboken in May of 2013 and the response was overwhelming. The company currently employs 35 people and continues to grow. Paul’s initial thought was to build the business as big as possible as quickly as possible and sell it for as much as possible but has fallen in love with the business and his employees. He’s now in it for the long haul.
Panelist: Carrie Knight  
**Owner, Maid Brigade of Tampa Bay, Tampa, FL**  
Carrie Knight is the owner of Maid Brigade of Tampa Bay. Carrie started her company at the beginning of an economic recession and after a series of down-hill events, found herself completely broke and unhappy. In 2009, she was forced to empty her personal 401k just to make payroll. It was at rock-bottom where Carrie rediscovered herself and learned how to grow her cleaning business. Today her business does over $1.2 million in revenue and is still growing. In 2016, Carrie was able to retire her husband from Corporate America and now they work together as co-owners. She's gone on to create a consulting business where she teaches Cleaning Business Owners how to grow and scale their business. Carrie is passionate about marketing and that's what she teaches inside her Cleaning Business Secrets training program.

Panelist: Elena Ledoux  
**Owner, Superb Maids, Las Vegas, NV**  
Elena is an attorney, mom, and a serial entrepreneur. She had immigrated from Uzbekistan and went on to have a successful career as a litigator in Honolulu before retiring to take a two-year European sabbatical with her family. Upon return, she had launched a residential cleaning company to help a friend who could not find a job. Within a year, Superb Maids had won the Best of Las Vegas award and dominated every platform in the city. After two years they bought their own office building, generated millions in revenue, and employed 40 people. Elena had won the SBA’s 2019 Small Business Person of the Year Nevada and is a finalist for Entrepreneur of the Year award by the National Association of Women Business Owners. In her spare time, Elena is building Superb Maids into a national franchise. And growing her natural energy brands - Mommy GO and Matcha GO.

Panelist: Yusuf Mehmetoglu  
**Vice President of Operations, Maid Bright, Herndon, VA**  
Yusuf is the owner of Maid Bright, a family owned and operated residential cleaning service since 2004. Yusuf and his team have grown Maid Bright into one of the largest family owned cleaning services in the DC metro area. He is actively involved in the community and various business chambers. Yusuf is also a managing partner of Dilan Investments and District Floor Depot. Yusuf earned his Bachelors in Business Management at Istanbul University, School of Business.

Panelist: Karina Neff  
**Owner, Maximaids, Springfield, VA**  
Karina Neff is one of the newest members of the ISSA Residential Cleaning Council. Neff also is a member of the Women Presidents Organization (WPO) DC Chapter, Northern Virginia Hispanic Chamber of Commerce, and Prospanica DC. In 2019, Neff was honored with a “Prospanica DC 40 Under 40” award, which recognizes and celebrates Hispanic professionals across all sectors of the DC metro area who demonstrate exemplary leadership, service, and commitment to the growth of the community. In 2018, Neff was featured in Latina Style magazine’s “Washington DC Business Series Entrepreneurship Spotlight.” Established in 1989, MaxiMaids in Springfield, VA, has an A+ rating by the Better Business Bureau, and proudly sponsors the Hispanic Alliance Career Enhancement (HACE) Mclean Chapter, and NOVA Wrestling Club: Children Enrichment Center.
What Your Ads Should Look Like:

1. Pain - Ask a question that brings up something your target audience is struggling with.

👉 Hey Busy Mom - Are you sick of cleaning the house every weekend?

2. Solution - Offer a way you can solve that pain point or alleviate their struggle.

👉 Let us help you clean the house so you can enjoy your weekends with your family!

3. Offer - Make them an OFFER they can’t refuse! It doesn’t have to be a discount just something VALUABLE that get them to take action!

👉 For a limited time we’re offering a FREE Refrigerator cleaning when you schedule Bi-Weekly service.

Here’s an example...

**ARE YOU TIRED OF CLEANING YOUR HOME?**

The last thing you want to do on your days off is to spend it cleaning the house. Everyday chores can pile up quickly throughout the week and leave you overwhelmed by Saturday. THAT’S WHERE WE COME IN! Leave the house-cleaning to us and go enjoy your life!

**Follow These Steps To A Clean Home:**

**STEP 1:** Visit our website @ www.maidbrigadetampa.com

**STEP 2:** Schedule Your Cleaning On-Line

**STEP 3:** Relax and enjoy your FREE TIME!

It’s Almost Flu Season... Be Sure To Ask How You Can Receive a FREE PUREmist Treatment! ($50 Value)

Maid Brigade®

CALL TODAY!

813-961-5900
I love spending ALL DAY Saturday cleaning my house!
~ said no-one ever

Leave the cleaning to Maid Brigade!

Ask how you can receive a FREE disinfection treatment with your cleaning ($50 Value)!

CALL TODAY!
(813) 961-5900
Irresistible Offer Worksheet

1. What’s the MAIN THING that you sell? (Write it below):

__________________________________________

2. Brainstorm a list of all the products and/or services that you can bundle with your MAIN THING that your customers want! It’s ok to go to the crazy zone during this exercise!

a. ____________________________________
b. ____________________________________
c. ____________________________________
d. ____________________________________
e. ____________________________________
f. ____________________________________
g. ____________________________________

3. From the list above, select the best items to bundle and create your Irresistible Offer. (Write them below):

a. ____________________________________
b. ____________________________________
c. ____________________________________
d. ____________________________________
4. Give your customers a reason to buy:
   • **URGENCY**: Only available when you buy TODAY!
   • **SCARCITY**: Only available for the first 5 customers every month!

5. Make your price extremely attractive:

   **Total Value:** $350
   (This is the price if you would sell everything separately)
   **Price Today:** $175
   (Hint: When you schedule Bi-Weekly service with us.)

6. Your OFFER should be something completely new, exciting and different. Keep in mind that your offer should be so irresistible that your customer has to say **YES** right now!

Now that you’ve created your offer, you have a secret weapon for separating yourself from your competition. You’re no longer just competing on **PRICE**; you’re competing on **VALUE**!

**My Irresistible Offer Agreement:**
Raise your right hand and repeat after me...

I, (your name) ________________________________ agree that I will no longer discount my service to earn new business. From now on, I will use my **IRRESISTIBLE OFFER** to attract more customers and stand out from my competition!

You’re Welcome!
E-Mail Follow-Up Sequence

After Phone Call:
First, be sure to e-mail them their cleaning quote.
Next, send them a text that says: [client name] this is Maid Brigade making sure you received the estimate we just emailed you. If you don’t see it in your inbox, text us back or call us at 813-961-5900. Thanks!

Over the next 20 days we send them the following until they sign up...

Day 1: Wait day.

Day 2: Send E-mail.
Dear [client name] Good morning! I just wanted to personally reach out to you to see if you have any questions regarding your estimate. If you want us to save you a spot on our schedule, please let me know. Have a great day!

Day 3: Send Text.
[client name] This is [your name] from Maid Brigade just checking in to see if you have any questions regarding the quote I sent a couple days ago. Please let me know if I can help in any way.

Day 5: Send E-Mail.
Dear [client name], Hi this is "your name" from Maid Brigade. I just want to see if you have any questions regarding the estimate that we sent you or if you are ready to schedule your first visit. Feel free to text us at (813) 321-4299 or email us at tampa@maidbrigade.com. We look forward to hearing from you.

Day 7: Send Text.
Hi [client name], this is Maid Brigade contacting you about your estimate. Do you have questions or are you ready to schedule your cleaning? Please text us back or call us at (813) 961-5900. Thanks!

Day 10: Send E-Mail.
This is [your name] from Maid Brigade. I'm committed to helping you have less stress and more free time! Let me know when you are ready to change your life and have regular cleaning service. Looking forward to hearing from you soon! Sincerely, [your name]

Day 15: Send Text:

Day 20: Send E-Mail
Tips to Grow and Succeed in your Cleaning Company from Yusuf Mehmetoglu

- **Phone Calls and Emails**

  One of the most important aspects of your cleaning company is the first interaction. The person who answers the phone should sound positive, energetic and ready to help the person on the other line. They should be knowledgeable about the services offered, the company values and background. The phone should be answered promptly. If you do get a voicemail or e-mail, they should also be returned promptly. Responsiveness is crucial if you want to attract and maintain customers.

- **Invest in Your Current Clientele**

  Keep ongoing communication with your current customers. Referrals from happy clients is the number one way to grow your business. Ask for their feedback and provide incentives for their referrals. Show your appreciation to them by thanking them and providing small gifts every now and then.

- **Follow-Up**

  Always respond to estimate requests from potential clients. Use your key selling points and attract them. If they do end up using your company, follow up with them once the initial cleaning is done. Use this opportunity to engage them with your company for recurring cleanings. Also, follow-up with your existing customers to make sure they are still happy with the service.

- **Staff Appreciation**

  Your staff is your greatest ASSET! Without great staff, you could not have a cleaning company that is successful or that can grow. Have ongoing, weekly meetings with your office and cleaning staff. Listen to their questions and concerns and be sure to address them. They should feel valued and a part of your company. Show your appreciation to them with certificates and planned staff appreciation days.

- **Marketing Matters**

  When marketing, utilize platforms that are relevant for the scale and location of your company. What works for one company, may not always be the right platform for you. Research before your sign up for something. If you are using a platform where companies review you, always respond to the review whether positive or negative, in a professional manner.
Maid in Hoboken is a full service professional cleaning company. We specialize in residential and commercial cleaning along with carpet cleaning. Our staff is comprised of fully trained and properly vetted full-time employees.

Trust IS the backbone of our company! Maid in Hoboken runs background checks on all our employees and we also have a polygraph service on retainer to verify application information. One out of 40 applicants are accepted into our training program. Each new employee goes through a 2-4-week training period.

We are serious about what we do! Our microfiber cloths are color coded to avoid cross contamination, the cleaning cloth used in your bathroom will not be used to clean your kitchen. All of our cleaning cloths and mop covers are sanitized before and after each cleaning.

Maid in Hoboken has a storefront location and full-time office staff. We have a quality control inspector who’s only job is to inspect cleanings.

We are fully insured and bonded and all of our staff is covered by workers compensation insurance. This protects the homeowner in the event of an accident.

Maid in Hoboken offers a 24-hour guarantee. If you are not satisfied with any part of the service provided notify us within 25 hours of the cleaning and we will gladly return to address the area of concern.

Paul is also available to talk with anyone interested in talking about outside the box marketing ideas!
FLU SEASON IS COMING!

**Leave Your Shoes at The Door**
You wouldn’t walk around a public bathroom in bare feet, so remember when you come home the shoes you are wearing bear the germs from every surfaced you walked that day. Keep the germs at bay by leaving your shoes at the coor. If you have little ones with shoes that lace, either spray them with disinfectant or wash them frequently. You’d be surprised where those laces have been dragged!

**Disinfect Light Switches & Doorknobs**
Everyone touches them, multiple times every day. Use disinfectant wipes as part of your house cleaning routine and include a wipe down of your light switches and doorknobs (inside and outside the house!) to minimize the spread of germs and help prevent getting sick.

**Be Mindful of Handbags & Backpacks**
Who can relate? You’re out at the movies o· a restaurant with friends, you go to the restroom, squeeze into the narrow bathroom stall, close the door, and lo and behold, “NO HOOK!” You cringe as you are left with no choice but to set your purse on the bathroom floor. Think about the different places you set your purse (or where your kids set their backpacks) before coming into the house. Have those same bags ever ended up on the kitchen table or the kitchen counter top? Be mindful of the many different places your bags travel and frequently clean your handbag and kids’ backpacks using a cleaner safe for the bag’s material. Also, designate a place for bags to be left (like in a storage bench or closet by the front door) to prevent them from ending up on a table or countertop. This can help keep germs they’ve picked up from spreading throughout your home.
Beware of Frequently Used Electronics

TV remotes and cell phones easily pick up germs because they are so commonly handled by various members of the family. Think back to how many times you’ve enjoyed a salty snack like chips or popcorn while watching your favorite show or pass your phone around to share a post. You can easily contract a virus as your hands go to the device, to your snack, to your mouth. Use cleaning wipes that are safe for electronics to clean your TV remotes and phones, and don’t forget about tablets, the keyboard and mouse in the house as well.

Remember, Cleaning Goes a Long Way

The kitchen sink can foster more bacteria than your home’s toilets. However, the toilet, showers, floors and other surface areas are certainly not to be ignored. If there was ever a good time to hire a house cleaning company, it is during flu season. Having a consistent and thorough cleaning team dusting and cleaning away all the germs and bacteria is one of the best ways to prevent illness. By hiring a cleaning team, your whole house can be completely cleaned in a few hours instead of spending half your day slaving away.
Our maids are dedicated to **100% customer satisfaction**, leaving your home clean and happy. If you wish to leave a tip, please use this envelope. **Our staff will not take money left elsewhere.** Whether you leave a tip or not will not affect the level of service our staff will provide.

As always, if we can improve our services, we want to know! Just send us a note at info@maidinhoboken.com
## Superb Maids’ Vacation Rentals Master Checklist

### Bedrooms

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<thead>
<tr>
<th></th>
<th>M°</th>
<th>G1</th>
<th>G2</th>
<th>G3</th>
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### Bathrooms

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<tr>
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<th>M</th>
<th>G1</th>
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<td>Mirrors</td>
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<td>Cabinets</td>
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<td>Supplies</td>
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<td>Floor</td>
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<tr>
<td>Doors</td>
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</tbody>
</table>

### Kitchen
- Sink  
- Fridge  
- Stove  
- Oven  
- Drawers  
- Utensils  
- Dishes  
- Floor  
- Walls  

### Dining
- Table  
- Chairs  
- Floor  

### Living
- TV  
- Remotes  
- Couches and chairs  
- Rug  
- Under couch  
- Floor  

### Laundry
- Linens washed and dried  
- Supplies  
- Floor  

### Outdoor area
- Furniture  
- Grill  
- Patio  
- Front yard  
- Backyard  
- Pool  

### Other
- Doors locked  
- Alarm set  
- Pest free  
- Carpets  
- Garage remotes near door  
- Trash contained/ ready for pickup  

### Special instructions:
- Strong slot machine/ foosball  
- Pool heater turned on/off  
- Mail collected (1st of month)  
- Alarm battery (1st of month)  
- Casita clean  

### PROPERTY DAMAGE:
- Yes  
- No  
**Lost property:** ____________________
**Describe:** ______________________________________________________

**Date:** ___________  **Time:** ___________

**Property:** ____________________
**Signature:** ____________________

*M = Master,  G = Guest,  P = Powder*
# Business Analysis Report

**Reporting Time Period From:** 1/2/XXXX-1/9/XXXX  
**Number of Work Days Entered:** 0

| JOBS |  | CLIENTS |  | TURNOVER |  |
|------|  |---------|  |----------|  |
| **ALL** |  | **Total Client Count** |  | **Active Employees** |  |
|  |  | (Serviced in Date Range) |  |  |  |
|  |  | **Total One-Time Clients Serviced** |  | **Length of Employment (days)** |  |
|  |  | **Total Recurring Clients Serviced** |  |  |  |
|  |  | **Total Inquiries** |  |  |  |
|  |  | **Total Number of New Recurring Clients Signed** |  |  |  |
|  |  | **Total Number of Cancelled Recurring Clients** |  |  |  |
|  |  | **Recurring Sign-up Ratio** |  |  |  |
|  |  | **Attrition Ratio** |  |  |  |
|  |  | **TOTAL JOBS** |  |  |  |
|  |  | **Total Jobs** |  |  |  |
|  |  | **Total Jobs Related Revenue** |  |  |  |
|  |  | **Adjustments +** |  |  |  |
|  |  | **Adjustments -** |  |  |  |
|  |  | **Total Non-Job Related Revenue** |  |  |  |
|  |  | **Total Revenue** |  |  |  |
|  |  | **Average Revenue** |  |  |  |
|  |  | **RECURRING** |  |  |  |
|  |  | **Total Jobs** |  |  |  |
|  |  | **Total Value (revenue)** |  |  |  |
|  |  | **Average** |  |  |  |
|  |  | **ONE TIME** |  |  |  |
|  |  | **Total Jobs** |  |  |  |
|  |  | **Total Value (revenue)** |  |  |  |
|  |  | **Average** |  |  |  |
|  |  | **NEW** |  |  |  |
|  |  | **Total Jobs** |  |  |  |
|  |  | **Total Value (revenue)** |  |  |  |
|  |  | **Average** |  |  |  |
|  |  | **CANCELLATIONS** |  |  |  |
|  |  | **Total Jobs** |  |  |  |
|  |  | **Total Value ( lost revenue)** |  |  |  |
|  |  | **Average** |  |  |  |
|  |  | **ACTIVE/UNCOMPLETED** |  |  |  |
|  |  | **Total Jobs** |  |  |  |
|  |  | **Total Value ( uncollected revenue)** |  |  |  |
|  |  | **Average** |  |  |  |
|  |  | **PAYROLL** |  |  |  |
|  |  | **Job Related Payroll** |  |  |  |
|  |  | **Job-Cost %** |  |  |  |
|  |  | **ACCOUNTS RECEIVABLE** |  |  |  |
|  |  | **Total Deposits** |  |  |  |
|  |  | **Daily Average Revenue** |  |  |  |
|  |  | **Total Accounts Receivable** |  |  |  |