

## MOLLY MAID Ranks as Highest Domestic Cleaning Franchise in the UK

Friday 21 December, 2018

MOLLY MAID, the nations most recognised name in the £2.7 billion domestic cleaning industry, has achieved an 11<sup>th</sup> place position in the 2019 Elite Franchise Top 100 Franchises, the highest ranking of all cleaning franchises entered.

Elite Franchise Magazine launched its Top 100 (the EF100) list two years ago to celebrate and recognise successful Franchisors. To rank within the Top 100, Franchisors had to submit applications detailing their growth, financial performance, Franchisee support programmes and how the organisation contributes to the community. On placing in the top 15 of all Franchises in the UK, the Judges stated that "Leading Franchisors like MOLLY MAID achieve success because they put franchisees' success at the heart of their business".

MOLLY MAID has been operating in the UK for 35 years and in 2018 the company cleaned nearly 300,000 homes through a workforce approaching 1,000 cleaners. It was also recognised as a finalist in the British Franchise Association's, Franchisee of the Year Awards in June. "To achieve such a high ranking caps off a hugely successful year for us and for all of our Franchise Owners", noted Aaron Watson, Director of Franchise Support and Development. "We are so proud to have placed so highly in our first time entering the EF Top 100. Our success is really down to our Franchise Owners and their teams who deliver outstanding service to our customers."

These factors combined make MOLLY MAID hands down the most recognised and searched company within the domestic cleaning industry. A YouGov survey conducted in May 2018 revealed that UK adults are three times more aware of the MOLLY MAID brand than the next nearest company. Which also might explain how MOLLY MAID was the highest ranked domestic cleaning franchise within the EF Top 100 by a margin.

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