THE U.S. RESIDENTIAL MAID SERVICES INDUSTRY

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- Market size, $ receipts of: janitorial services, pest control, carpet cleaning other services (residential cleaning) for 2000-2015

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Demand Factors

- Projected no. of U.S. households using a maid or housekeep, by age group
- Percentage of U.S households using a maid or service
- Rise of dual income families
- Effect of recessions and the overall economy, disposable income
**Operating Ratios**

* Bureau of Labor Statistics national data: number of maids in U.S – total no. maids working in private residences, hotels & motels, commercial sites, healthcare facilities, avg. hourly wages and annual income.

**Maid Services operating ratios:**

- Avg. prices per cleaning, national and ranked by state
- How Residential Cleaning Rates are determined
- Average house cleaning rates

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**ARCSI Maids Trade Association Statistics: Industry & Member Profiles**

ARCSI members, by: year they started business, annual sales, no. of employees, online marketing methods used, etc.

Estimate of avg. annual sales per maid service company, total national industry receipts.

**Tables:**
- No. of maid service companies in U.S., estimated no. of residential maids working
- No. of maid service companies, by their no. of employees
- No. of maid service companies, by sales volume
- No. of maid service Franchises, by sales volume
- No. of maid service Independents, by sales volume

**Industry Size & Growth**

* Market Status Report: Findings of Interviews with leading industry experts
* Market size estimates, methods, rationale by trade groups (ARSCI), competitors, Marketdata
* U.S. Bureau of Labor Statistics’ Occupational Outlook for maids occupation
* Data from Merry Maids (ServiceMaster), average revenues from 10K reports, historical and current data, franchise and non-franchise branches.
Major Competitors & Franchising

- Summary of maid franchises - discussion
- Number of maid services franchises: 2008-2015, by company
- Franchise fees, total start-up costs, royalty rates, by company.
- Brief Competitor Profiles: address, history, when founded, when started franchising,
  services, no. of U.S. and non-U.S. franchises, franchise packages sold, etc. for:
  - The Maids
  - Maid Brigade
  - Merry Maids (ServiceMaster)
  - Molly Maid
  - MaidPro
  - Cottage Care
  - Home Cleaning Centers of America
  - The Cleaning Authority
  - Maid to Perfection

Tables:
- Number of franchise units in No. America, by company: 2009-2015
- Estimated annual revenue by franchise company, market share – 2015
- Company-owned vs. franchised units, by company.
- Residential cleaning franchises: start-up costs, franchise fee, royalty rates – by company

Reference Directory of Industry Information Sources

* Addresses, phones, contacts at major industry trade associations, trade journals,
  consulting firms: commercial cleaning, carpet cleaning, maid services.