

THE U.S. RESIDENTIAL MAID SERVICES INDUSTRY

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Operating Ratios

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* 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

Census Tables & Maps (May 2015)

- Industries with the highest levels of employment in this occupation
- Employment of maids and house cleaners, by state
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- Top paying States for this occupation
- Metropolitan areas with the highest employment level in this occupation
- Metro areas with highest concentration of jobs and location quotients in this occupation
- Top paying metro areas for this occupation
- Top paying non-metropolitan areas for this occupation.

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

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- * 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.
- * Marketdata estimates of industry size/growth/outlook for 2008-2015, 2016, 2020.

Major Competitors & Franchising

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- 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

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