

Provision		Section in Franchise Agreement	Summary
S.	Modification of the franchise agreement	Section 17 and 34	No modification of the Franchise Agreement unless you and we agree in writing. We may modify the Manuals and any parts of the System if necessary.
T.	Integration/merger clause	Section 34	Only the terms of the Franchise Agreement and other related written agreements are binding (subject to state law). No other promises are enforceable. However, nothing in the Franchise Agreement or in any related document is intended to disclaim our representations made in this disclosure document.
U.	Dispute resolution by arbitration or mediation	Section 24	Except for certain claims, all disputes must first be submitted to mediation. If the mediation is unsuccessful, all continuing disputes must be arbitrated before the American Arbitration Association closest to our principal office. (Subject to state law)
V.	Choice of forum	Section 24	Litigation must be brought in the state or federal courts located in the state of our principal office. (Subject to state law)
W.	Choice of law	Section 24	Massachusetts law applies. (Subject to state law)

**ITEM 18**  
**PUBLIC FIGURES**

We do not use any public figures to promote our franchises.

**ITEM 19**  
**FINANCIAL PERFORMANCE REPRESENTATIONS**

The FTC Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet that you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

As of December 31, 2024 there were 237 franchised MaidPro outlets in the MaidPro franchise system. This excludes seven outlets that permanently closed in 2024. None of the closed outlets were open for fewer than 12 months before closing.

This Item 19 provides historical Gross Consumer Sales and Jobs information for all franchised MaidPro outlets open and operating for the 12-month period ended December 31, 2024 (the “Relevant Time Period”), of which there were 231, including 10 that reported Gross Consumer Sales from two territories as an aggregate. We refer to all of these outlets together as “Franchised Businesses”. We excluded from the Franchised Businesses 6 outlets that began operating in 2024 and were not open for the entire Relevant Time Period.

We have changed the assignment and definition of territories various times since we began offering franchises in 1997. At times in the past we have offered territories comprising 20,00, 35,000, 40,000 and 80,000 qualified households, where a qualified household had a gross annual income of \$75,000 or more. In the past we have also permitted franchisees to purchase individual blocks of qualified households in amounts less than 20,000, where a qualified household had a gross annual income of \$75,000 or more. In January 2023 we changed our territory offering. We currently offer a territory comprising approximately 45,000 qualified households, where a qualified household has a gross annual income of over \$100,000.

The Gross Consumer Sales and Jobs information in the chart below was derived from information reported to us by the Franchised Businesses for the Relevant Time Period. The information is provided for all Franchised Businesses and for the Franchised Businesses separated by quartile, ranked by Gross Consumer Sales in descending order. The average and median information in this Section is for those Franchised Locations in each quartile. We excluded from the quartiles those Franchised Businesses Reporting Combined 2 Locations and have provided that information for all of these businesses separately in the chart below.

#### 2024 GROSS CONSUMER SALES – ALL FRANCHISED BUSINESSES

Franchised Business	Average Gross Consumer Sales	Median Gross Consumer Sales	#/% of Franchised Businesses Equal to or Above Average Gross Consumer Sales	Gross Consumer Sales Range (Highest to Lowest)	Average # of Jobs	Median No. of Jobs	#/% of Franchised businesses Equal to or Above Average # of Jobs	Jobs (Highest to Lowest)
231	\$461,941	\$397,548	97/42%	\$2,815,974 to \$14,440	2,644	2,168	103/45%	16,324 to 106

#### 2024 GROSS CONSUMER SALES – QUARTILES

Quartile # / Qty of Franchised Business	Average Gross Consumer Sales	Median Gross Consumer Sales	#/% of Franchised Businesses Equal to or Above Average Gross Consumer Sales	Gross Consumer Sales Range (Highest to Lowest)	Average # of Jobs	Median No. of Jobs	#/% of Franchised businesses Equal to or Above Average # of Jobs	Jobs (Highest to Lowest)
Quartile #1 / 53	\$958,412	\$891,162	18/34%	\$2,815,974 to \$659,453	5,357	4,602	18/34%	16,324 to 3,291
Quartile #2 / 53	\$520,615	\$515,502	25/47%	\$653,310 to \$414,509	3,044	3,131	28/53%	4,873 to 1,926
Quartile #3 / 53	\$312,844	\$318,560	28/53%	\$406,207 to \$225,079	1,860	1,796	19/36%	3,360 to 986
Quartile #4 / 52	\$134,476	\$139,439	27/52%	\$222,138 to \$14,440	777	736	23/44%	1,446 to 106
All Franchised Business Reporting Combined 2 Locations / 10	\$474,633	\$469,942	5/50%	\$891,675 to \$87,961	2,663	2,519	5/50%	4,640 to 582

## **NOTES TO THIS ITEM 19**

1. Gross Consumer Sales as used in this Item 19 is consistent with the meaning of Gross Consumer Sales in the Franchise Agreement.
2. The dollar amounts shown in this Item 19 have been rounded to the nearest dollar and the percentages to the nearest whole percent.
3. The above figures reflect Gross Consumer Sales and jobs based upon information reported to us by our franchisees in our cloud-based software, which is used by us for calculating the Continuing Royalty.
4. Gross Consumer Sales do not reflect any costs of sales, operating expenses or other costs and expenses that must be deducted from the Gross Consumer Sales figures to obtain net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your MaidPro Franchised Business. Other franchisees may be one source of this information.
5. Jobs includes all individual customer service visits performed by any Franchised Business.
6. A Franchised Businesses reporting “Combined 2 Locations” means a Franchised Business that reports its Gross Consumer Sales from two territories as an aggregate.

**Some MaidPro Franchised Businesses have sold these amounts. Your individual results may differ. There is no assurance that you will sell as much.**

Written substantiation for the financial performance representations in this Item 19 will be made available to you in writing, upon reasonable request.

Other than the preceding financial performance representation, we do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised outlets. We also do not authorize our employees or representatives to make any representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Kelli Schroeder, 77 North Washington Street, Boston, MA 02114, (617) 997-4729, the Federal Trade Commission, and the appropriate state regulatory agencies.

## **ITEM 20** **OUTLETS AND FRANCHISEE INFORMATION**

All of the information in the tables below is as of December 31 of the applicable year.

**Table No. 1**  
**SYSTEMWIDE OUTLET SUMMARY FOR YEARS 2022 to 2024**

<b>(Column 1) Outlet Type</b>	<b>(Column 2) Year</b>	<b>(Column 3) Outlets at the Start of the Year</b>	<b>(Column 4) Outlets at the End of the Year</b>	<b>(Column 5) Net Change</b>
Franchised	2022	246	241	-5
	2023	241	237	-4
	2023	237	237	0