

At Home

With The Maids® 

The Maids Home Services Customer Newsletter

Spring

Leave Your Housecleaning Behind -- Escape with The Maids® Sweepstakes

Let's face it, spring cleaning can keep you stuck in the winter blues. Who wouldn't rather be painting the town in New York, playing the slots in Las Vegas or hitting the beach in Palm Beach? The Maids Home Services offers the ultimate escape – a year's worth of maid service, airline tickets and a host of other prizes in our third annual *Nobody Outcleans The Maids* Instant Win Sweepstakes. **Current customers are eligible.**



From March 1 through May 31, 2007, we invite all who are looking for an escape to enter the online instant-win sweepstakes daily at www.maids.com. By entering, participants have two ways to win – instantly or in the grand prize sweepstakes!

Registering at the sweepstakes site automatically enters participants in the grand prize drawing and takes them to the instant-win game for an additional chance to win other prizes. In the instant-win game, players will see different items highlighted in each room. Clicking on the highlighted items triggers a maid to clean and a pop-up appears telling consumers about The Maids' cleaning process. Once the four items have been clicked, players will be notified if they are potential winners. Instant-win prizes include \$150 gift certificates for one-time spring cleans from The Maids Home Services, magazine subscriptions and merchandise gift baskets.

The grand prize sweepstakes drawing will occur at the end of the promotional period. Five grand prizewinners will receive \$2,500 gift certificates for a year's worth of regular maid service provided by The Maids Home Services. Ten first-place winners will receive two roundtrip tickets from sweepstakes partner, Southwest Airlines, to anywhere Southwest flies.

We Have Your Health in Mind

The Maids Home Services Healthy Touch® cleaning system was created to provide you and your family with the healthiest living environment possible. Studies have shown that the quality of the air we breathe continues to deteriorate. Homes today are built so air-tight that any air that gets in – good or bad – has a difficult time getting out, making your cleaning practices all the more important.

Animal dander is a primary cause of indoor allergies and asthmatic reactions, and it is not limited to animal fur. Deep cleaning for pet owners is essential to ensure that all pet related allergens are efficiently removed from their homes. Our vacuum manufacturer, a partner with the American Lung Association, designed The Maids Home Services' back pack vacuum to help pet owners breathe more easily. With our rubber upholstery attachment and powerful retraction action (removing particles up to 1/210th the diameter of a human hair!), we will keep your home healthy and safe for everyone in your home, including your "best friends."

The Maids Home Services is committed to making sure the air our customers breathe is cleaner and better for their health and well-being.

The Maids
Home Services

Nobody Outcleans The Maids.

If there is someone you know in the area who might benefit from having a service like ours, please recommend us!

Updates

Our New Home—We are well established at Cameron Road now but much remains to be done now that everything is starting to bud out. We are so blessed to be here.

Spring Food Drive—Unfortunately due to our move last fall, we missed a food drive. But we are ready to help out again. We will be leaving cards and bags behind for you to contribute canned or dried foods for the **Capital Area Food Bank**. We will pick up your donation on the next cleaning and deliver it for you. We thank you in advance for caring about the hungry in our city.

Referrals—Thank you again for referring us to your friends and co-workers. We get a third of our new customers from your recommendations. Please remember that we offer you **\$100 off your regular cleaning or off window or carpet cleaning** after your referral's third regular cleaning. We are so grateful for your trust in us.

Help with Receivables—We are asking for your help. Over the past year, our receivables have grown faster than our revenue. We do ask for cash or a check at the time of service or if you wish we can maintain a **credit card on file** that automatically will charge for the cleaning if no other payment is present. For those using online payment services from your bank, we usually don't get the payment for 7 to 10 days after the cleaning if you pay on or after the cleaning. If possible, we could use a credit card to help with this situation. **Anything you can do to help would be greatly appreciated.** Thank you.

Meet our Team



Well, not all of our team, just the lucky ones that got to go to Las Vegas for The Maids Home Services annual convention. Myself, Elaine, Sandy, Sapphire (Jeremy's wife), Jeremy, Erika and Efrain (Erika's husband) represented the office. Besides networking with our fellow owners and staff, we spent two days in sessions on employee and customer retention, marketing and human resources. Sandy and Erika accepted a Crystal Vacuum award for our customer survey ratings. **We ranked 4th** out of the 50 franchises participating for the last nine months. We are excited because we have been able to increase our rating from 14th to 4th by working on those areas you identified to us as needing improvement, going from 83.9 to 87.5. **We improved our "Concern for Belongings" rating from 78.8 to 83.8 and "Dusting" from 79.1 to 84.3—and we are not satisfied yet!** Your support in the surveys (called APECS) is appreciated so much. Your time spent on the surveys is yet one more way for us to find out what we need to do better. You should never be called more than twice a year, probably more like once a year. If you don't wish to have them call you, just let me know and I will remove your phone number from their database. Also remember, this data is not shared with anyone else. Please always feel free to call us at anytime you wish. God Bless, John and Elaine

The Maids
Home Services

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