

## CLEANBUCKS RESOURCE

# Merry Maids Franchise Cost Breakdown Worksheet

Reference sheet based on publicly available Franchise Disclosure Document (FDD) ranges for Merry Maids. Verify with the current FDD before signing.

## Reported ranges (verify in current FDD)

Item	Reported range	Your number
Initial franchise fee	\$37,500 – \$51,500 (approx.)	
Royalty (% of gross revenue)	5–7% (approx.)	
Marketing / brand fund fee	2–3% (approx.)	
Typical contract term	5–10 years	
Estimated total initial investment (FDD Item 7)	~\$94K–\$135K (verify)	

## 10-year royalty load — fill in your projection

Year	Projected gross	Royalty %	Mktg fund %	Annual paid
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
TOTAL				

## Questions to ask the franchise rep

- Show me FDD Item 19 — what do real franchisees gross?
- Show me FDD Item 20 — how many franchisees left in the last 3 years?
- Are equipment / software vendors required, and what is the markup?
- What is the renewal fee, and can royalty / territory change at renewal?
- What is the transfer fee if I want to sell?
- What happens to my customer list if I exit?

## Side-by-side: Merry Maids vs CleanBucks license

Factor	Merry Maids	CleanBucks license
Royalty on revenue	5–7% (approx.)	0% (flat license)
Marketing fund	2–3% (approx.)	Included
Contract term	5–10 years	Defined, not perpetual
Territory	Licensed, not owned	Protected operating area
Brand pull	National	10BucksARoom inbound
Operational freedom	Brand-controlled	Operator-run