

CLEANBUCKS RESOURCE

Molly Maid Franchise Cost Breakdown Worksheet

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

Reported ranges (verify in current FDD)

Item	Reported range	Your number
Initial franchise fee	\$15,000 (approx.)	
Royalty (% of gross revenue)	6.5% (approx.)	
Marketing / brand fund fee	2% (approx.)	
Typical contract term	10 years	
Estimated total initial investment (FDD Item 7)	~\$120K–\$170K (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: Molly Maid vs CleanBucks license

Factor	Molly Maid	CleanBucks license
Royalty on revenue	6.5% (approx.)	0% (flat license)
Marketing fund	2% (approx.)	Included
Contract term	10 years	Defined, not perpetual
Territory	Licensed, not owned	Protected operating area
Brand pull	National	10BucksARoom inbound
Operational freedom	Brand-controlled	Operator-run