



BUSINESS REPORT

Date: **11th August 2025**

Business Reference: **BFS11277**

About the Business:

www.rentamaid.co.za

As a nationally sought-after brand, Rent A Maid has become a household name in the South African cleaning industry and we are committed to taking our franchise network from strength to strength.

We pride ourselves in transforming the lives of our franchisees, as well as helping the greater community

www.rentamaid.co.za



Sector: **New Franchise Opportunities**

Asking Price:

R 100,000

Projected Monthly Profit:

R 0

Asset Value:

R 0

Stock Value:

R 0

Projected Yearly
Profit :

R 0



Business Report

Background and History

Rent A Maid SA was founded in the 1980's as a response to the ever-increasing need for outsourced cleaning services in South Africa. We are an industry leading home and business cleaning company with 25 successful branches and franchises nationwide. We currently employ around 500 staff members, and our head office is situated in Durban, KwaZulu-Natal.

Products and Services

We hire out domestic workers, office cleaners (incl. tea-ladies), gardeners and general workers on a casual or permanent basis. Our services include regular cleaning, corporate cleaning, recruitment, spring cleaning, ironing and once-off cleans when moving in or out of home or office premises. In order to maintain our reputation for providing excellent service, we only employ those we consider the best. Our screening process includes rigorous reference check-ups and criminal background investigations.

Rent A Maid Quality Cleaning & Sanitation Services Incl;

- Rent a Office Worker (Tea Lady) - Part of your team and flexi-availability.
- Rent a General Worker - When you need an extra pair of hands.
- Casual Cleaning Hiring - Finding the right maid to clean your home. Available on a contractual or permanent basis.
- Ironing - We will make your clothes wrinkle-free at an affordable fee.
- Spring Cleaning - Once-off or seasonal home and office clean-ups. Top to bottom detailed cleaning. Pre-booking essential.
- Relocation Cleaning - Once-off cleaning services for the house or office you're leaving, or moving into. We supply the cleaning staff, equipment and chemicals.
- Permanent Recruitment - Should you wish to employ, we assist in permanently sourcing a maid in your home. Select from our team of Maids.
- Pre & Post Occupational - We offer once-off cleaning services, tailored for both residential and commercial spaces

Training and Head Office Support

As a Rent A Maid franchisee, at the beginning of your journey with us, you'll receive comprehensive training and ongoing head office support to ensure your business is set up for long-term success.

- 3-Day Hands-On Training – Master our user-friendly, cloud-based software that manages everything from customer and staff databases to invoicing, payroll, and leave tracking.
- Business Support – Head office provides training and guidance on PAYE, UIF, Workmen's Compensation, Income Tax, and other compliance matters.
- Marketing & Branding Assistance – Benefit from group-wide digital marketing campaigns twice a month, your own professional Facebook page set up, and a custom digital company profile brochure.
- Recruitment Help – We assist with initial staff sourcing with a social media ad and provide two uniforms for up to five workers to help you meet demand from day one.
- Free Software Updates – Enjoy regular improvements to our proprietary Rent A Maid system at no extra cost.
- Franchisee Resources – Receive access to all admin documentation, employment contracts, and more.

Assets

What you get for your R100 000 investment?

- New laptop with 1 year subscription to Microsoft Office and Rent A Maid software accessed online and ready to go.
- Access to our confidential concept and marketing strategy.
- Access to intellectual property and the right to enjoy the goodwill and operate under the trade marked Rent A Maid brand.
- Three days training to master the customised software and get you on the road to success!
- User friendly programme producing customer and staff data bases, numerous services, staff work site logistics, invoices, sales reports, pay slips wage reports and leave records.
- The group's sales video, an invaluable tool creating leads.
- Your own Facebook page with centralised, standard group marketing and fortnightly adverts.
- Your personalised company profile brochure for emailing to enquirers of your services.
- A 31 year confidential concept and marketing strategy which has culminated in the group achieving and maintaining top spot as a non-app based service industry.
- A confidential strategy through which you stand to grow a valuable nest egg to be passed onto the next generation or sold for a sizeable sum.
- Free updates in design and programming of group software.
- A franchise royalty of 7% of sales which is lower than the industry norm and only paid from the sixth month.
- Inclusion of your franchise on the group's website, www.rentamaid.co.za.
- Public recognition and trust in your franchise which belongs to a recognised, well established trade marked SA brand culminating in increased sales.
- Assistance with sourcing, recruitment, and a supply of two uniforms to five staff to meet demand in the first weeks.
- Your new franchise's email address, customer registration material, staff employment contracts and confidential admin documentation is supplied.
- Guidance for PAYE, UIF, Income Tax, Workmen's Compensation, etc is given

Monthly Fees

Yes there are monthly fees, this is known as a “Royalty”. From sales month six you would pay the Franchisor 7% excluding VAT of your sales subject to a minimum royalty.

Advantages of owning your own franchise?

- Be your own boss/self employed
- Flexible working hours
- Backed by a recognised national brand
- What you put in is what you get out
- Potential to make a substantial profit margin
- Work from home or open an eye-catching office
- Contributing to job creation in South Africa

Why should I purchase a Rent A Maid franchise instead of opening up my own cleaning business?

The name of the brand speaks for itself. Being part of a well-known franchise always puts you one step ahead of your competitors. You will receive training and guidance from a brand leader as well as sophisticated computer software online to run the business. Rent A Maid has been around for 31 years and the Franchisor has a vested interest in the brand's longevity being the owner of 6 branches: Durban, Pinetown, Hillcrest, Pietermaritzburg, Margate and Nelspruit.

Why Your Customers Will Choose Rent A Maid?

In order to maintain our reputation for excellent service standards, we are proudly driven by a dedicated team of maids and various service staff who are carefully screened, selected and rigorously trained and up-skilled in line with Rent a Maid's quality cleaning and sanitation standards. To ensure we employ the right maid for your home or business, Rent a Maid's employment process also includes ensuring our staff have the correct attitudes, politeness, respectfulness, reliability and dependability characteristics. Rent a Maid is also industry compliant, we take care of; Government taxes included, Annual and Sick leave, Family responsibility leave, Injuries on duty, Training levies, UIF and Staff are paid on public holidays, for the clients so they don't have to.

Testimonials

Marissa Nozaic
Rent A Maid Edenvale

"It is a brilliant franchise to own. It is, as with most companies, a business in which you have to give 100%. The harder I work at it, the more rewards come in. When we bought the franchise, it was turning over about R21 000 per month. Within a year it trebled. It also has the potential to expand by starting training courses for maids, carpet cleaning, window cleaning etc. etc. I can honestly recommend that you go for it!"

Simon and Yolandi Coetzer
Rent A Maid Amanzimtoti

"From the moment we decided to join the Rent A Maid family, we knew we were embarking on a special journey.

As a husband and wife team, we poured our hearts and energy into building our Amanzimtoti franchise, driven by a shared passion for delivering exceptional service to our community. We are incredibly proud and humbled to be recognized as the top-selling franchise within the Rent A Maid group. This achievement is a testament not only to our personal dedication but to the incredible support system and proven business model that Rent A Maid provides. The guidance, training, and brand reputation gave us the perfect foundation to build upon. Running this business together has been a dynamic and rewarding experience. We've combined our strengths to create a seamless operation, ensuring our clients receive the reliable, professional, and friendly service they deserve. We couldn't have reached this milestone without our amazing dedicated staff, the trust of our wonderful clients and support from Rent A Maid Franchising's associates and management. We look forward to many more years of growth and success with Rent A Maid"

Kevin O' Neill
Rent A Maid Centurion

"Those first weeks were tense, we sat waiting for the phone to ring or for the sound of an email ping, they were few and far between and we would jump on the first sound. During this time, we applied ourselves fully into marketing Rent A Maid Centurion. It was tough work but very soon we were beginning to see the benefits of our efforts. The number of enquiries started increasing and continued to gain momentum as our marketing campaign rolled out. It became almost self-feeding, once we had a bit of a client base and we even soon started hearing from family, friends and colleagues. I smile when I think back to those first few weeks, these days it is a case of customers at the door, two phones ringing and the e-mails streaming in."