

**business**  
for sale



Date: **28th April 2026**

Business Reference: **38065**

About the Business:

## **Proven Franchise Network: Low Costs & Maximum Support**

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This franchise opportunity combines affordable entry costs, flexible royalty payments, and unmatched operational guidance. Franchisees receive personalised support, ongoing professional development, and access to a well-established system that minimises risk and maximises growth. With a network of 27 successful franchises and no compulsory marketing fund, you are empowered to build your business

## Proven Franchise Network: Low Costs & Maximum Support



Sector: **New Franchise Opportunities**

Asking Price:

**R 120,000**

Monthly Profit:

**R 9,958**

Asset Value:

**R 18,000**

Stock Value:

**R 0**

Yearly Net Profit :

**R 119,495**



# Business Report

## How does the business operate on a daily basis?

The franchise functions as a high-volume logistics and HR hub. The business operates as the "middle-man" absorbing the admin and legal burdens of employment enabling customers to outsource their staff through an established brand.

## What Advertising/Marketing is carried out?

Fortnightly marketing graphics distributed to franchisees drive the brands professional image using Facebook groups and social media. Some franchisees opted for vehicle branding increasing the flow of new customers. New franchisees receive an extensive marketing strategy plan tailored to their territory.

## What competition exists?

Each franchisee researches the competition in terms of pricing to enter the market at a competitive price in their territory. It is an established brand and a good name in the provinces of Kzn, Gauteng and Cape Town where most franchises operate. This is an advantage over our competitors.

## How is income derived?

Profit comes from the margin between what we charge our customers and wages paid less overheads. Four income streams include casual residential and corporate cleaning, permanent staff placements, spring cleaning and other ad hoc services offered.

## How does the franchise operate on a daily basis?

A franchisee's day revolves around being the middleman between staff and customers. Ensuring that staff arrive in the morning and sending a replacement for non-arrivals. Responding to leads from the website and social media advertising. Ensuring that upfront payment is received prior to delivery on day one.

## Does the Head Office assist in securing contracts (if applicable) or is it up to the individual franchisee's to do this?

Fortnightly marketing slides are designed by the marketing manager but franchisees are responsible for their own advertising since there is no marketing fee payable monthly. Franchisees operate autonomously securing contracts.

### How could the profitability of the business be improved?

Explained at the training

### Give a breakdown of staff/ functions/ length of service?

n/a

### Do any have management potential?

n/a

### How involved is the Owner in running the business?

Mainly early morning ensuring that staff arrive with drop offs and introduction of staff at new customers premises. During the day answering new leads and concentrating on marketing and bookings for the following day.

### When does the current lease end?

New franchisees are advised to operate from home initially.

### What are the trading hours?

n/a

### What are the main assets of the business?

A new laptop is provided with an annual subscription to Microsoft Office and ESET anti-virus.

## Strengths?

Established brand of 32 years and a household name in three provinces

Low affordable entry barrier at R120 000 (R130 000 from May 2026) and one of the most affordable franchises in the service sector

Recession resistant with cleaning an essential service

Proven vetting framework with the franchisee doing criminal record checks and reference screening (a major selling point)

this is a non-app based company relying on the personal touch of the franchisee or appointed manager

## Weaknesses?

Labour intensive

Dependence on public transport

Low margin per casual job with achievable high volume necessary through ongoing advertising discussed at the training

## Opportunities?

Stricter labour laws, rising national minimum wages and the hassle of UIF and Workmen's Compensation / COIDA submissions drive private owners away from private hiring. As the middle man we excel in this area.

Targeting small offices and home-based businesses which need a cleaner once or twice a week.

Introducing green/eco-friendly options can attract clients who are willing to pay more for non-toxic chemicals.

Franchisees may purchase additional franchises at a 25% discount and only pay royalties from month six.

## Threats?

Hyper competition with fly by nighters under cutting your price.

Rising operational costs such as fuel price increasing spring cleaning drop offs and collection.

Annual minimum wage increases squeeze profits if prices aren't raised (but clients expect an annual increase) we are a non-app based company relying on the personal touch of a manager but uber-style app based competitors pose a threat. However, these are well over-priced making Rent A Maid a value-for-money choice.

## What is the reason for the sale?

To increase the franchise base adding more credibility to the brand

## How are Projected turnovers and profits calculated?

The projected turnovers for the first two years tailored to the territory in question are based on past experience in the province. The sales figures used in the report are conservative. Both years are available for perusal

## What is the Franchise joining Fee?

R120 000 increasing to R130 000 from May 2026.

## Strengths?

- Strong national presence and brand reputation.
- Comprehensive range of services.
- Rigorous staff screening & risk-free labour model.
- Large workforce and capacity.
- Franchise network growth potential.

## Weaknesses?

- Competitive industry.
- Limited online engagement indicators.
- Labour-intensive operations.

## Opportunities?

- Growing cleaning services market in South Africa.
- Expansion of corporate cleaning services.
- Increasing franchise demand.
- Growing digital and tech integration.
- Opportunity to purchase a second franchise at a discount.
- Ability to diversify operations (see brochure)

## Threats?

- Competition from other cleaning agencies.
- Economic pressure on households and businesses.
- Regulatory and compliance changes.