

A thriving opportunity

STORY KIMBERLY GEORGE

h Rent A Maid South Africa is the leading domestic maid service and supplier of office and residential complex cleaners in the country.

aving serviced customers for 25 years, operating 30 branches and franchises in Gauteng, KZN, Mpumalanga, North West and the Western Cape, collectively employing over 400 staff and servicing a customer data base which exceeds 1000.

Rent A Maid employs and hires out staff for the clients' convenience. Avoid the risks of employment and outsource with peace of mind. With a wide selection of quality candidates and thorough spring cleaning, Rent A Maid is a value-for-money cleaning service.



Yvonne Bouwer
National Franchise Manager

Having been a stay-at-home mom for most of her married life, Yvonne decided, when her last-born entered high school, it was time to find employment and start a new career. She worked as a dental assistant for 5 years, but her passion for designing wedding dresses finally transpired. Starting her own business designing and making wedding dresses proved to be as gratifying as Yvonne had thought until her now, late husband retired 10 years ago. Yvonne accepted employment at Rent A Maid as Manager of the Randburg Branch. She managed to work her way through the

ranks and now holds the position of National Franchise Manager.

“There are no certainties in life, don't take anything for granted”

As National Franchise Manager her role is to assist potential buyers with answers to all their questions and outline the model on which this very successful business is built. Once a franchise has been sold, Yvonne assists with ongoing training on the systems used. Her job satisfaction derives from successfully guiding and advising potential buyers on how to run a thriving business. This is especially rewarding when feedback from such new businesses is positive and growth potential is visible.

Based on Rent A Maid's track record of over 25 years of experience and being a specialist in this field, Yvonne is confident in the service they provide to households and businesses around the country. As a widow, Yvonne works wholeheartedly on her career at Rent A Maid and approaches every situation with a positive attitude. “Every person, if we dare to take the time, can be an inspiration”.



Beverley Wetherall
Franchisee, Centurion & Pretoria East

Beverley had just turned twenty-eight and was a proud first time mother. Her partner had a good job but there was no way they could manage on his salary alone. After all, they wanted to be able to afford the best for their child. After a three month maternity break, Beverley was dreading the thought of returning to her dead-end admin position. She also knew that the



possibility of finding a more stimulating or better paying job was unlikely as she holds no fancy qualifications. She embarked on some deep soul searching, intense internet research and sought advice from family and friends. It finally dawned on her that the only way to achieve what she wanted for her family was to stop wishing and find a way to make her efforts pay. "It was time to be my own boss!"

"The first day was a mixture of doubt, nerves, excitement and outright fear"

Searching for the most profitable business model that she could visualise herself running successfully, Beverley decided on the Rent A Maid franchise. After buying the franchise rights for Pretoria East and getting the paper work and training done, Beverley wasted no time in getting started. She rented a small office, bought a second hand desk and printer and was ready to go. She had placed a few ads in local newspapers and had circulated flyers in addition to both hers and the franchisor's internet advertising. The calls and mails were slow at first but soon started gathering momentum. Word was spreading that she was open. Customers were happy with what she was offering and started referring her to others. "My business was taking off!" Rent A Maid Pretoria east continued to grow and gave her so much confidence that she decided to expand and bought the existing Centurion franchise.



Marissa Nozaic
Franchisee, Edenvale

Having run her own successful business for 15 years, Marissa sadly decided to sell

it and started working for other people. Having been a boss to suddenly working for one was not an easy transition for her. When her son announced his business idea of buying a Rent A Maid franchise, Marissa quickly agreed to run it. Her previous business experience helped her implement improvements and to tweak a few things as she saw fit. Due to her lack of direction Marissa empathised with the customers having to collect staff at her premises, accordingly changing this to suit the customer. She now drives the ladies to the customer's home. Mindfully, she meets the customer upfront and gains a better perspective of the size of the house. This does however mean more work for Marissa and a heftier fuel bill but considering the amount of extra bookings she receives because this service is offered, it is still profitable. Marissa goes out of her way in making her customers happy. If there ever is a complaint she will make an effort to drive directly to the customer to discuss the problem at hand and resolve it.

Marissa has developed a sales pitch in which she sells a first-time customer the maid of her choice. According to the feedback, Marissa will book the maid accordingly. The feedback system helps Marissa determine qualities and skills of the ladies she hires out. She explains how phenomenal her ladies are and them being in-part the reason for the branch's success. Personally Marissa has learnt so much and explains how gratifying this experience has been in meeting so many ladies with the different cultures they permeate. The best training is learnt hands-on and by the mistakes one makes. Marissa admits to making many but is happy to say that by keeping her sense of humour, it always manages to work out. Her next few steps are to set up a training centre to teach new maids a certain standard of cleaning and techniques, to train and recruit a gardener division and to introduce carpet cleaning.



Chantel's Team

Chantel Janse Van Rensburg
Franchisee, Nelspruit

After working for 4 years at Standard Bank fresh out of matric, Chantel made a career change into pharmaceuticals. She worked as the PA for the Directors of Fisher Fixings for a few months before moving to Nelspruit where she took on another job selling food at Ribworld. A few years and many career ventures later Chantel finally settled on what she explains as being the best job she has ever had and is currently looking forward to the next 50 years of this fantastic franchise. She gives credit to 'the three musketeers' of her previous job at Nedbank for the gained experience, skills and determination that drove her to this success.

Chantel believes in making every employee accountable for the success of the company; that what you put into something is ultimately what you get out. Her aim is to run a company where everybody in the team is excited about work. She adores the 21 ladies who work for her and explains how they always go the extra mile to see the satisfaction on the customer's face. Customer service is extremely important and is the main focus of the 'Nellies' team. With God as her daily inspiration, Chantel pushes through the hard work, long hours and many risk takings by remaining passionate and remembering everything she has learned.



RENT A MAID®

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