

THE TWOMAIDS INTERVIEW

Q: Ron, what is your role with TwoMaids?

In the early days, I was Mr. Everything. I paid the bills. I sold the services. I marketed the business. I hired the employees. I trained the employees. And yes, I even cleaned a little bit. Over time, my role has evolved substantially. I still pay the bills and I'll even clean your floor if needed. But my main responsibility is ensuring that our business is headed in the right direction. We have three wonderful managers that perform all of the necessary day to day tasks. And each of them think like I do because they each own 20% of their location. We all work together to create a different kind of cleaning service.

Q. How did you become involved with TwoMaids?

I stumbled into it. I purchased a small cleaning business in 2003. The business was dying. It was the single worst business decision of my life. Through hard work and lots of luck, it has turned into the single best decision of my life. I've never been more happy than right now.

Q. Are there any similarities between McDonald's and TwoMaids?

Absolutely not. A better comparison would be Les Schwab. It's a tire store chain out west. Each employee that works there is an owner. As a result, each employee cares. That's what our goal is. We want each employee to care like they are the owner. And yes, we give them reasons to think like an owner. The biggest reason: money!

Q. How has TwoMaids changed over the years?

We've changed 180 degrees. Initially, I didn't understand the importance of employees. I wanted to be the Sam Walton of housecleaning. But my goals didn't align with my employees' goal. So we started the pay for performance and the profit sharing program. And that's when everything changed. I found managers who cared because they owned part of the business. And I found employees that cared because they finally had a reason to care. You see, our employees get paid based on customer feedback. The happier they make a customer; the more money they can make with our company. We allow each customer to measure their satisfaction level by rating the work on a scale from 1-10. Employees then get paid based on that rating because we apply that rating to pay scale. The pay scale can range from as low as minimum wage to as high as \$12 per hour.

Q. What would you say is the distinctiveness of TwoMaids?

Three words: pay for performance. Our customers love it because it proves to them that we care about making them happy. And our employees love it because it proves to them that they can make above average money if they really want to make it.

Q. Ron, you sound like you have great passion for TwoMaids?

That's what happens when you enjoy what you do everyday. Building this business from ground up has been the best time in my life. My life before this seems like a distant past. If you love something, you're going to bust your tail to make it look good.

Q. Does TwoMaids provide a genuine opportunity for a white-collar management partner?

Well, we're not a franchise. But we are expanding. Each of our current managers receive 20% of the location's profits. Future managers will become partners. A partner can own up to 60% of the location. As a result, that partner is able to receive 60% of the profits. In addition, the partner will receive a base salary of at least \$25,000. TwoMaids funds all initial working capital and start-up costs. To become a partner, you must first be selected based on your character and past merits. We don't want just anybody. We don't want just wealthy people. We want people that have entrepreneurial spirits. To prove that, we sale each percentage ownership for only \$50. For example, 40% ownership would only cost you \$2,000. Yes, it's very easy for a white collar worker to make it with TwoMaids.

Q. What is your goal for the future?

Our slogan is "The Most Customer Friendly Housecleaning Company In The World". Most people laugh at that right now because we only have three locations. But it's going to be true one day. I want the consumer to only think of one person when they think of housecleaning. I want customer satisfaction and TwoMaids to go hand-in-hand. And I don't want our slogan to just become a bunch of fluff. I want to be able to prove our commitment to customer satisfaction with concrete examples. Right now, it's our pay for performance plan. I have no doubt that the big boys will catch on one day to the success of our pay for performance plan. When that happens, I want to be ready to prove to our customers that we're still the most innovative and customer friendly company they'll ever hire.