



## **Maid Brigade Awards Outstanding New Franchisee of the Year to Local Franchise Owner**

*Dennis Dwyer, local franchise owner of Maid Brigade of the South Bay of Los Angeles, presented with company's highest honor*

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**LOS ANGELES, CA July 25, 2010** – Maid Brigade awarded the company's Outstanding New Franchisee of the Year Award to Dennis Dwyer, local franchise owner of Maid Brigade serving the South Bay of Los Angeles. Dwyer was honored with the award at the house cleaning service's annual national convention held July 13 - 17, 2010 in Atlanta, GA.

The award was presented by Maid Brigade's Executive Vice President Howard Purdy, who spoke highly of Dwyer during his announcement and cited some key performance statistics he has achieved in just sixteen months with his franchise: "Dennis has been a great delight to work with and his operation is easily one of the most organized franchises I have ever experienced. In spite of all the typical challenges a new Maid Brigade franchise experiences in their first two years of business, Dwyer has weathered perhaps the worst economy of our lifetime. Dwyer converts 50% of all customers to regular service, which is one of the highest conversion rates in the Maid Brigade system." Dwyer's staff is trained and certified by Maid Brigade's in depth Green Clean Certified® system. They truly believe in not only protecting our environment, but also protecting the health and well-being of the families whose homes his teams clean each and every day. Maid Brigade is the first national house cleaning organization to implement Green Cleaning. Dwyer's customers embrace the healthier cleaning methods; his customer satisfaction ratings place his operation in the 92<sup>nd</sup> percentile for quality and service excellence.

"This is a great honor and I accept this on behalf of an incredible staff. Without them I would not be able to provide such a high level of service to our clients. I'm proud to be honored by my franchisor and look forward to a long and successful enterprise in the Maid Brigade system," commented Dwyer.

"In an industry where competition is heavy, Dennis Dwyer has distinguished his operation as superlative in the marketplace, no small feat for a new franchisee. His high standards of consistent and thorough service have led him to achieve profound success early in the life of his business and to earn one of the highest accolades in the Maid Brigade system. We are very proud to hold Dennis Dwyer up as a tremendous example



of what can be achieved owning a Maid Brigade franchise," comments Don Hay, Chairman of Maid Brigade.

*MAID BRIGADE, INC., based in Atlanta, GA with nearly 400 locations worldwide, has provided professional residential cleaning services since 1979. Each location is locally owned and operated. All Maid Brigade employees are trained, uniformed, insured and bonded, and provide their own equipment and supplies. All Maid Brigade franchisees are Green Clean Certified® to provide a consistent, thorough cleaning which is healthier for the families the company serves.*