



Fort Worth Maid Brigade Franchise Sweeps Highest Awards at the Cleaning Franchisor's Annual Convention

Keith Clem, National Franchisee of the Year and National Office Manager of the Year awarded to local Maid Brigade leadership.

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Fort Worth, TX, July 26, 2010 – Ft. Worth is home to Maid Brigade's most exemplary office. This year, at the house cleaning franchise's national annual convention, the local Maid Brigade serving Fort Worth, Arlington and Mansfield took the highest honors for both franchise owners and franchise office managers. Maid Brigade awarded the company's National Franchisee of the Year Award to Keith Clem, owner of Maid Brigade of Fort Worth, Texas. His Office Manager of 17 years, Ester Mendez, earned Office Manager of the Year. Clem and Mendez were honored with the awards during the company's system-wide annual convention held July 13 - 17, 2010 in Atlanta, GA. The awards are based on a variety of criteria including sales growth, service excellence and customer loyalty.

The awards were presented by Maid Brigade Vice President of Operations, Howard Purdy, who spoke highly of Clem during his announcement and cited some key performance statistics Clem has achieved. "Keith showed a tremendous 32.5% growth in 2008 and continued to grow in 2009 despite of the economy. He also converts 39% of all customers to regular service, which is one of the highest conversion rates in the Maid Brigade system." Clem's staff is trained and certified by Maid Brigade's in depth Green Clean Certified® system. He is one who truly believes in not only protecting the environment we live in, but also 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 service to implement green cleaning. Since Clem became Green Clean Certified and implemented green cleaning, his quality scores have steadily risen from an already outstanding 94th percentile to the 96th percentile.

"This is a great honor and I accept this on behalf of my incredible staff, led by our company-wide National Office Manager of the year Ester Mendez. Without her leadership and their dedication we would not be able to provide such a high level of service to our clients. I'm proud to say we have many years of combined experience in the house cleaning industry," commented Clem as he accepted his award.



“In an industry where competition is heavy, Clem has distinguished his operation as superlative in the marketplace. His high standards of consistent and thorough service have allowed him to be one of the most successful business owners in the Maid Brigade system. It is not by coincidence that his staff loves coming to work each day and his clients love having Maid Brigade clean their homes. We are very proud to have Keith Clem as a part of Maid Brigade,” 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.