



ALEX CHARLES-FFRENCH, MYHOME OWNER – BRIGHTON

Having spent more than a decade in the corporate world, first in Marketing and then Management roles, Alex Charles-Ffrench was looking for a new challenge.

But after taking time out from her career to raise her two children, when Alex started considering her options for returning to the workforce, finding the right balance between a fulfilling career and family life was a priority.

She knew that the long hours and commute she'd previously worked wouldn't give her the flexibility and freedom to enjoy the family life she wanted.

Executive Earnings without the Hours, Commute and Pressure

Everything fell into place for Alex when she found MyHome – Australia's premium home services company. She'd always dreamed of owning her own business so when she came across the MyHome management franchise, and discovered more about the freedom and flexibility it offers, the timing couldn't have been better.

"I didn't realise how much joining MyHome was going to change my quality of life. I have such a great balance of working on my business and being able to exercise a part of my brain that isn't just being a mum to my children. I'm able to be there for every pick up, drop off and school event. I don't want to miss anything with them and MyHome allows me that freedom."

MyHome is different. Very different.

As a well-established brand in Melbourne, the MyHome name was instantly recognisable to Alex.

But as she learned more about the company and the way in which they partner with their franchisees, she was blown away by the proven systems they've developed for day-to-day operations and business admin, as well as the validated methods of attracting and retaining great staff and customers.

Alex was also keen to find a business that didn't have high fixed-costs, like rent, complex equipment needs, etc, which she knew to be troublesome for a lot of business owners.

"Becoming a MyHome owner is truly the best decision I ever made for myself and my family. I'm well on my way to owning a million-dollar plus business!"

"MyHome was a unicorn of a business to find ... minimal fixed costs and simple to run thanks to the incredible systems, processes and technology. I was just so excited at the potential of the business in terms of how quickly I could reach profitability. Paired with my discussions with everyone in head office who were just so knowledgeable and supportive, it really became a no-brainer for me to move ahead with them."

Digital systems for maximum efficiency and flexibility

The thing that has impressed Alex the most is that MyHome have invested heavily in their app-based operation system, MyOP™, which allows her to run virtually every aspect of her business from her mobile phone or laptop.

Scheduling, payroll, staff holidays, super payments, new customer appointments, quality inspections, business performance statistics and much more – all handled through MyOP™ from wherever Alex is. Even scheduling in personal time on the

MyDay feature for those important family commitments.

This means she doesn't need an expensive office. Instead, Alex chooses to meet her team every morning at a local cafe, where they run through the jobs on the day's schedule before being dispatched. And she's then free to arrange the rest of her day's tasks around her own schedule – something that was important to her as a mum of young children.

“The sky's the limit for me!”

Alex has grand plans for her business and is well on her way to achieving her goal of building a million dollar plus business servicing Brighton and surrounding suburbs. She gives a lot of credit to the on-going support she receives from the team at MyHome head office, who she states have a true focus on providing a foundation for ensuring their franchise owners succeed.

“It isn't very often that you can honestly say you learn something from every interaction, but within the MyHome head office there are just so many powerhouses, from the support staff all the way up to management, that I walk away from every interaction with at least one nugget of information that will make my business better. I don't believe my business would have thrived in the way it has so quickly if it wasn't for each and every member of the head office team. I owe a lot to them.”

“Becoming a MyHome owner is truly the best decision I ever made for my family.”

For anyone currently considering a franchise business, Alex has these wise words...

“It's so important to look at every aspect of a business before committing, because factors that aren't necessarily apparent from the beginning can really have a huge impact on your success long-term. Things like the level of support you receive, the complexity of the business structure, and methods of attracting customers are such a huge factor and can't be gathered just by looking at a profit and loss statement of a business for sale. The MyHome management franchise delivers on everything it promises, while giving me the best chance at succeeding.”

MyHome – a highly systemised premium home services business, designed to deliver a great work/life balance

Operating in the thriving multi-billion Australian home services sector, MyHome



offers a premium residential cleaning service that is in huge demand and is probably the most exciting new business opportunity in Australia today!

MyHome was designed from the ground up to create a great business with the qualities that every business owner aspires to.

From the industry sector (the 5.4 billion dollar home services industry), to the market (premium home cleaning services), the operating hours, the high margins, the low overheads and the strong cashflow – everything was factored in to the decision making and development plan to create a business that really delivers for customers AND owners.

Every little detail, system, process and procedure has been carefully designed to deliver a business with amazing benefits.

Every major investment in technology, research and development and branding, has been finely tuned to create and deliver an outstanding business opportunity.

The result is a unique business that delivers a high income, based on regular recurring revenue (the holy grail for business owners) all of which can be achieved working regular days and hours.

Run your own \$1m+ management franchise from your mobile phone – premium brand, world class systems, technology and support!

With its revolutionary approach to developing world-class systems, like MyOP™, their bespoke operations management app that means MyHome owners can literally run their business from their phone, and the continuous support offered, MyHome is designed to be a business that delivers a high income AND the time to enjoy it.

Find out more and request a Franchise Information Pack now by visiting <https://myhomefranchise.com.au/business-franchise-now/>

10 KEY FEATURES OF A MYHOME MANAGEMENT FRANCHISE...

- **Regular recurring income** – with 95% repeat and referral so you can focus on delivering great service no constantly searching for new clients
- **Low overheads and great margins** – so you can provide great value and make a very healthy six figure income
- **Positive cashflow** – all payments are taken automatically, no chasing money
- **Low start-up capital requirements** – enabling you to invest in a business of your own
- **Predictable money-making machine** – proven Australian business model
- **High income with the stress** – executive earnings without the hours, commute and pressure
- **A digital first business** – the MyOP™ app eliminates much of the day-to-day hassle out of running your business
- **Sociable and flexible working hours** – giving you time for life, family and friends

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