

“MYHOME OFFERS LIMITLESS POTENTIAL TO HELP YOU ACHIEVE YOUR DREAMS”

Nicole Ramos, Owner – MyHome Malvern East



Nicole Ramos, and her husband Miguel, own and manage MyHome Malvern East.

We caught up with Nicole to find out why a MyHome management franchise was the perfect solution for her when she was looking to change careers in pursuit of a better work life balance.

What were you doing before you joined MyHome?

“Before starting my business, I had the privilege of working with an international luxury hotel and resort chain, where I gained invaluable experience in customer service. After taking a break to pursue my MBA, I shifted gears into IT consulting and project management, focusing on process improvement, automation, and website development.

Looking back, those diverse experiences were the perfect foundation for what I do today – combining the best of both industries to own a business that truly blends my passion and expertise. It’s been an exciting journey, and I’m enjoying what I do every day.”

Why did you want to change from your previous career?

“My husband and I had always dreamed of starting our own business, but, like many, we weren’t sure where to begin. I wanted to build a business that reflected my passion but also gave me the freedom to spend more quality time with my family – not just on weekends, but every day. For me, it wasn’t just about changing careers; it was about creating a lifestyle that balanced personal fulfilment with professional success.

The idea of building something from the ground up, while maintaining the flexibility to be there for my loved ones, became a powerful motivator.”

How did you find out about the MyHome franchise opportunity?

“While actively exploring business opportunities, I came across MyHome and was immediately intrigued. Eager to learn more, I met with them for an initial discussion the following week.

As I explored the innovative Tri-colour Cleaning System, the MyOP™ operations management platform, and got to know the incredible team behind the brand, it quickly became clear to me that this was a business with immense growth potential. It felt like the perfect fit – not just for my goals, but my values as well.

The combination of a proven system, a



supportive team, and the opportunity for scalability made it an opportunity I couldn’t pass up.”

What initially attracted you to MyHome?

“MyHome was the perfect combination of incredible people and a solid, proven system.

Having been operating for over 15 years, MyHome has grown into a trusted name for premium cleaning services in Melbourne, and its reputation speaks for itself. What really sets the brand apart is its unwavering focus on quality, consistency, and exceptional customer service. It was immediately clear that every element of the business has been carefully thought through, with a strong emphasis on continuous improvement and growth across all areas.



Coming from a background in hospitality and IT, I saw how perfectly MyHome aligned with my skills and values. It's a unique opportunity to be part of a company that not only has a strong foundation but is also driven by innovation and a passion for excellence."

What do you love about your MyHome territory?

"I absolutely love the opportunity to connect with each of my customers and hear their unique stories. Meeting new people is one of the most rewarding aspects of this business. I truly value the trust and relationships I build, not only with my customers but with their families – dogs and cats included, of course!

Malvern East, and the surrounding suburbs, is a beautiful, vibrant area with residents who truly value their time and understand the



importance of having a reliable, high-quality premium cleaning service to care for their homes.

It's incredibly fulfilling to know that by taking care of their home cleaning, I'm helping them reclaim precious time to focus on what matters most to them. It's these connections and the positive impact we have on their lives that make this work so special to me."

What does your average day look like as a MyHome Owner?

"Every morning at 8 AM, I meet with my teams at a local café to discuss the day ahead over coffee. We go over our spring cleans and regular cleans for the day, debrief on jobs from the day before, and review any customer feedback I've received. Afterwards, I dispatch the teams, ensuring they're fully equipped with the necessary cleaning supplies, cloths, and products, and handle key sign-outs before sending them off to their first jobs.

With my background in hospitality, providing exceptional customer service is a top priority. That's why I personally visit the day's jobs to thoroughly inspect the work and ensure it meets our standards."

What has most impressed you about MyHome since you joined?

"The most impressive thing about MyHome since I joined is how everything we discussed and envisioned before starting the business has truly come to life.

The MyOPT™ platform has been a game-changer, offering seamless communication between myself and head office to manage customer appointments and track our business performance. It makes it so easy to stay on top of my business, giving me a clear,

single-view snapshot on my phone, wherever I am.

And the level of support and guidance I've received has not only been exceptional but, more importantly, consistent. It's clear that MyHome is committed to setting its partners up for long-term success."

How has MyHome changed your day-to-day life?

"I now have so much more freedom to design my day in a way that works best for me. I genuinely love showing up for my customers and teams every day, and I cherish the balance I've found.

Whether it's taking my son to childcare and picking him up, enjoying morning walks with our dog or spending quality time with my family and friends, every part of my day is fulfilling."

What are your ambitions for your MyHome business?

"My ambition for my MyHome business is to achieve sustainable growth while consistently delivering the premium quality of service our customers know and trust.

Maintaining excellence as we expand is my top priority, ensuring every customer continues to receive the exceptional experience they deserve."

Why should someone like you get in touch with MyHome?

"MyHome is the perfect opportunity for someone who's motivated to succeed and open to learning. Whether you're eager to start a business but unsure where to begin, or seeking greater freedom and flexibility to pursue what you love while enjoying steady, recurring income, MyHome offers limitless potential to help you achieve your dreams."

Could MyHome be YOUR ideal business?

To find out more about the MyHome management franchise opportunity and how it can offer you the income and the work life balance you've been dreaming of visit www.myhomefranchise.com.au/BFM-Nicole or scan the QR code for instant access.

