

"What MyHome has given us is not just a super successful business. It has given us a lifestyle and a sense of freedom that has changed our everyday life in the most meaningful ways."

CLAUDIA & ROD FORWARD, OWNERS - MYHOME CRONULLA



More time for the things that matter most

After 22 years as a Process Architect in the Banking world, followed by a move into life coaching, and 30 years in Education respectively, Claudia and Rod Forward were ready for something new – something that aligned better with the way they actually lived in their day-to-day life, where they could prioritise new experiences and spending precious time with family and friends.

With their children now older, and a little less dependent, but aging and increasingly dependent parents requiring more time and care from them, Claudia and Rod wanted to build something that they could be proud of, but that would also allow the time and space to support the changing needs of their family.

"We wanted to create a life where we could walk barefoot along the beach in the middle of the week, hand in hand, not because we had squeezed it into a day off, but because we had designed our life architecture to support it."

When thorough research pays off

But finding the right business for them wasn't a decision they took lightly. Rod spent close to 10 months researching different opportunities and deep diving into more than 50 options. They also attended a franchise expo, spoke to many franchise groups and asked countless questions, so built a strong understanding of what mattered, what to look for, and what to avoid.

That clarity helped them assess the opportunities with a thorough discernment and ultimately led them straight to MyHome.

What particularly drew them to MyHome was the combination of strong systems, genuine support and the calibre of the people behind the brand.

The way the entire operation is run made immediate sense to them, but it was meeting the franchisors Russell and Marty in person that sealed it:

"They are exceptional franchisors; switched on, values driven and genuinely invested in building long term partnerships. It felt as though we would not only be joining a business, but creating a life with people whose values aligned with ours; who want us to succeed, grow and thrive."

Beyond the people, it was the feeling that a MyHome business would support the life they wanted to live. It offered the structure, the processes and the turnkey model that meant they knew they'd be able to start strong, work together and create something that aligned with their reasons for joining – having the opportunity to build a successful business of their own while still having the time and flexibility their family needed.

\$1m+ Within a Year of Launch

Having launched MyHome Cronulla in October 2024, Claudia and Rod have already grown it into a \$1m+ business.

And they credit the incredible ongoing support and responsiveness from the management team at MyHome for helping them achieve this success.

"They are genuinely invested in helping us succeed. The systems, training and processes have exceeded our expectations. When we first saw the monthly and yearly projections during training, we thought they were ambitious, however, we have kept step with them the whole time."

We Do Clean, You Do Life.

But Claudia recognises that it goes beyond just building a successful business...

"MyHome has challenged us and supported us to grow in ways that have been both grounding and energising. We did not just step into a business – we've built a team that feels like a family. We are surrounded every day by vibrant, positive people who care about what they do and bring great energy to every interaction."

The MyHome motto "We Do Clean, You Do Life" is not just something we say to customers. It is



woven through every layer of the business. It shows up in the way the franchisors support us, in the way we support our staff and in the way we create space for our own lives.

It sits at the heart of everything, and the way it has transformed our day-to-day life has been extraordinary."

Life by Design

Claudia and Rod love that the MyHome system genuinely supports and offers them the freedom to shape their days in a way that fits with how they choose to live.

With the MyOP™ app and the robust tech systems behind it, they can spend the majority of their time serving customers and supporting their staff, rather than getting caught up in manual operations.

This structure creates the freedom that has been a game changer for them.

For example, they decided, right from the start, that they would go away for a weekend every month, and they've been able to honour that decision, affording them many fabulous and memorable new experiences together.

They've also found that being out and about meeting customers across their territory has

helped them feel more connected to their local community – visiting parts of the area they might not otherwise have explored and discovering new places and a deeper appreciation for where they live.

But they really value the extra time they have to spend at home, as a family.

"Being there when the kids walk through the door, having the space to hear about their day, and sharing the early parts of the evening together has been one of the biggest blessings. They have become part of this journey too. They are watching us grow a business from nothing; seeing the work, the energy and the heart behind it, and it is an extraordinary real-life lesson for them."

"It has been one of the best decisions we have ever made."

So, to anyone dreaming of owning a business like Claudia and Rod's?

KEY FEATURES OF A MYHOME MANAGEMENT FRANCHISE:

- **Regular recurring income** – with 95% repeat and referral so you can focus on delivering great service, not 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 without 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
- **Build a valuable asset** – building a business you own is an investment in your future
- **Industry leading support and training** – comprehensive support from day one and for every step of your business building journey

"MyHome is an exceptional opportunity. The systems, the structure and the turnkey model give you everything you need to begin with confidence and create a business that genuinely works."

MyHome is not just a business. It is the foundation for the next chapter of our life.

So, if you are looking for not only a strong business model, but for a supportive environment where you can grow, contribute and build a life that feels aligned at every level, then MyHome is absolutely worth exploring. It has been one of the best decisions we have ever made."

Find out more and request a Franchise Information Pack now by visiting www.myhomefranchise.com.au/BFM-Cronulla or scan the QR code for instant access

