

FROM CORPORATE CAREER TO BUSINESS SUCCESS



"I wish I'd found MyHome sooner. I used to wonder if I could do something like this. Now I know I can. With MyHome, so could you."

Connie Burnell, Owner - MyHome Mount Eliza

For many people, the dream of owning a business comes with one key concern: can I really do this? For Connie Burnell that questioning inner voice was very loud.

Connie's story will feel familiar to anyone who has worked hard in corporate life for years, supported others and quietly delivered great results, but the time came when she knew she wanted a change.

Before joining MyHome, who offer premium residential cleaning across Australia, Connie had built a long career in structured corporate environments. She understood deadlines, systems, processes, documentation and the pressure of delivering. But over time, she felt something was missing.

"I knew I didn't want to work for someone else again," Connie says. "I wanted to be in control. I wanted to do something where I could prove to myself that I could build something of my own."

Like many people considering running

their own business, Connie had doubts. She had been raised in a very traditional Italian family, taught to work hard, but also to be careful and avoid unnecessary risk. The idea of business ownership was exciting, but it was also daunting. She explored various different options, including e-commerce, sales and starting something from scratch. But she kept coming back to the MyHome management franchise opportunity.

A Proven System Rather Than a Blank Page

At first, Connie was cautious. "I thought, 'Is this real, or is someone just going to try and sell me something?'"

But once she began speaking with the MyHome team, her concerns quickly turned into confidence. What stood out was the structure. MyHome was not asking her to invent a business from nothing. The systems, tools, processes and support were already in place.

"Everything is process-driven," Connie says. "I didn't have to reinvent the wheel, or create something from scratch. The tools were there,

the systems were there, the support was there."

That is one of the biggest advantages of becoming a MyHome Owner. You are in business for yourself, but not by yourself. You do not have to build every workflow, brand asset, operating system or customer process from the ground up. MyHome provides a proven framework that allows motivated franchisees to focus on leading teams, serving customers and growing their territory.

For Connie, that support made all the difference. She saw the professionalism behind the brand, the quality of the systems, and the experience of the people at head office. As she puts it, "I quickly saw that I had an incredible opportunity to be coached and supported by some great people and to implement the industry leading systems that they already have."

Fast Growth with Real Momentum

Less than 12 months after starting, Connie has already grown to four teams, eight team members and four professionally branded



MyHome vehicles. But she's not resting yet: she is on track to build a million-dollar business in recurring revenue within her first year.

"When I first started, I never thought that would be possible," she says. "But now I'm well on my way, and nothing is going to stop me."

That kind of growth is not accidental. It comes from combining personal drive with the strength of an established model. MyHome gives their owners the tools to build a highly professional, scalable local business – one with teams, systems, customers and recurring revenue.

Connie's pride in what she has built is obvious. "Today when I look at what I've built with my MyHome business – the teams, the cars, the customers, the growth – it's hard to believe that when I first looked at MyHome, I was nervous."

Industry Leading Technology to Simplify the Daily Routine

A typical day in Connie's business shows how the MyHome model works in practice. Each morning, she meets her teams, goes through the day's jobs, checks the everything and everyone is ready and briefs the team on any specific customer requirements.

Once they are on the road, Connie can manage scheduling, customer details, invoicing, billing, reports and revenue through MyHome's unique, industry-leading app, MyOP™, from her laptop, iPad or iPhone.

"The MyOP™ app is incredibly well designed," Connie says. "It has everything – scheduling, customer details, invoicing, reports, revenue, billing. Everything is there."

The app gives owners the ability to stay across the business from anywhere with internet. Connie can confirm the next day's schedule, respond to customers, check in with her teams, arrange quality checks and monitor performance without being tied to a desk all day.

"Honestly, anyone can use it," she says. "There isn't anything that MyHome hasn't thought about. It's the easiest thing I've ever used."

More Flexibility + More Control = More Time for the Things that Matter Most

For Connie, the business has changed her life. She works close to home, stays connected with her teenage daughters, walks her dog and has more control over her day.

Before MyHome, she was leaving early and coming home late. Now, she can run a growing business while still enjoying the place she lives.

"One of my favourite parts of the job is driving through Mount Eliza and around the peninsula," Connie says. "Sometimes I take the scenic route along the beach road, pull over at a café, or sit in the car with my laptop looking out at the ocean while I do my scheduling."

That is the balance MyHome offers: independence with support, ambition with structure, flexibility with a proven system.

"I never thought I'd have a business that allowed me to do that," Connie says. "I have an office with a world-class view! And I just love it, absolutely love it."

Confidence That Grown with her Business

Perhaps the greatest change has been Connie's confidence. Where she once questioned whether she could do it, she now looks at her teams, vehicles, customers and growth and thinks, "I actually did this."

"MyHome has given me the confidence to believe in myself," she says. "It's shown me that I can run a business, I can lead a team, I can make decisions, and I can build something that's mine."

For anyone considering becoming a MyHome Owner, Connie's advice is simple: "Listen to what's there, use the systems and trust the process. The system works. The support is there. The opportunity is real."

Key Features of a MyHome Management Franchise

- **Create a \$1m+ business** – take control of your future
- **High income without the stress** – executive earnings without the hours, commute and pressure
- **Sociable and flexible working hours** – giving you time for life, family and friends
- **Industry leading support and training** – for every step of your business building journey
- **A digital first business** – the MyOP™ app eliminates much of the day-to-day hassle of running your own business
- **Regular recurring income** – 95% repeat and referral so you can focus on delivering great service, rather than constantly searching for new customers
- **Low start-up capital requirements** – enabling you to invest in a business of your own
- **Low overheads and great margins** – so you can provide great value and make a very healthy six figure income
- **Positive cashflow** – all payments are made automatically, so you're not chasing
- **Predictable money-making machine** – thanks to our proven Australian business model
- **Build a valuable asset** – building a business you own is an investment in your future.

Is It Time to Build Something of Your Own?

If you are ready for more control, more purpose and the chance to build a business of your own, MyHome could be the perfect opportunity for you.

As Connie says: "I wish I'd found MyHome sooner."

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

