



Motivated Maids Inc.
A QUALITY CLEAN... EVERY TIME!
1-888-410-MAID

1274 B

CASE STUDY:

Motivated Maids Inc.



Cleaning up the cleaning industry one satisfied customer at a time

Founded in 2016, Motivated Maids Inc. uses a remarkable compensation structure driven by measurable client satisfaction to win loyal customers across Canada, all while providing their Certified Professional Maids® and staff with upside and family group insurance in their remuneration.

By April 2017, entrepreneur Mark Baker had spent a year getting Motivated Maids Inc. off the ground, but he wanted to realize his vision sooner than his business' cash flow allowed. "Credit score and documentation requirements were too rigid to get a bank loan." Mark's business was growing, but he needed more capital to expand at the rate he wanted to, and he wanted to avoid the requirements needed to secure a bank loan.

When Motivated Maids Inc., a user of service-business CRM *Jobber*, learned of the partnership with FundThrough, they created their funding account and within 24 hours were able to fund the invoices that they'd synced from *Jobber* invoices. Their initial funding limit was five-times that of their corporate credit card and grew to ten-times that of their corporate credit card the following year. They now have the cash flow to support their rapid expansion at a pace most new businesses only dream of.

Today, Motivated Maids Inc. continues to use FundThrough in innovative ways to spur growth, like when they purchased 52-straight weeks of radio ads in one of their priority markets. You too can feel motivated on Newfoundland & Labrador's #1 station, 18x daily for the next year. That's a tidy bit of business.

"We used to operate out of a basement, then we had a small office in a very rough part of town. We have a beautiful office now that we're very proud of. The money [we received from FundThrough] is how we were able to get out of that place and into our new office. Your company's been amazing for us."

MARK BAKER
CEO - MOTIVATED MAIDS INC.

10x

LARGER LIMIT THAN BUSINESS CREDIT CARD

440%

GROWTH OF TEAM IN 12 MONTHS

98%

CUSTOMER APPROVAL RATING

FUNDTHROUGH MAIN OFFICE

260 Spadina Ave,
Toronto, ON

**CONTACT OUR DEDICATED
ONDECK PARTNER SPECIALIST**

1-800-327-1358

VISIT FUNDTHROUGH ONLINE

www.FundThrough.com

