

From *never owning a cleaning business before* to **\$1 million in annual revenue in 3 years**

Discover how Morris and Tammy McRae used CBF to launch their cleaning business, double its annual revenue for the first three years, and achieve the time and financial freedom to live their best retirement

Challenges

When Morris and Tammy McRae started Maids on a Mission in 2019, they'd both spent decades working in corporate jobs, with Morris also spending ten years as a high school history teacher. In this later stage of life, they were interested in starting a business that would put them in the driver's seat of their lives and provide the time and financial freedom they desired to live their ideal retirement vision.

Solution

Morris and Tammy decided to start a residential cleaning business. Having never run a business before (and knowing nothing about professional cleaning), Tammy insisted that Morris find a mentor who could ensure the business was set up right. After discovering CBF he signed up for the program, excited to learn the exact business system that Debbie Sardone had followed to build her own multi-million dollar cleaning business.

Results

- Morris used the CBF framework to set up his cleaning business from scratch, including learning about cleaning, pricing, hiring, marketing, sales, and tracking KPIs
- After 5 months in the program, Morris and Tammy launched Maids on a Mission, and made \$215,000 in annual revenue their first year
- In year two, they made \$500,000 in annual revenue
- In year three, they became a \$1 million dollar business
- Morris handed the sales function over to their son, who works in the business full-time
- They have a loyal and talented team of technicians and office staff who now run the business in Morris and Tammy's absence, as they travel several times a year on cruises and trips around the world



“Joining CBF was the key decision I made early on in the business — before we ever cleaned the first house. CBF was our blueprint and our playbook, and the reason we got to \$1 million in three years. It’s also the reason we’ve been able to pull away and enjoy our retirement. No one can believe how quickly we grew this business, but that’s all because we started it off right.” — **Morris McRae | Maids on a Mission**

CBF can help *you* start a profitable cleaning business that can provide time and financial freedom. Learn more [here](#).

