

MY New Year BUSINESS RESOLUTION

FOR RESIDENTIAL SOLO CLEANING BUSINESSES



- ✓ 2025 ANNUAL SELF-REPORT
- ✓ 2026 "REFLECT & GROW" BUSINESS PLAN

MY New Year BUSINESS RESOLUTION

FOR RESIDENTIAL CLEANING COMPANIES

2026

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Nice to meet *You!*

"I help residential solo cleaners going from feeling overwhelmed by the process of building a successful cleaning company, to have a clear vision and necessary training, so they can start, grow and enjoy their business with confidence!"



Owner, "SHINE PERFECTION LLC"
Founder, the RCA

FROM THE AUTHOR

Hello, cleaning professionals!

Soon, we are going to say farewell to 2025!

To end this year positively, it's essential for owners of small residential cleaning businesses to gather and analyze all relevant data, and after that, adjust their strategies accordingly. In this e-Book, **"My Cleaning Business New Year 2026 Resolution,"** I provide two templates: the 2025 Annual Self- Report and the 2026 Business Plan.

- The first document is unofficial (you keep it in your records only) and will allow you to reflect on the progress you've made throughout the year.
- The second document is designed to help you envision the upcoming year by eliminating the factors that slow down your business and paving the way for transformative growth.

I have personally created and used both templates for my own residential cleaning company, Shine Perfection LLC, that is based in Jacksonville, Florida, for many years. By tracking essential metrics and establishing a clear vision for my company each year, I was able to triple my revenue and earn the title of the favorite small business, voted by locals. on Nextdoor.com for four years in a row. I truly hope this eBook will be beneficial for you as well.



2025

ANNUAL REPORT

FOR RESIDENTIAL CLEANING COMPANIES





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2025 Annual Self Report for Residential Cleaning Companies

instructions:

- Have all the data from your official business tracking apps or charts available before you start filling out the columns.
- The “Goals for 2026” column should be filled up only after all the data for 2025 has been collected
- The regular numbers as well as, the percentage rates, can be use for the “Progress” column.

How to analyze your 2025 Annual Report:

- The Annual report is your tool to grow your cleaning business for the next business year.
- By seeing your company’s performance at the beginning and at the end of 2025, you can adjust your business strategy accordingly. It will be basically your company’s Health report.
- Here are some key data you need to pay the most attention to:

In Your Client Report:

- Aim to increase the number of clients that bring you the most revenue and decrease the number of small accounts. You need to maximize the profit from each client
- Aim to maintain your client retention rate high. You need to make sure that you keep at least 70 % of your current client base stable. A lost client means a long-term searching process for a new one, which uses your company’s irreplaceable resources such as time. Analyzing each situation carefully, whether it was the client who requested to stop cleaning services, or it was you who decided to let your clients go, gives you the ability to get to the root of the problem and eliminate it once and for all.

- Your most valuable new clients are those that found you through the recommendations of your verified customers. Such recommendations are always the best, since they are based on real-life experience with the quality of services you provide. Aim to establish friendly relationships with your current clients and constantly impress them with your services, so you can be recommended over and over again. Word of mouth recommendations and online reviews are the most crucial aspects for the growth of your cleaning company.

In your Appointment Report:

- Aim to reduce your cleaning time and increase the overall number of appointments. Check how many available hours do you have to ensure the efficiency of your scheduling system.
- Always offer your clients ,who want to cancel their appointments, to reschedule them first. Check the number of cancellations you have per month. Those who cancel the most, cost your company a significant profit loss. Restructure their appointments immediately or replace them with more reliable clients.

In your Financial Report:

- Aim to decrease your overall business expenses to 30% or below.
- Cash payments will keep your business strong. By eliminating online processing fees, you ensure your revenue growth.
- Check the amount of late payment and cancellation fees that had been paid by clients. While it may look like a good financial source for additional profit growth, the bigger this number is the more unstable and unpredictable your business. It's important to be able to project your profits accurately and on time.

Categories	January 2025	December 2025	PROGRESS ↑ ↓	Goals for 2025
Number of all clients				
Number of clients with the biggest accounts				
Number of clients with the smallest accounts				
Number of rollover clients (from previous year)				
Number of all new clients				
Number of new clients through word-of-mouth recommendations (organic growth clientele)				
Number of new clients that came from paid advertising				
The most effective online marketing platform				1
Number of clients that we officially part ways with				
Number of clients that left				
Number of unsatisfied clients that asked for their money back				
Number of clients that gave us 5-star reviews online				
Client Retention Rate				2
Number of all cleaning appointments				
Number of Weekly appointments				
Number of Bi-Weekly appointments				
Number of Monthly appointments				
Number of General Cleaning appointments				
Number of Deep Cleaning appointments				
Estimated Cleaning Time per appointment				
Working Hours per week				
Working Days per week				
Number of available hours for scheduling				
Number of Company's Official Days off				
Number of Holiday Eve's appointments				
Number of Holiday Days appointments				
Number of all cancelled appointments				
Number of appointments cancelled 48-72 hours in advance				
Number of last minutes cancellations				
Clients with the biggest number of cancellations				
Clients without cancelled appointments				
Number of all rescheduled appointments				
Cancellations and Late payment fees charged				
Company's Main Expenses for tools, supplies and equipment				
Company's Additional Expenses (rent, utilities, gas, etc.)				
All Business expenses				
Mileage				
Company's Revenue				
Revenue source: Cash Payments (without processing fees)				
Revenue Source: Online Payments (with processing fees)				
Debt (business)				
Company's Net Income				3

NOTES

1

It could be your website or any other social media platform that has your official business page

2

To calculate the **CRR (client retention rate)**, use this formula:

***Number of customers at the end of a period
- Number of new customers
/ Number of customers at the beginning of the period
x100***

3

***To calculate your **NET income** use this formula:
your revenue minus your expenses.***





**This is your custom business plan to help you
in your cleaning business journey.**

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Summary

Being a cleaning business owner can be quite challenging. There are numerous variables to consider, and it's easy to feel overwhelmed. That's why maintaining a sharp focus on developing a comprehensive business plan for your cleaning company is essential. The "Reflect & Grow" business plan serves two key purposes:

- It accurately represents the data from the previous business year.
- It allows you to adjust your financial, marketing, and operational strategies for the 2026 business year, aiming to expand your brand and maximize profitability.

This business plan will assist you in translating your vision into clear numbers and objectives. However, remember that a solid and detailed business plan is merely a roadmap. You must take actions and make it an official document for your cleaning company, that is going to guide all your efforts in the upcoming year of 2026.

Let's begin...



Goals

Using your [2025 Annual Report](#) as a guide, determine the first three major goals for your business in 2025

Goal 1:

Goal 2:

Goal 3:

Goal 1 Breakdown

The goal is a final outcome . To keep yourself accountable for achieving it, create a time stamp and the sequence of steps you need to take. What is your most important goal to focus on in 2026 Business Year?

Start Date:

Completion Date:

Steps To Make Goal 1 Happen

- 1.
- 2.
- 3.
- 4.

◆ Essential Resources Needed

List all the resources (such as financial, labor or time) you will need for this project.

Goal 2 Breakdown

What is your second most important goal you plan to achieve?

Start Date:

Completion Date:

Steps To Make Goal 2 Happen

- 1.
- 2.
- 3.
- 4.

◆ Essential Resources Needed

List all the resources (such as financial, labor or time) you will need for this project.

Goal 3 Breakdown

What is your third most important goal you plan to achieve?

Start Date:

Completion Date:

Steps To Make Goal 3 Happen

- 1.
- 2.
- 3.
- 4.

◆ Essential Resources Needed

List all the resources (such as financial, labor or time) you will need for this project.



Mission

Current state of the business

What is your current mission statement for your cleaning company ?

My cleaning company offers
 _____ (services)
for _____ (clients)
in a city of _____.
This cleaning brand aims to
standout among other
competitors by



Vision

Future plans declaration

Describe where do you see your company at the end of 2025 business year.



Service Offering

- **Examine Your Current Service Plans.**

Consider these questions to assess whether you need to make any adjustments:

1. Which of your service plans generates the most revenue?
(bi-weekly, monthly, etc.) _____
2. Which of your primary or supplementary services are in high demand? _____
3. Which of your primary or supplementary services require a significant amount of time to complete? _____

- **Remove the least profitable and longest services from your portfolio, and introduce three new offerings for your clients.**

Provide a short description for each.

Offering 1

Offering 2

Offering 3



Offering 1

**A full description
of the service plan**

**For whom this
service plan is
created for?
(a desirable
clientele)**

**Estimated
Appointment
Time**

Expenses

Service Price

Starting from \$



Offering 2

**A full description
of the service plan**

**For whom this
service plan is
created for?
(a desirable
clientele)**

**Estimated
Appointment
Time**

Expenses

Service Price

Starting from \$



Offering 3

**A full description
of the service plan**

**For whom this
service plan is
created for?
(a desirable
clientele)**

**Estimated
Appointment
Time**

Expenses

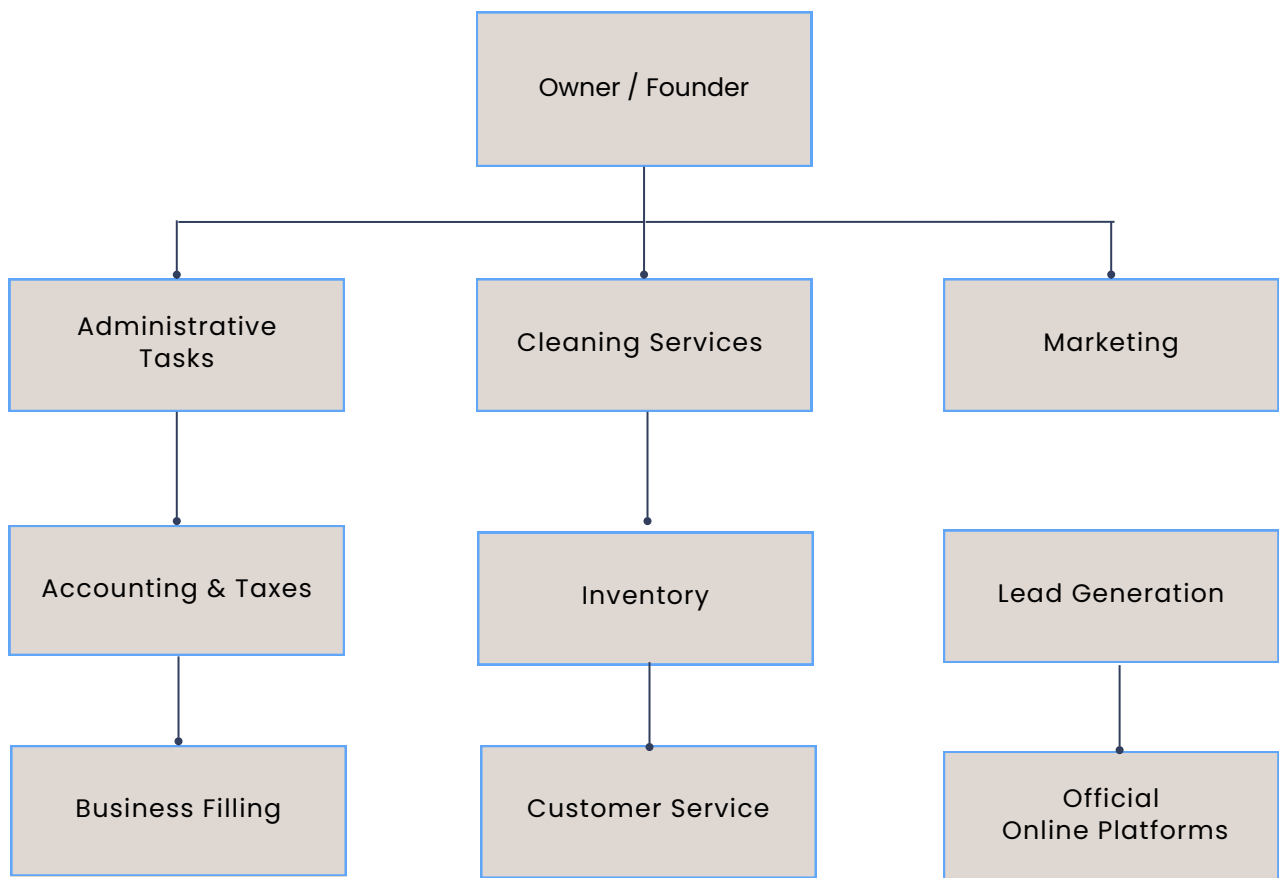
Service Price

Starting from \$



Business Structure

The chart below illustrates a standard organizational structure for a small residential cleaning company. Take a look to identify which tasks can be delegated and which ones should remain under your control as the owner.



Notes



Team Roles and Responsibilities

Please complete the chart below by listing the names of your team members (whether employees or contractors) along with their respective responsibilities in your company for the business year 2026.

Team member	Role	Responsibilities
Add a team member	Include the team member role here	- List the responsibilities here - List the responsibilities here - List the responsibilities here

Marketing Plan

Method and campaigns	Description	Deadline	Budget
Write the marketing method here	Add a description of this method here	mm/dd/	\$

Notes

Market Research

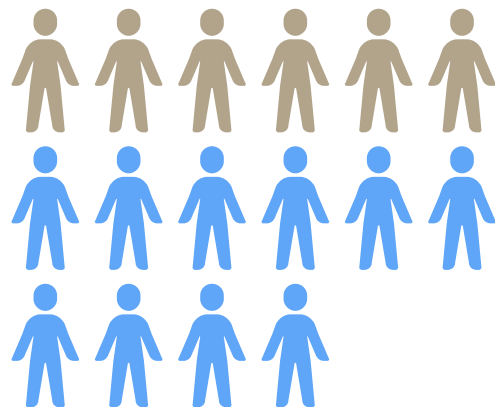
Selecting the right clientele to work with is arguably the most crucial business decision you can make. Therefore, it's essential to clearly understand the criteria that defines your ideal client.

Target Market

Your target market is built on three key foundations:

1. Demand for your services from existing recurring clients
2. Inquiries generated from organic leads
3. Inquiries stemming from paid advertising leads

By analyzing this data, you can create a comprehensive client portfolio for your cleaning company. To simplify this process, categorize all your clients into the following groups.



Key Statistics (example)

25-45 Y.O. Target Age	FAMILIES WITH PETS Types of Household	ONE STORY HOMES Types of Residency
GENERAL CLEANING SERVICES Cleaning Services	BI-WEEKLY Schedule Frequency	SUBURBS Service Area/ Zip code

Final Portfolio (enter your data)

Target Age	Types of Household	Types of Residency
Cleaning Services	Schedule Frequency	Service Area/ Zip code



Competitor Analysis

Understanding the Importance of Knowing Your Competition

Recognizing your competition is crucial as it provides insights into the industry landscape. It helps you navigate the cleaning services market by revealing existing offers, pricing strategies, and service areas. Additionally, this knowledge enables you to identify the unique qualities of your cleaning company that will help you stand out even more in 2026. .

Be cautious about who you choose to compare your business with. Gathering data on cleaning business franchises or companies that are significantly larger or smaller than yours can lead to misleading insights. To avoid this, concentrate your efforts on **five primary competitors** of a similar size that provide services comparable to yours.

Competitor Name	Website	Strengths and Weaknesses
Add a competitor name here	www.reallygreatsite.com	• Add a list of strengths and weaknesses • Write a list of strengths and weaknesses

Summary

Use this data to adjust your marketing strategy and focus on details that are lacking in your competitors' offerings.

SWOT Analysis

List the key aspects that define your cleaning business. What sets your company apart in the market? Are there specific qualities that are stopping the growth of your business? Do you foresee new opportunities emerging for your business in 2026? What are the immediate challenges that need to be addressed for your company?

Strengths

- -
 -
 -
-

Weaknesses

- -
 -
 -
-

Opportunities

- -
 -
 -
-

Threats

- -
 -
 -
-



Examine your business from the perspective of your potential clients. Identify the factors that influence their decision to choose (or not to choose) you. Aim on strengthening the advantages and minimizing the disadvantages in the 2026.

Pros of hiring your cleaning company

Cons of hiring your cleaning company

[illegible]

Notes and Thoughts

Write down the Key Strategies for 2025 Business Growth. Identify the critical areas to concentrate on in the upcoming business year. Include any extra suggestions that might contribute to your business success.

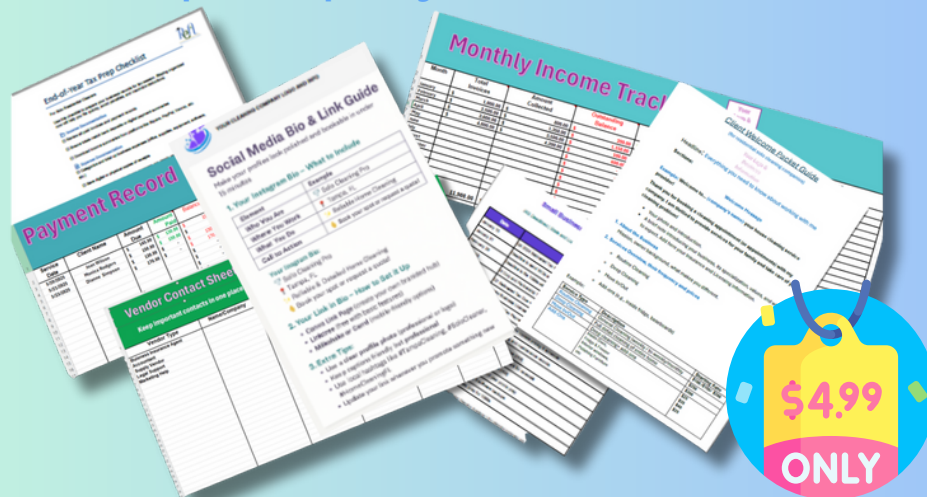
1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



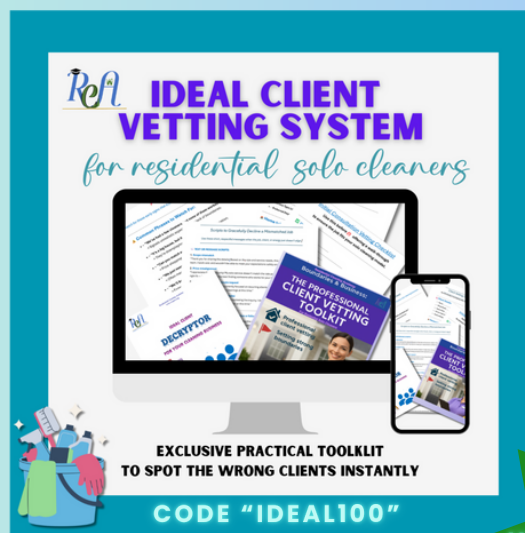
RESIDENTIAL CLEANING ACADEMY
ALL IN-ONE PLATFORM FOR RESIDENTIAL SOLO CLEANERS

Need more help with your cleaning business?
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Invoices, Payments and Taxes Templates
[.https://rcapro.systeme.io/invoices](https://rcapro.systeme.io/invoices)



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