

UNDERSTANDING PROFIT

Know the difference.
See the numbers.
Build a business that truly pays you.



REVENUE

The total money
your business
receives.



EXPENSES

The costs of
running your
business.



TAXES

Money set aside
for your tax
obligations.



PROFIT

The money your
business keeps
and grows.

The foundation of a
PROFITABLE
CLEANING BUSINESS



RCA PRINCIPLE

Revenue tells you how much your business received.
Profit tells you how much your business kept.

Copyright Notice

Solo Cleaner Profit System™

Copyright © 2026 SHINE PERFECTION LLC, D.B.A Residential Cleaning Academy (RCA). All rights reserved.

This publication is protected by copyright law. No part of this resource may be reproduced, copied, distributed, stored, shared, translated, or transmitted in any form or by any means, including electronic, digital, mechanical, photocopying, recording, or otherwise, without prior written permission from the Residential Cleaning Academy.

This resource is licensed for the personal use of the original purchaser only. Sharing, reselling, redistributing, uploading to websites, cloud storage, social media, membership groups, AI training platforms, or file-sharing services is strictly prohibited.

The templates, worksheets, checklists, calculators, systems, graphics, and educational content contained within this resource remain the intellectual property of the Residential Cleaning Academy. Unauthorized use of Residential Cleaning Academy branding, educational materials, or proprietary frameworks without written permission is prohibited.

Disclaimer

The information provided in the “ Solo Cleaner Profit System “ is intended for educational and informational purposes only.

While every effort has been made to provide accurate, practical, and up-to-date guidance, the Residential Cleaning Academy makes no guarantees regarding individual business results, income, profitability, or financial performance. Every cleaning business operates under different market conditions, expenses, pricing structures, and management decisions.

This resource should not be considered legal, tax, accounting, financial, or professional advice. Users are encouraged to consult qualified professionals regarding legal, tax, accounting, insurance, or financial matters specific to their individual circumstances.

The Residential Cleaning Academy is not responsible for any losses, damages, or business decisions made based on the information contained within this resource.

By using this resource, you acknowledge that you are solely responsible for how you implement the information provided.

A Note From the RCA

This system was created specifically for residential solo cleaners and small teams who want to build a financially healthy, sustainable business. Our goal is to help you understand your numbers, make informed business decisions, and build a business that is both profitable and rewarding for the long term.

We hope this resource helps you spend less time worrying about money and more time confidently growing your business.

Version1.0

Understanding Profit

YOUR CLIENT DOESN'T PAY YOU. YOUR CLIENT PAYS YOUR BUSINESS.

PART1 WHY AM I WORKING SO HARD BUT MAKING SO LITTLE?

Many residential cleaners work long hours, stay fully booked, and still struggle financially. The problem usually isn't that they don't work hard enough. It happens because many business owners confuse **revenue, expenses, income, and profit**. Without understanding these four concepts, it's almost impossible to know whether your business is truly making money.

It's very common among solo cleaners to judge their business by one number: **"My client paid me \$200 today."** It feels like you made \$200. But your business sees that money differently.

Before that payment becomes your income, it has to pay for cleaning supplies, fuel, equipment, insurance, software, taxes, and every other expense required to keep your business running.

That's why being fully booked doesn't always mean being profitable. The difference isn't how much money your clients pay you. It's in **how much money your business gets to keep**.

This section will help you understand how every payment flows through your business and what the financial terms **revenue, expenses, taxes, and profit** actually mean. Once you understand where your money goes, you'll be able to make better pricing decisions and build a business that becomes more profitable—not just busier.

Knowing how money flows through your business the first step toward making better pricing and financial decisions.

★ RCA Principle

Your client pays your business first. Your business pays you second.

How Money Flows Through Your Business

**PROFIT ISN'T WHAT YOU MAKE.**

It's what's left after your business takes care of everything it needs.

REAL EXAMPLE: BIWEEKLY CLEANING

Client Pays You	\$200
Minus Business Expenses	- \$90
Money Remaining	= \$110
Your Business Profit	= \$50 (example)

*Track it.
Understand it.
Grow it.*



PART3 WHAT HAPPENS NEXT?

Every payment your client makes follows the same journey.

1. Client Pays You (\$200) 💰

- The money belongs to your business first, not to you personally.
- Record the payment immediately.
- Send a receipt if applicable.
- Deposit it into your business account.

2. Revenue 📈

- Every dollar received becomes business revenue.
- Don't judge your business by revenue alone.
- Revenue only tells you how much money came in—not how much you actually earned.

3. Business Expenses 📋

Before paying yourself, your business has responsibilities.

Examples:

- Cleaning supplies
- Fuel
- Equipment
- Insurance
- Software
- Business licenses
- Marketing
- Taxes (must be set aside. As a self-employed cleaner, a part of every payment belongs to future tax obligations. Setting this money aside immediately helps prevent unexpected tax bills later)

Every expense should be recorded.

4. Money Remaining 💰 Now you know how much your business has left.

From this amount:

- Set aside money for taxes.
- Keep an emergency/business reserve.
- Decide how much can safely become your personal income.

5. Business Profit 📊

Profit is what your business truly earns after paying for everything it needed to operate. Healthy businesses focus on growing profit, not simply increasing revenue.

★ RCA Principle :Every payment follows the same path:

CLIENT PAYS → REVENUE → EXPENSES → TAXES → PROFIT

PART 4 WHY THESE FINANCIAL TERMS MATTER

Your numbers tell you a true story about the financial situation of your company. Many solo cleaners use terms like revenue, expenses, taxes, and profit interchangeably. As a result, it's easy to believe your business is doing well simply because money is coming in.

In reality, every dollar your client pays has a different purpose. Some of it keeps your business running, some of it belongs to your future tax obligations, and only a portion becomes the profit your business actually earns.

Understanding these financial terms will help you:

- Know where your money is going.
- Create a business budget for a month, a quarter, and a fiscal year
- Make better pricing decisions.
- Avoid spending money your business still needs.

The following definitions will give you the financial foundation you'll use throughout this Profit System.

THE FOUR NUMBERS EVERY CLEANER SHOULD KNOW

Term	What It Means
Revenue	The total amount your clients pay your business before any expenses are deducted.
Expenses	The costs required to operate your cleaning business, such as supplies, fuel, insurance, equipment, software, taxes, and other business expenses.
Profit	The money remaining after all business expenses have been paid. This is what your business actually earns.
Owner's Income	The money you choose to pay yourself from the business after considering its financial needs.

Let's take a look at the chart below with a real business example that shows how every dollar you receive from your client is used.

UNDERSTANDING YOUR NUMBERS

The Difference Between Revenue, Income, Expenses & Profit



REAL EXAMPLE

You clean a home every 2 weeks and get paid **\$200** each time.



That's
\$200 per cleaning
x 26 cleanings per year

= **\$5,200 per year**



REVENUE

The total amount you are paid before any expenses.

This is all the money that comes in from your cleaning business.

It's not yours yet — it's just what your business brings in.

\$200 per clean
x 26 cleans per year

= **\$5,200**
(Total Revenue)



EXPENSES

The money you spend to run your cleaning business.

These are your supplies, travel, equipment, subscriptions, fees, and anything else needed to serve your clients.

EXAMPLE EXPENSES (YEARLY)

• Cleaning supplies	\$600
• Travel (gas)	\$520
• Equipment (vacuum, etc.)	\$300
• Insurance	\$240
• Licenses/fees	\$100
• Marketing	\$160

= **\$1,920**
(Total Expenses)



INCOME

The money left after expenses. This is what you take home before taxes.

This is the real money you earn from your business.

It pays you for your time and covers your personal expenses.

Revenue – Expenses
\$5,200 – \$1,920

= **\$3,280**
(Net Income)



TAXES

The portion of your income you set aside for taxes.

As a self-employed cleaner, you need to save money to pay income tax and self-employment tax.

Set aside ~25–30% of Income
\$3,280 x 25%

= **\$820**
(For Taxes)



PROFIT

The money left after expenses and taxes. This is your true business profit.

This is what rewards you for your hard work and grows your business.

Profit = Freedom. This is what you keep.

Income – Taxes
\$3,280 – \$820

= **\$2,460**
(Net Profit)

THE BIG PICTURE (YEARLY)



REVENUE
\$5,200

–



EXPENSES
\$1,920

=



INCOME
\$3,280

–



TAXES
\$820

=



PROFIT
\$2,460



KEY TAKEAWAY

Revenue is vanity.
Income is sanity.
Profit is freedom.

WHAT YOU CAN DO NOW

- ✓ Track your income and expenses.
- ✓ Set aside money for taxes every time you get paid.
- ✓ Focus on growing your profit, not just your revenue.



PART 5 STOP COUNTING YOUR REVENUE AS PROFIT!

When your client pays you **\$200**, your business has **received \$200 in revenue**. It has **not** made \$200 in profit.

One of the biggest financial mistakes solo cleaners could make is **mentally spending their revenue before their business has paid its own bills**.

Instead, train yourself to pause.

When you look at your daily, weekly, or monthly payments, don't ask:
"How much money did I make?"

Ask:

"How much revenue did my business receive?"

Only after your business has paid for its operating expenses, set aside money for taxes, and covered the costs of running your business can you determine what you've actually earned.

The amount that eventually becomes your personal income may be **significantly lower than the total payments your clients made**.

★ RCA Financial Habit

Revenue is money your business receives.

Profit is money your business keeps.

Never confuse the two!

Before You Continue...

Now that you understand the difference between getting paid and being profitable, it's time to see where your business stands today.

Answer the questions below using **the best information you have right now**.

If you don't know an answer yet, simply write "I don't know."

Don't worry—that's exactly why you're working through this Profit System.

At the end of this system, you'll complete this Business Financial Self-Check again. This time, you'll answer every question using real numbers instead of assumptions and see how much your understanding—and your business—has progressed.

PART 6 My Business Financial Self-Check

1. What are my average monthly business expenses?

2. How much revenue does each appointment need to generate to cover the cost of running my business?

3. Am I charging enough to cover my expenses, taxes, and earn a profit?

4. Which of my clients are actually profitable?

5. Can I afford to lower my prices?

6. Why am I busy but not making enough money?

7. Is my business becoming more profitable, or am I simply working harder?