

PRICE CONFIDENCE

Understand the Foundation.
Build Your Price.

Build your price based on your market,
your business, and your reputation.



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“Price Confidence: Understand the Foundation .Build the Price” Version 1.0

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Every cleaning business operates under different market conditions, expenses, regulations, and client expectations. Business decisions—including pricing, marketing, hiring, taxes, licensing, and legal compliance—remain the sole responsibility of the business owner.

The concepts, frameworks, and strategies presented in this guide are designed to help business owners make more informed pricing decisions. They should be used alongside sound professional judgment and, when appropriate, advice from qualified legal, accounting, tax, or financial professionals.

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Professional pricing decisions aren't built on guesswork, emotions, or someone else's prices. They're built on understanding your business, your professional value, and your market.

PART 1 UNDERSTAND YOUR NUMBERS. TRUST YOUR DECISIONS.

The majority of solo cleaners struggle with pricing—because they don't feel confident in the decisions they make. They don't know what is the foundation for making the right pricing decision. So, they ask for a pricing advice on online forums or trying to compare their prices to other cleaners. Some even lower their prices to get more clients (especially those who just started their business). Others hesitate to raise their prices, even when their business requires it.

Professional pricing isn't built on emotions, or someone else's numbers. It's built on:

Understanding your business

Your professional value

Your service niche market value

Once you understand how these three factors work together, you'll be able to make pricing decisions based on facts instead of hoping your pricing approach is going to work.

In this guide, you will learn:

- ✓ What your business needs financially.
- ✓ How your professional value influences your pricing.
- ✓ Why your local market matters.
- ✓ How these three factors work together to create pricing confidence.
- ✓ How to build prices that support a healthy, sustainable business.

RCA Principle

Confident pricing doesn't come from copying someone else's numbers. It comes from understanding your own business.



BUSINESS

What does your business need to operate profitably?

- Expenses
- Profit
- Taxes
- Time



PROFESSIONAL VALUE

What value does your business provide to your clients?

- Experience
- Quality
- Reliability
- Systems
- Client Experience



MARKET

What can your local market realistically support?

- Local Demand
- Competition
- Client Expectations
- Pricing Standards

YOUR SUSTAINABLE PRICE

PRICING CONFIDENCE



BUSINESS

Your business tells you the minimum price you need to cover costs, make profit, and stay sustainable.



PROFESSIONAL VALUE

Your value tells you the price you've earned through your skills, experience, consistency, and client results.



MARKET

Your market tells you what clients in your area are willing and able to pay for a service like yours.



When Business, Professional Value, and Market align,
you create a price you can stand behind with confidence.

PART 2 THE THREE FACTORS THAT SHAPE YOUR PRICE

One Price. Three Decisions.

Your Price Is a Balance of Three Decisions

Your price isn't built by choosing just one number.
It's the result of balancing three important decisions:



CAN MY BUSINESS SURVIVE AT THIS PRICE?

Your price must cover your expenses, pay you fairly, and support your goals.



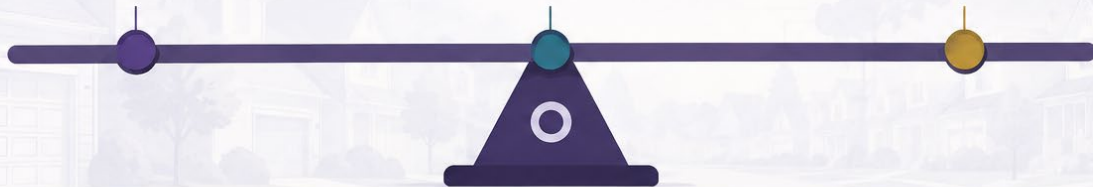
HAS MY BUSINESS EARNED THIS PRICE?

Your experience, skills, reputation, results, and professionalism determine your value.



WILL MY LOCAL MARKET SUPPORT THIS PRICE?

The price must align with what clients in your area are willing and able to pay.



If one of these questions is ignored, your pricing becomes unbalanced.
A sustainable price is created only when your business, your professional value, and your market work together.

WHY THESE THREE PRICING FOUNDATIONS?

Every pricing decision must answer three important questions.

Not two. Not five. Just three. Why? Because every cleaning service you sell must satisfy **three realities at the same time**.

Business Requirements

Your business must be financially sustainable. Before you can think about the market or your reputation, your business has to survive. Your price must cover your operating expenses, support your financial goals, and allow your business to continue growing. If your business cannot survive at your current price, nothing else matters.

Local Market Price

Your price **must be realistic for your local market.**

Even the best cleaning business cannot ignore market reality. Every community has a pricing range that clients are willing to pay for residential cleaning services. Charging far below that range often leads to underpricing.

Charging far above that range without a clear reason usually leads to fewer bookings.

Understanding your local market helps you position your business realistically.

Professional Earned Value

Your business must earn its pricing position.

Not every cleaning business belongs in the same part of the market. Some businesses are still building trust. Others have earned years of outstanding reviews, referrals, professional systems, and strong local recognition.

Your Professional Earned Value determines where your business has earned the right to position itself within your local market.

These three foundations work together because each one answers a different question.

- **Business Requirements** tell you the minimum price your business needs.
- **Local Market Price** shows the realistic pricing range in your area.
- **Professional Earned Value** determines where your business belongs within that range.

Remove any one of these foundations, and your pricing becomes unbalanced.

A price based only on your expenses ignores the market.

A price based only on competitors ignores your business.

A price based only on confidence ignores both reality and recognition.

Professional pricing is created only when **all three foundations work together.**

★ **RCA Principle** Great pricing isn't built by copying competitors or guessing a number. It's built by balancing the financial needs of your business, the reality of your local market, and the value your business has earned over time.

HOW IT WORKS:

Two Cleaners. Two Different Prices.

Your price is shaped by three key factors: **Business Requirements**, **Professional Value**, **Market**
Here's how it looks in real life.

EXAMPLE 1

Established Cleaner in a High-Cost Market



Maria

- 5 Years Experience
- New York City, NY
- Specializes in recurring cleaning for busy professionals



Typical Home:

2 Bed / 2 Bath
Approx. 1,000 sq ft
Weekly Service



1. BUSINESS REQUIREMENTS

Maria's business must generate enough revenue to support:

- Monthly business expenses: ~ \$1,000
- Her monthly income goal: \$6,000+
- Taxes
- Business reserve (future needs & unexpected costs)
- The total time required to run and grow her business

Her business has to bring in enough revenue to cover everything above.



2. PROFESSIONAL VALUE

Maria brings strong value through:

- 5 years of proven experience
- Efficient, consistent results
- Excellent client communication
- Reliable, high-standard service
- Strong reviews & referrals

Her value allows her to charge higher, and clients are willing to pay for it.



3. MARKET

Her local market (NYC):

- High cost of living
- High demand for quality
- Competitors charge \$65-\$90/hr
- Clients expect premium service

The market in NYC supports pricing in the \$75-\$90/hr range.



RESULT: MARIA'S PRICING

Considering her business requirements, her professional value, and what her market supports, Maria confidently prices her services at:

\$85 PER HOUR
EXAMPLE PRICE

This price allows her business to thrive and her income goals to be met.

EXAMPLE 2

Established Cleaner in a Lower-Cost Market



Jess

- 1 Year Experience
- Greenville, SC (Suburbs)
- Offers recurring cleaning for local families



Typical Home:

2 Bed / 2 Bath
Approx. 1,000 sq ft
Bi-weekly Service



1. BUSINESS REQUIREMENTS

Jess's business must generate enough revenue to support:

- Monthly business expenses: ~ \$500
- Her monthly income goal: \$4,000+
- Taxes
- Business reserve (future needs & unexpected costs)
- The total time required to run and grow her business

Her business has to bring in enough revenue to cover everything above.



2. PROFESSIONAL VALUE

Jess brings value through:

- 1 year of hands-on experience
- Developing efficiency
- Good client communication
- Quality-focused service
- Building reviews & referrals

Her value supports fair pricing, and clients see the quality she provides.



3. MARKET

Her local market (Greenville, SC):

- Lower cost of living
- Moderate demand
- Competitors charge \$40-\$60/hr
- Clients are price-conscious

The market in Greenville supports pricing in the \$45-\$55/hr range.



RESULT: JESS'S PRICING

Considering her business requirements, her professional value, and what her market supports, Jess confidently prices her services at:

\$50 PER HOUR
EXAMPLE PRICE

This price allows her business to grow and her income goals to be met.



KEY TAKEAWAY



BUSINESS REQUIREMENTS
What your business needs to thrive.



PROFESSIONAL VALUE
The value you bring to your clients.



MARKET
What your local market is ready to support.

Different location. Different market. Different costs. Different experiences.
But the same 3 factors guide both to the right price for their business.

PART 3 MAIN PRICING BUILDING PRINCIPLES

- ✓ **Pricing should make sense for your business.**
- ✓ **Pricing should make sense for your clients.**
- ✓ **Your experience, systems, and reliability increase your professional value over time.**
- ✓ **The market can reject prices that are well outside what customers are willing to pay for a comparable service.**
- ✓ **Someone with one year of experience shouldn't expect to automatically command the same price as someone with twenty years of experience if all other factors are equal.**
- ✓ **Residential cleaning is a skilled professional service that requires physical effort, technical knowledge, consistency, trust, and reliability. That's why cleaners shouldn't undervalue what they do.**

THE THREE PRICING ELEMENTS

PART 4 BUSINESS REQUIREMENTS

Every cleaning business has two jobs when they need to determine their pricing:

1 Cover today's costs.

(Break Even)

2 Create tomorrow's opportunities.

(Profit)

YOUR PRICE MUST INCLUDE

BUSINESS

BREAK EVEN

- Expenses
- Taxes
- Owner Pay

+

PROFIT

- Growth
- Reserve
- Equipment
- Future

★ RCA Principle

Covering your expenses keeps your business alive.

Profit is what allows your business to improve, invest, and survive long-term.

But even if your business covers all the expenses, has regular clients and generates profit, it still may struggle financially. Let's use the example of a house cleaner Maria from NYC.

We assume her business numbers are:

- Revenue: **\$6,000/month**
- Business expenses: **\$1,000/month**

On paper, the business has **\$5,000 left** before taxes and owner compensation allocations. An accountant might say: "**Your business is profitable.**"

But Maria says:

"I can't save for taxes."

"I can't build an emergency fund."

"I can't replace equipment."

"I can't take a vacation."

"I can't hire help."

From **Maria's perspective**, the business is not financially healthy.

It's obvious her business is profitable, but it hasn't achieved yet the **real financial freedom!** That's why she continuing to struggle, even being fully booked. The reason is, the business **isn't producing enough profit to meet the owner's goals and build financial stability.**

There's a difference between:

- **A profitable business** (an accounting result)
- **A financially secure business** (an operational reality)

Both matter. **Profit alone doesn't guarantee the financial stability.**

Your pricing has to create enough room for the business to operate with confidence—not just survive from month to month.

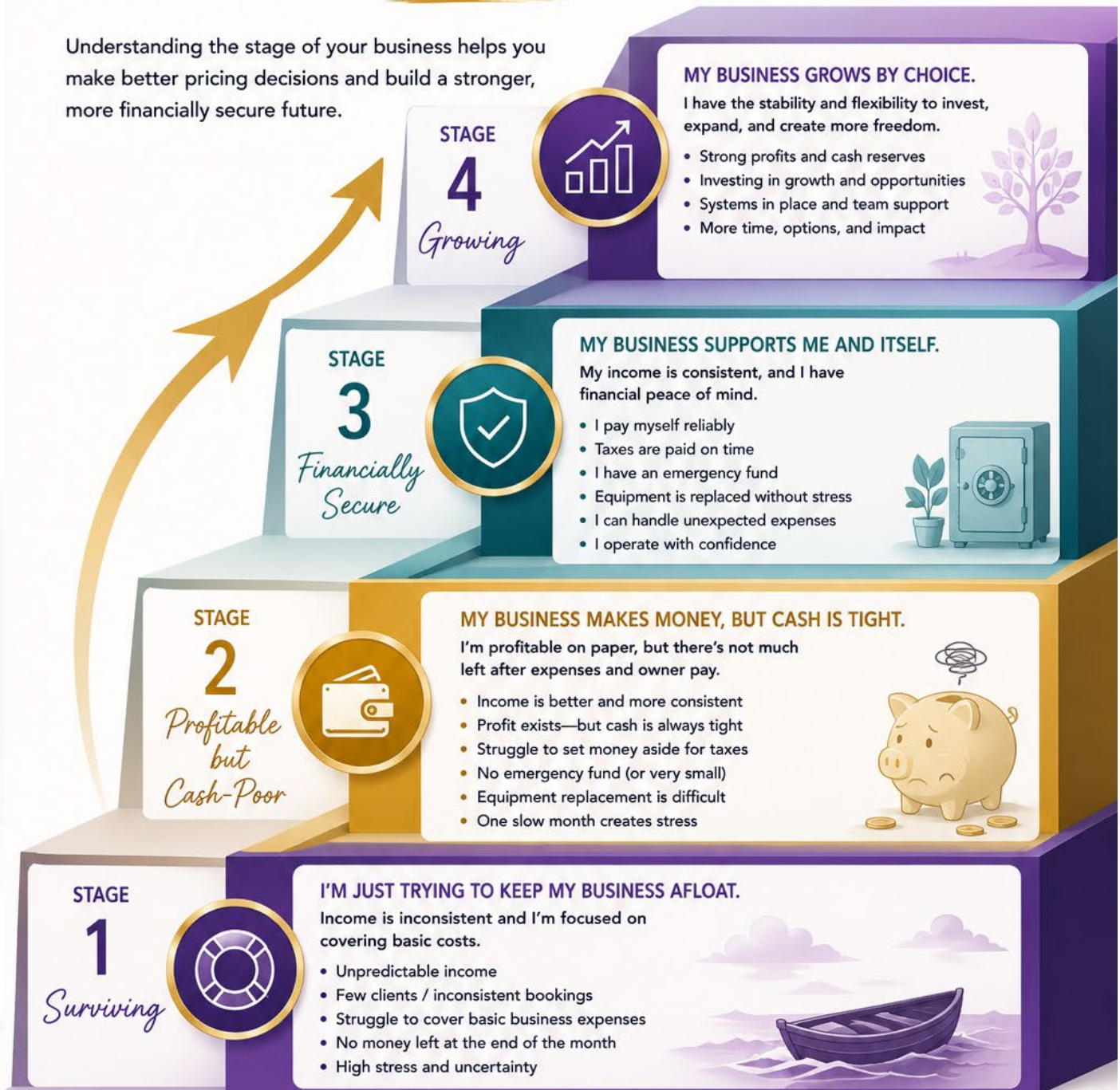
Look at the chart below, that is showing you the financial stages of a cleaning business.

Do you know (at this moment) at which stage is your business at?

Where Is Your Business Today?

*Every stage is progress.
The goal is to keep moving upward.*

Understanding the stage of your business helps you make better pricing decisions and build a stronger, more financially secure future.



WHAT'S THE DIFFERENCE?

PROFITABLE (Accounting Result)



Your business earns more money than it spends. You can show a profit on paper.

It means:

Revenue > Business Expenses

FINANCIALLY SECURE (Operational Reality)



Your business has enough cash to cover all obligations, handle surprises, and support your goals.

It means:

Profit + Cash Flow + Reserves



RCA PRINCIPLE

Profit is an important milestone.

Financial security is the long-term goal.



You don't have to be perfect to move forward.

Small steps today create big change tomorrow.



HOW TO MOVE TO THE NEXT STAGE

(Your Practical Action Plan!)

Stage 1 → Stage 2

Action 1 Replace one-time jobs with recurring clients whenever possible.

Action 2 Write down every business expense for the next 30 days.

Action 3 Start using one pricing method for every estimate instead of guessing each quote.

Stage 2 → Stage 3

Action 1 Open a separate savings account for taxes and business emergencies.

Action 2 Transfer a percentage of every payment before spending the rest.

Action 3 Review your prices every six months instead of waiting until you're struggling.

Stage 3 → Stage 4

Action 1 Invest in something that saves you time every week.

Action 2 Remove one task you don't need to do yourself.

Action 3 Create one additional source of income.

Examples:

- Digital products.
- Add-on services.
- Education.

Your Business Determines Your Minimum Price

Before you calculate your prices, your business needs to tell you what it ***must financially support***.



HOW IT WORKS

- 1 Know Your Numbers**
Gather your five business numbers honestly and realistically.
- 2 Calculate Your Minimum**
Use the formula to find the minimum hourly rate you must charge.
- 3 Price With Confidence**
Your prices are based on your real business needs, not guesswork or comparison.
- 4 Build a Stronger Business**
With the right numbers, you can make better decisions, grow, and sleep better at night.

QUICK ACTION: START TODAY

- ☒ Write down your monthly business expenses.
- ☒ Determine your monthly income goal.
- ☒ Estimate your taxes set-aside amount.
- ☒ Decide on your monthly business reserve.
- ☒ Calculate your realistic billable hours.

You now have everything you need to calculate your minimum price.

RCA PRINCIPLE: Your business is unique. Your prices ***must*** reflect your real costs, goals, and lifestyle.

PART 5 CALCULATING YOUR PROFESSIONAL EARNED VALUE

Why would a client choose your business?
(your social proof & market recognition)

Clients pay for the value your business consistently delivers—not simply for the time you spend cleaning. And for this reason, your business information that you display on social media or on your printable products, should reflect your current professional earned value

Professional Value Offer

Your professional value offer determines where your business belongs within your local market.

WHAT IS PROFESSIONAL EARNED VALUE?

Professional Earned Value is the value your business has earned through consistently delivering excellent service, building trust, and gaining recognition in your local market.



WHAT IT IS NOT

- ✗ It's not just lower prices
- ✗ It's not more cleaning time
- ✗ It's not having fancy equipment
- ✗ It's not advertising or promotions
- ✗ It's not something you can claim
- ✗ It's something you earn



YOUR PROFESSIONAL EARNED VALUE DETERMINES WHERE YOUR BUSINESS CAN POSITION ITSELF WITHIN THE **LOCAL MARKET PRICE RANGE – OR ABOVE IT.**



The Strongest Pricing Arguments Are The Ones You Can PROVE.

Businesses don't earn higher prices because they exist longer. They earn higher prices because they consistently offer greater value to their clients.

AT WHAT POINT CAN A CLEANER ASK FOR MORE MONEY? WHEN YOUR MARKET POSITION HAS CHANGED!

Let's take a look at the examples from our first image.

Remember Maria from NYC?

Year 1:

- 8 clients
- A few reviews
- Learning
- Good service

She belongs in the middle of the market.

Three years later:

- 95% recurring clients
- Waiting list
- 150 five-star reviews
- Excellent systems
- Two Nextdoor awards
- People recommend her constantly

She didn't improve one thing. **She has transformed her market position!**

Now...

She's no longer competing with average cleaners. **She's competing with premium cleaners. That is when pricing changes.**

★ RCA Principle

Your pricing should change when your business has moved into a different market position. Not because of a better equipment or a new review.

Because your entire business has evolved. You are not a cleaner you have been before!

THERE ARE REALLY ONLY THREE REASONS TO INCREASE PRICES.

1.

**Your business costs increased. It makes impossible for you to meet your financial obligations and grow your company
(Business)**

2.

**Your professional market position improved. The quality of your services are much higher than your price/
(Professional Earned Value)**

3.

The market itself changed. The demand for cleaning services is high. And there are not many professional cleaners in your area to satisfied this demand

HOW TO DETERMINE WHAT IS YOUR PROFESSIONAL EARNED VALUE?

Stage 1 –An Emerging Cleaner

Market perception: "I'm still proving myself."

Typical characteristics:

- New or growing business
- Limited reviews
- Few referrals
- Building consistency
- Still earning trust

Pricing position: Lower end of the local market range.

Stage 2 – An Established Cleaner

Market perception: "Clients know and trust my business."

Typical characteristics:

- Consistent repeat clients
- Strong online reviews
- Reliable systems
- Good local reputation
- Regular referrals

Pricing position: Middle to upper end of the local market range.

Stage 3 – A Recognized Premium Cleaner

Market perception: "My business is known for exceptional value."

Typical characteristics:

- Waiting list or high demand
- Exceptional reputation
- Community recognition
- Outstanding client loyalty
- Clearly differentiated service

Pricing position: Upper end of the market—and, in some cases, above the typical market range. Don't choose the stage you want to be in. Choose the stage your market would place you in today.

PART 6 HOW THESE THREE FOUNDATIONS WORK TOGETHER

Professional pricing isn't about choosing a number that "feels right." It's about balancing three important pieces of information.

First, **calculate your Business Requirements**. This tells you the minimum sustainable price your business needs to operate. Charging below this number may keep you busy, but it won't support your business long-term.

Next, **research your Local Market Price**. This shows the realistic price range clients in your area are willing to pay for services similar to yours. It helps you understand the market you are competing in—not the market you wish existed.

Finally, evaluate your **Professional Earned Value**. This determines where your business belongs within that local market price range. Businesses with stronger reputations, proven results, professional systems, and recognized value have earned the opportunity to position themselves toward the higher end of the market—and in exceptional cases, even above it.

These three foundations work together.

1. Your Business Requirements establish your minimum price.
2. Your Local Market Price establishes the realistic pricing range.
3. Your Professional Earned Value determines where your business has earned the right to position itself within that range.

This is how professional pricing decisions are made—not by copying competitors, but by understanding your own business.

HOW PROFESSIONAL EARNED VALUE FITS INTO YOUR PRICING FORMULA

★ Your price is built where three key pieces come together. ★



THE PRICING PICTURE

Your final price is not random. It's the result of these three foundations working together.



EXAMPLE

If the market range for your services is:

\$140 – \$240

Your Professional Earned Value determines where you position yourself:

- Just starting: \$140 – \$160
- Established: \$160 – \$210
- Top Position: \$210 – \$240+
- ★ Above Market: \$240+

**BUSINESS REQUIREMENTS SETS YOUR FLOOR.
LOCAL MARKET PRICING SETS YOUR RANGE.
PROFESSIONAL EARNED VALUE DETERMINES YOUR POSITION.
TOGETHER, THEY CREATE YOUR RIGHT PRICE.**



PART 7 YOUR LOCAL MARKET PRICE

Being a contributor in a few Facebook forums and also having my own Facebook group, gave me the opportunity to see what pricing questions comes up a lot. The majority of solo cleaners ask

"What do other cleaners charge?". But the right question is:

"What is my local market willing to pay for a service like mine?"

And this question is crucial. You probably want to make \$200, \$300 even \$500 for a regular bi-weekly cleaning. The reality is, your price should make sense for your clients and for your business. Your local market's demand will answer for you how much on average a cleaning job like your can cost.

WHAT IS LOCAL MARKET PRICE?

Many cleaners believe there is one "correct" price for cleaning services. In reality, there isn't. Every local market has a pricing range—the range of prices that clients are generally willing to pay for services similar to yours. Your goal isn't to copy another cleaner's prices. It is to understand **where your business fits within that range.**

Your **Business Requirements** tell you the minimum price your business needs to operate sustainably.

Your **Local Market Price** tells you what clients in your area are realistically willing to pay.

Your **Professional Earned Value** determines where your business has earned the right to position itself within that range.

Understanding your local market helps you make pricing decisions based on facts—not assumptions or comparisons.

Local Market Price is the realistic **price** that clients in your area are willing to pay for services similar to yours.

Keep in mind that It is not one fixed price. **It is a range.**

UNDERSTANDING YOUR LOCAL MARKET PRICE RANGE

Your local market doesn't have one "correct" price for residential cleaning services. Instead, it has a pricing range made up of businesses that serve different types of clients and offer different levels of value.

Think of this range as three general pricing positions:

LOWER PRICE RANGE

Businesses in this range are usually newer, still building their reputation, or competing primarily on price. They may have limited reviews, fewer recurring clients, or are focused on gaining experience and growing their client base.

AVERAGE PRICE RANGE

This is where most established residential cleaning businesses operate. They have consistent clients, reliable service, professional systems, and a solid reputation within their local community.

PREMIUM PRICE RANGE

Businesses in the premium range have earned exceptional market recognition. They are known for delivering outstanding value, maintaining an excellent reputation, and providing a client experience that consistently stands out. Their prices reflect the trust and recognition they have earned—not simply the cleaning service itself. Your goal isn't to choose the highest price. It is to choose the pricing position your business has earned.

As your business grows, your reputation strengthens, and your Professional Earned Value increases, your pricing position may naturally move from the lower range to the average range—and eventually to the premium range.

★ **RCA Principle** Your local market doesn't determine your price. It defines the pricing range where your business can compete.

Lower Market

\$140

Average Market

\$180

Premium Market

\$230

A cleaner can charge anywhere from \$140 to \$230
depending on their business requirements estimation
and their Professional earned value

WHAT DETERMINES YOUR LOCAL MARKET PRICE?

Your local market price is influenced by much more than what other cleaners charge. It reflects the economic conditions, client expectations, and demand within your area.

When researching your local market, look beyond prices alone. Consider the factors that shape the value of residential cleaning services where you work:

 **Geographic Market** -The country, region, city, and local community where you operate all influence what clients are willing to pay. Different communities have different expectations, cultural differences and spending habits.

 **Local Household Income** – Clients can only pay what their local economy realistically supports.

 **Supply & Demand** – Areas with higher demand and fewer qualified cleaners often support higher prices.

 **Service Type** – Recurring cleaning, deep cleaning, move-in/out cleaning, and specialty services each have different market values.

Home Size & Scope – Larger homes and more complex appointments naturally influence pricing expectations.

 **Comparable Businesses** – Compare businesses that provide similar services, quality, and client experience—not simply the lowest or highest advertised prices.

Together, these factors create your **Local Market Price Range**. They help you understand where your business can realistically compete before you determine your final pricing position.

Important!

-  Large metropolitan areas often support higher prices than smaller cities or rural areas.
-  Different countries can have dramatically different price levels.
-  Even within the same country, prices can vary significantly from one region to another.

 **RCA Principle:** Research your market to understand its pricing range—not to copy another cleaner's prices.

WHAT DETERMINES YOUR LOCAL MARKET PRICE?

Local Market Price is shaped by several key factors in your area. Understanding these helps you identify the **real pricing range** clients are willing to pay.



★ RCA PRINCIPLE ★



**YOUR LOCAL MARKET DOESN'T SET ONE PRICE.
IT CREATES A PRICING RANGE
WHERE COMPARABLE BUSINESSES COMPETE.**

CAN YOU CHARGE ABOVE YOUR LOCAL MARKET PRICE?

The short answer is **YES**—but only when your business has earned premium market recognition.

Every local market has a realistic pricing range. Most cleaning businesses compete within that range. However, a small number of businesses earn the opportunity to position themselves above it.

How?

Not by simply raising their prices. But by becoming a premium business that clients actively seek out.

A premium cleaning business is recognized for delivering exceptional value that clients cannot easily find elsewhere. Its reputation reaches new clients before the business does. Referrals become a primary source of work, demand remains consistently high, and clients choose the business because of its reputation—not because it is the lowest-priced option.

Premium market recognition is earned through years of consistently delivering outstanding service, building trust, creating an exceptional client experience, and developing a business that stands out from the competition. At this level, clients are no longer paying only for a cleaning service. They are paying for the confidence, consistency, and reputation your business has built over time.

★ **RCA Principle** The market doesn't reward businesses for asking for higher prices. It rewards businesses that have earned exceptional trust, recognition, and demand.

Remember, your Local Market Price represents the realistic pricing range for comparable services. It is the benchmark—not the limit.

Your business may be able to position itself above the typical market range when your Professional Earned Value clearly stands out. This means your business has built a reputation that clients recognize and trust.

Examples include:

- ✓ A strong reputation supported by outstanding reviews and referrals.
- ✓ High client retention and repeat business.
- ✓ A waiting list or consistently high demand.
- ✓ Specialized services or expertise that few competitors offer.
- ✓ An exceptional client experience backed by professional systems and reliable service.

Charging above the market should never be based on confidence alone. It should be supported by consistent results and clear market recognition.

★ RCA Principle

Premium pricing isn't something you declare. It's something your business earns through the value it consistently delivers and the trust it builds within its local market.

PART 8 THE IMPLEMENTATION TOOL

HOW TO RESEARCH YOUR LOCAL MARKET

Researching your local market isn't about copying another cleaner's prices. It's about understanding the pricing range for businesses that provide services similar to yours.

Start by selecting 5–10 comparable cleaning businesses in your local area. Then compare the factors that actually influence price:

- ☐ Service type (Recurring, Deep Clean, Move-In/Out)
- ☐ Approximate home size they typically serve
- ☐ Area or neighborhoods they work in
- ☐ Business reputation (reviews and referrals)
- ☐ Professional Earned Value (experience, recognition, professionalism)
- ☐ What's included in the service

As you compare these businesses, don't focus on finding one "correct" price. Instead, look for a pricing pattern.

Your goal is to identify the lower, average, and premium price range in your market.

★ **RCA Principle** Don't compare your business to every cleaner. Compare it to businesses that are truly comparable to yours (almost identical).

FIND YOUR LOCAL MARKET POSITION

Question	Your Answer
What is the lowest price you found?	\$ _____
What is the average market price?	\$ _____
What is the premium market price?	\$ _____
Which businesses are most similar to yours?	_____
Which pricing range best matches your current Professional Earned Value?	☐ Lower ☐ Average ☐ Premium
Does your Business Requirement fit within this range?	☐ Yes ☐ No

Your Conclusion

Based on my Business Requirements, my Local Market Price, and my Professional Earned Value, my current pricing range should be: \$_____

★ RCA recommend

At this point, you understand what influences your local market price. The next step is to research your own market and identify where your business fits within it.

Use the RCA Pricing Alignment Tool to compare comparable cleaning businesses, identify your local pricing range, and determine where your business belongs based on your current Professional Earned Value.