



QUOTERIGHT™

PRICING SYSTEM INSTANT PRICING CALCULATORS

Estimate the Right Amount of Work.
Price Every Job **Easy & Fast.**



QUOTERIGHT™
Recurring
PRICING CALCULATOR
For Ongoing Residential
Cleaning Services



QUOTERIGHT™
Turnkey
PRICING CALCULATOR
For One-Time Projects &
Property Preparation



BEFORE: GUESSWORK & UNCERTAINTY



- ✗ Guessing the price
- ✗ Pricing by time or hourly rate
- ✗ Inconsistent quotes
- ✗ Leaving money on the table
- ✗ Stress & second guessing

AFTER: CLARITY, CONFIDENCE & RESULTS



- ✓ Estimate the **RIGHT** amount of work
- ✓ Consistent, accurate pricing every time
- ✓ Confident quotes in minutes
- ✓ Protect your time and profits
- ✓ Grow a profitable, sustainable business

THE RIGHT PRICE. THE RIGHT PROFIT. EVERY TIME.



ACCURATE
Workload-based
pricing for real results



FAST
Get a starting price
in minutes – even
during phone calls



PROFITABLE
Price the work,
not the time.
Protect your income.



NEXT LEVEL
Make better decisions
that move your
business forward.



CLIENTS VALUE YOU
Professional pricing
that reflects the value
of your service.



QUOTERIGHT™ PRICING SYSTEM
Practical. Proven. Profitable.

Price the work. Get paid what you're worth.

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QuoteRight™ – The Solo Cleaner Pricing System, (version 1.0) including its methodology, workload classifications, calculators, instructional content, graphics, and supporting materials, is proprietary intellectual property of the RCA.

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Disclaimer

The QuoteRight™ Pricing System is an educational business tool designed to help solo residential cleaners build consistent, workload-based pricing.

The calculators, workload classifications, and recommendations included in this system are intended to support professional decision-making and should not be interpreted as guaranteed pricing for every property or market.

Cleaning prices vary based on local market conditions, business expenses, experience, property characteristics, client expectations, and other factors unique to each business.

Users are responsible for reviewing every quote before presenting it to a client and for making any adjustments they consider appropriate.

The RCA makes no guarantee that the use of this system will produce specific financial results, income levels, or business outcomes.

By using the QuoteRight™ Pricing System, you acknowledge that all pricing decisions remain your responsibility as the business owner.

QuoteRight™ is a decision-support system—not a substitute for professional judgment.

QuoteRight™

The Solo Cleaner Pricing System

Welcome, Cleaners!

Why QuoteRight™ Exists

Many solo cleaners typically looking for a pricing quotes online , trying to calculate this magic number that would allow them to charge their services .They are looking for the information how much their competitors charge and trying to adjust this number to their professional reality. The problem with this approach is that we already found out , that the local market price is only the part of the equation. You need to know your own numbers to create your pricing policy. And that I why RCA created for you the Quote Right System, that will allow you confidently estimate every job accurately.

QuoteRight™ is a workload-based pricing system created specifically for residential solo cleaners.

Unlike traditional pricing methods, QuoteRight™ does not ask you to choose an arbitrary hourly rate, guess how many hours a job may take, or attach one fixed price to every square foot of a property.

Instead, it builds your pricing in three clear stages.

First, QuoteRight™ calculates **the Minimum Appointment Value** your business needs in order to support **your monthly financial goal**.

Next, it uses the **property-size category and the type of service** being delivered to create a realistic starting service price.

Finally, it evaluates **the actual workload of the individual property**—including its condition, inspection requirements, and optional services—to produce the final client quote.

Square footage is considered, but it is not priced by the square foot. The property is placed into a practical size category because size affects the amount of work without determining the entire quote.

Time is also considered indirectly, but the cleaner is never required to calculate or sell an hourly rate. QuoteRight™ recognizes that cleaners work at different speeds and that two homes of the same size may require completely different amounts of labor.

The final price is based on what the cleaner is being hired to deliver and how much work the property will realistically require.

THE QUOTERIGHT™ METHOD

Your Business Need

What must each appointment contribute to your monthly financial goal?

Your Service Value

What type of cleaning product are you delivering, and how much property must be cleaned?

The Property Workload

What is the actual condition of the property, what completion standard must be met, and what additional work has been requested?

These three decisions work together to create a quote that is structured, explainable, and specific to the cleaner's own business.

QuoteRight™ does not tell every cleaner to charge the same price. It gives every cleaner the same professional process for building the right price for their business and the right quote for each property.

The Core Principle

Do not price the hours.

Do not price square footage alone.

Price the work you are responsible for delivering

HOW THE QUOTERIGHT™ SYSTEM WORKS

QuoteRight™ includes two specialized pricing systems because not every residential cleaning project should be priced the same way.

Recurring cleaning and one-time turnkey projects require different pricing logic, different workloads, and different client expectations.

Rather than forcing every project into one formula, QuoteRight™ gives you the right calculator for the type of work you are being hired to perform.

SYSTEM #1 QUOTERIGHT™ RECURRING

Use this calculator for homes that are cleaned **on an ongoing basis**.

Examples include:

- Weekly cleaning
- Bi-weekly cleaning
- Monthly cleaning
- Initial / Detailed cleaning before recurring service begins

The Recurring Calculator helps you:

- ✓ Build your Minimum Appointment Value (MAV)
- ✓ Create your starting service prices
- ✓ Adjust every quote based on the property's actual condition

This system is designed for occupied residential homes that require ongoing maintenance.

QuoteRight™ *Recurring*

3 SIMPLE STEPS TO PRICE WITH CONFIDENCE

1

KNOW YOUR MONTHLY FINANCIAL GOAL SHEET 1

Enter your monthly numbers once to calculate your **MINIMUM APPOINTMENT VALUE (MAV)**.



This is your private number.
Never share it.

YOU ENTER:



Monthly Business Expenses



Owner Income Goal



Tax Savings Goal



Business Reserve / Profit Goal



Realistic Monthly Appointment Capacity

CALCULATED FOR YOU:



MINIMUM APPOINTMENT VALUE (MAV)

★ Your MAV is the foundation that protects your business.

2

BUILD YOUR SERVICE PRICES SHEET 2

Use your MAV to create your starting prices based on **Home Size and Service Type**.



These are your public "starting at" prices.
Not final quotes.

HOME SIZE



- Small
- Medium
- Large
- Extra Large



SERVICE TYPE



- Maintenance Cleaning
- Initial / Detailed Cleaning



STARTING SERVICE PRICE



(For your menu, website, and marketing)

☆ These prices tell clients where pricing starts for that size and service.

3

EVERYDAY QUOTE FOR EACH CLIENT SHEET 3

For each new client, add the property condition and any additional services to create the final quote.



This is the price you give to your client.

STARTING SERVICE PRICE



(From Sheet 2)



PROPERTY CONDITION



- Professionally Maintained
- Well Maintained
- Moderate Buildup
- Heavy Buildup
- Severe Buildup



ADDITIONAL SERVICES



- Inside Oven
- Inside Refrigerator
- Interior Windows
- Pet Hair Removal
- And more...



FINAL QUOTE



(What you present to the client)



Same size. Same service. Different condition. Different quote.
You are paid for the actual work, not just the square footage.



ONE SIMPLE SYSTEM. EVERY TIME.

No guessing. No undercharging. Just confident, consistent pricing that values your time and protects your profit.



SYSTEM #2 QUOTERIGHT™ TURNKEY

Use this calculator for **one-time preparation projects** where the property must be delivered ready for its next purpose.

Examples include:

- Move-in cleaning
- Move-out cleaning
- Vacant property cleaning
- Listing preparation
- Final post-construction cleaning

The Turnkey Calculator helps you price projects based on:

- ✓ Property size
- ✓ Property condition
- ✓ Inspection standard
- ✓ Optional add-ons

This system is designed for residential properties that require a complete preparation service rather than ongoing maintenance.

QuoteRight™ TURNKEY CALCULATOR

ONE-PAGE QUICK START GUIDE

STEP 1
MAV (Sheet 1)
Calculate your Minimum Appointment Value.



STEP 2.1
Property Size
Select the size category that best matches the property.



STEP 2.2
Property Condition
Choose the condition that best describes the property.



STEP 2.3
Inspection Standard
Choose the inspection standard you are expected to meet.



STEP 2.4
Optional Add-ons
Add any extra services outside your standard turnkey package.



FINAL CLIENT QUOTE
The calculator does the math. Review, round if needed, and present your quote with confidence.

HOW QUOTERIGHT™ WORKS

The QuoteRight™ Turnkey Calculator helps you price one-time residential cleaning projects by breaking every quote into **four simple components**.

1 STEP 1 – CALCULATE YOUR MAV



Before quoting any property, complete Sheet 1.

Enter your:

- Monthly business expenses
- Monthly income goal
- Taxes and savings
- Monthly appointment capacity

The calculator will automatically calculate your Minimum Appointment Value (MAV).



Your MAV is a private business number.

It protects your profitability and is never shared with clients.



You only need to update this number when your business goals or expenses change.

STEP 2 – QUOTE EVERY TURNKEY PROJECT

Open Sheet 2 and answer four questions.

1



PROPERTY SIZE

Select the size category that best matches the property.

This measures the overall amount of space to be prepared.

2



PROPERTY CONDITION

Choose the condition that best describes the property.

This measures the cleaning workload required to bring the property to a turnkey-ready standard.

3



INSPECTION STANDARD

Choose the inspection standard you are expected to meet.

Examples:

- My Service Plan
- Owner / Landlord Standard
- Property Manager Standard
- Real Estate Listing Standard

Different standards require different levels of detail and preparation.

4



OPTIONAL ADD-ONS

Add only services that are outside your standard turnkey package.

Examples:

- Garage
- Basement
- Exterior Windows
- Wall Washing
- Detached Buildings

(Standard turnkey cleaning already includes normal move-in/move-out tasks, including interior appliance cleaning.)



YOUR FINAL QUOTE

The calculator combines all four components and recommends a final quote.

Simply review the result, round it if needed, and present it to your client.



REMEMBER



Calculate your Minimum Appointment Value only once.



Use the Turnkey Quote sheet for every new project.



Let the calculator do the math—your job is simply to assess the property accurately.



QUOTERIGHT™
PHILOSOPHY



Don't estimate hours.



Don't guess.



Don't copy competitors.



Assess the workload, and let the QuoteRight™ System build a consistent, profitable quote.

WHICH CALCULATOR SHOULD I USE?

Is the property part of an ongoing cleaning schedule?

→ Use QuoteRight™ Recurring

Is the property a one-time preparation project?

→ Use QuoteRight™ Turnkey

Both calculators use the same QuoteRight™ philosophy:

Build your Minimum Appointment Value first, then price the workload—not the hours.

QuoteRight™

WHICH QUOTERIGHT™ CALCULATOR SHOULD I USE?

Choose the calculator based on the type of project you are pricing—
not on the size of the property.



RECURRING CLEANING

Use
**QuoteRight™
RECURRING**

For homes that are cleaned
on an ongoing basis.

EXAMPLES

- ✓ Weekly Cleaning
- ✓ Bi-Weekly Cleaning
- ✓ Monthly Cleaning
- ✓ Initial Deep Clean before Maintenance

OR

ONE-TIME PROJECT

Use
**QuoteRight™
TURNKEY**

For one-time projects where
the property must be delivered
ready for its next use.

EXAMPLES

- ✓ Move-In Cleaning
- ✓ Move-Out Cleaning
- ✓ Vacant Property Cleaning
- ✓ Listing Preparation
- ✓ Post-Construction Final Cleaning



BOTH CALCULATORS USE THE SAME QUOTERIGHT™ FOUNDATION:



Minimum
Appointment Value
(MAV)

+



Service Type
or Project Type

+



Workload
Assessment

=



Accurate,
Profitable
Final Quote

— Same foundation. Different workload evaluation. The right price for every project. —

HOW CLEANING FREQUENCY AFFECTS PRICING

QuoteRight™ does not assign prices based on how often a client books. Instead, it prices the amount of work required.

Cleaning frequency is only one factor that influences workload.

For example:

Cleaning Frequency	Typical Assessment
Weekly	Usually professionally maintained
Bi-weekly	Usually well maintained
Monthly	Usually well maintained or moderate buildup
First Visit or 6+ Weeks	Usually initial/detailed cleaning

Every property is different. Always assess the actual condition before finalizing your quote.

QuoteRight™ Guideline: If a property has not been professionally cleaned for approximately six weeks or longer, begin your assessment by treating it as an Initial / Detailed Cleaning. Adjust only if your walkthrough or client screening indicates otherwise.

UNDERSTANDING THE QUOTERIGHT™ SYSTEM

QuoteRight™ uses two types of numbers:

Internal Numbers

Internal numbers are used only by your business.

They help the calculator build accurate and profitable prices, but they are never shared with clients.

The most important internal number is your **Minimum Appointment Value (MAV)**.

Your MAV represents the minimum amount each appointment must generate to support your monthly income goal, cover business expenses, taxes, and profit.

Once calculated, your MAV becomes the financial foundation of every quote you create.

The calculator also uses internal workload points to measure the amount of work required for different types of projects. These values work behind the scenes and do not need to be adjusted.

External Numbers

External numbers are the prices your clients see.

These include:

- Starting service prices
- Final property quotes
- Optional add-on services

Clients never need to know how the calculation works. They only need a clear, professional quote.

WHAT MAKES QUOTERIGHT™ DIFFERENT? AND WHY IT WORKS

QuoteRight™ was designed specifically for solo residential cleaners. Instead of relying on one pricing method for every project, it uses a structured workload assessment to build consistent, profitable quotes.

Traditional Pricing	QuoteRight™System
Starts with an hourly rate	Starts with your Minimum Appointment Value
Often prices by square footage alone	Uses property size as one workload factor
Estimates how long the job might take	Assesses the actual workload
Same pricing formula for every project	Separate systems for recurring and turnkey projects
Cleaner performs the calculations	QuoteRight™ performs the calculations

1. Two Unique Pricing Systems

QuoteRight™ uses two different pricing systems because recurring cleaning and turnkey projects require different pricing logic.

QuoteRight™ Recurring – for ongoing residential cleaning services.

QuoteRight™ Turnkey – for one-time residential preparation projects such as move-in, move-out, vacant properties, listing preparation, and final post-construction cleaning.

2. Workload-Based Pricing

QuoteRight™ prices the work being delivered—not the hours it might take to complete. Every quote is built around the actual workload required to complete the project.

3. Built Around Your Business

Every calculation begins with your Minimum Appointment Value (MAV). Your MAV is based on your own financial goals, business expenses, taxes, and appointment capacity, creating a pricing system tailored to your business rather than someone else's.

4. Property Condition Is Part of Every Quote

Two homes of the same size can require completely different amounts of work. QuoteRight™ evaluates the property's condition before producing the final quote, resulting in more accurate pricing than methods based on size alone.

5. Minimal Information Required

In most cases, QuoteRight™ can build a reliable starting quote using only three pieces of information:

- **Property address** – to verify the property's size category.
- **Requested service** – to determine the appropriate pricing system and service plan.
- **When the property was last professionally cleaned** – to help identify whether the project should begin as a maintenance or initial/detailed cleaning.

The remaining details can be confirmed during your client screening or walkthrough.

6. Fast, Consistent Pricing

QuoteRight™ provides a repeatable pricing process that can often be completed during the initial phone conversation with a client.

Instead of guessing, every quote follows the same structured assessment, helping you deliver consistent, professional pricing with confidence.

Together, these factors produce a consistent, workload-based quote. The workload values used inside the calculators are part of the QuoteRight™ methodology. They have been calibrated to create practical, consistent pricing for residential solo cleaners. Your job is simple: Assess the property accurately. QuoteRight™ performs the calculation for you!



WHY QUOTERIGHT™ WORKS

Real work. Real homes. **Real profits.**



THE SCENARIO



Same Home
2,000 sq ft



Service Requested
General Cleaning



Last Professionally Cleaned
5 weeks ago



Condition
Well Maintained



HOURLY RATE MODEL

\$50/hour
Estimated 5 hours

Estimated Price
\$250

! THE PROBLEM

You don't know how long it will take until you're already in the home.

Risk of undercharging or overcharging.



PRICE PER SQ FT MODEL

\$0.12 per sq ft
2,000 sq ft

Estimated Price
\$240

! THE PROBLEM

All homes are different. Condition, layout, and expectations are ignored.

Square footage ≠ Workload.



COMPETITOR CALCULATORS

Based on average industry formulas

Estimated Price Range
\$200 – \$300

! THE PROBLEM

Generic formulas don't know your business costs or goals.

Prices vary widely and inconsistently.



QUOTERIGHT™ SYSTEM

- ✓ Your Minimum Appointment Value (MAV) is calculated first
- ✓ Workload is assessed based on size, condition & service plan
- ✓ Built for your business and this specific home

Accurate Quote
\$265

✓ THE DIFFERENCE

Prices the actual work required to deliver the service — not the time or the size.

Consistent. Profitable. Confident.

THE QUOTERIGHT™ ADVANTAGE



PRICES THE WORK, NOT THE HOURS

Focuses on the workload of the property, not how fast or slow you clean.



CONDITION MATTERS

Two homes the same size can require completely different amounts of work.



MORE ACCURATE

Reduces guesswork and helps you quote with confidence every time.



PROTECTS YOUR PROFITS

Built around your financial goals so every appointment moves your business forward.



FAST & EASY

Get a professional quote during the phone call or first conversation.



CONSISTENT & REPEATABLE

Same process. Same standards. Better decisions for every single quote.



QUOTERIGHT™ DOESN'T GUESS. IT ASSESSES.

Different homes. Different conditions. One system that gets it right.

Price the work. Get paid what you're worth.

WHAT HAPPENS NEXT?

Once you've calculated your **Minimum Appointment Value** and completed your service pricing, QuoteRight™ becomes part of your everyday quoting process. For most new inquiries, you'll only need a few pieces of information to build a confident starting quote:

- **The property address (to verify the property's size category)**
- **The service the client is requesting**
- **When the property was last professionally cleaned**

Using that information, QuoteRight™ helps you build a professional starting price—often during your initial phone conversation with the client.

As you learn more about the property, you can refine the quote by evaluating:

- **The property's condition**
- **The appropriate inspection standard (for turnkey projects)**
- **Any optional services requested**

If you perform a walkthrough, QuoteRight™ makes it easy to confirm or adjust your original estimate before providing your final quote.

The Goal of the QuoteRight™

The QuoteRight™ System is not designed to replace your professional judgment. It gives you a consistent pricing framework that helps you make faster, more confident decisions while protecting the financial health of your business. Instead of wondering what to charge each time the phone rings, you'll follow the same structured process for every project.

QuoteRight™ helps you:

- ✓ Build profitable prices around your business.
- ✓ Quote recurring and turnkey projects using the right pricing system.
- ✓ Create reliable estimates during the first conversation with a client.
- ✓ Confirm your pricing during a walkthrough when needed.

The RCA Team wishes you happy quoting!

Thank you for choosing the QuoteRight™ Pricing System.

May every quote be accurate, every project be profitable, and every client appreciate the value of your work.

Happy quoting!