

RESIDENTIAL CLEANING

PRICING QUICKSTART GUIDE

HOW TO SET PROFITABLE RATES FROM DAY ONE



BEFORE YOU SET YOUR FIRST RATE READ THIS

Most first-time cleaning business owners make one critical mistake:

They price based on what feels “reasonable” instead of what is sustainable.

Underpricing leads to:

- Burnout
- Resentful clients
- Long hours for low pay
- Difficulty raising prices later



Pricing is not about being cheap. It is about building a business that can survive and grow.

Before choosing a number, you need structure.



START WITH THIS SIMPLE FORMULA

Step 1: Determine Your Target Hourly Income

How much do you want to earn per hour before expenses?

Example:

Target income: \$30/hour

Step 2: Add Supply & Overhead Buffer

Add \$3–\$7/hour to cover supplies, travel, and admin.

Example:

$\$30 + \$5 \text{ buffer} = \$35/\text{hour baseline}$

Step 3: Estimate Time per Property Size

Small home (1–2 bed): 2–3 hours

Medium home (3 bed): 3–4 hours

Large home (4+ bed): 4–6 hours

Now multiply.

Keep it simple.

SAMPLE STARTER PRICING TABLE

Home Size	Estimated Time	Hourly Rate	Example Price
Small	2.5 hrs	\$35	\$87.50
Medium	3.5 hrs	\$35	\$122.50
Large	5 hrs	\$35	\$175

These are starting examples. Your local market may support higher rates.





YOUR PERSONAL PRICING CALCULATION

Target Hourly Income: _____

Overhead Buffer: _____

Final Hourly Rate: _____

Small Home (hrs x rate): _____

Medium Home: _____

Large Home: _____

COMMON BEGINNER PRICING MISTAKES

- Copying competitors without understanding their cost structure
- Charging flat rates without tracking time
- Not charging more for deep cleans
- Forgetting travel time
- Discounting too early

PRICING IS ONLY STEP ONE

This worksheet gives you clarity.

But launching a stable cleaning business also requires:

- Service agreements
- Intake forms
- Defined service checklists
- Deep clean structure
- A 30-day client acquisition plan
- Repeat client systems

**THAT'S WHERE THE
FULL SYSTEM
COMES IN.**



READY TO LAUNCH WITH STRUCTURE?

The **Cleaning Business Launch System™** includes:

- ✓ Complete dynamic pricing calculator
- ✓ Service agreement template
- ✓ Intake & onboarding forms
- ✓ Standard & deep clean checklists
- ✓ 30-day launch roadmap
- ✓ Client acquisition framework

Download the full system and launch correctly the first time.



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