A PINK COLLAR CASHFLOW RESOURCE

The Service Pricing Guide

Real, current pricing for all 9 services in your free guide

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Table of Contents

How to Use This Guide

The Pricing Mindset Shift

Service 1: Laundry (Wash & Fold)

Service 2: Housekeeping

Service 3: Ironing & Folding

Service 4: Home Organization

Service 5: Yardwork

Service 6: Caregiving / Help Services

Service 7: Pet & House Sitting

Service 8: Senior Errands & Companionship

Service 9: Handyman Services

Bonus: Beginner Cashflow Packages

Next Step: The Blueprint

How to use this guide

Stop Guessing What to Charge

Every price in this guide comes from real, current market research — not guesses. Use these as your starting point, then adjust slightly for your local area.

One rule that applies across all 9 services: the more thinking, planning, and problem-solving a service requires, the higher the hourly rate should be. Laundry and cleaning are priced lower because they're more about labor. Organizing, caregiving, and handyman work are priced higher because they require judgment and skill.

Our promise to you: *if you use this guide to quote your very first job and it doesn't help you charge with confidence, reach out — we want this to actually work for you, not just sit on your hard drive.*

BEFORE THE NUMBERS

The Mindset Shift

You've been cleaning houses, doing laundry, providing services for years. And you're good at it — really good. Your clients trust you. They call you back. They recommend you. But here's what nobody tells you: you're being paid like you're replaceable when you're actually irreplaceable.

Most service workers believe they have to charge what everyone else charges. They believe if they raise their prices, clients will leave. They believe they don't deserve to make real money doing this work.

All of that is a lie you've been told.

Raising your prices doesn't lose clients — it attracts better ones. By the end of this section, you'll know your actual worth, have a pricing strategy that works, and stop apologizing for charging what you deserve.

THE REAL COST OF UNDERPRICING

Here's What Happens When You Undercharge

When you charge too little:

- You're exhausted because you have to work more hours to make ends meet
- You attract clients who don't value you — they negotiate, complain, disrespect your time
- You stay broke no matter how hard you work
- You believe you're not capable of more

But here's what's actually true: you're not poor because you lack skills. You're poor because you're underpricing your skills.

One client at $40/hour versus $60/hour doesn't sound like much. But over a month, that's $400 more. Over a year, that's $4,800 more. For the same work. Same hours. Different price.

> *That $4,800 could change your life. New car. Medical bills paid. Kids' school supplies. Breathing room.*

WHAT THIS LOOKS LIKE IN PRACTICE

It's a Pattern, Not a Fluke

Here's what tends to happen when service providers raise their rates by 30%: they don't lose half their clients like they fear. Usually it's closer to one or two — and those tend to be the clients who negotiated, complained, or disrespected their time anyway.

- A housecleaner moving from $1,200/month to $2,000/month, for the same hours of work
- A laundry service owner raising from $70 to $95 per service, and keeping every client
- A cleaning business owner finally charging what she's worth — and attracting clients who respect it

Notice the pattern: none of them lost all their clients. Most of them lost the difficult ones. And they made significantly more money.

THE PERMISSION SECTION

Before We Talk Numbers, Let's Talk About You

Here's the truth about pricing: it's not about math. It's about permission.

Most service workers undercharge because deep down, they don't believe they deserve more. You think “I'm just cleaning houses” or “I'm just doing laundry.” But that's not true. You're providing a service that improves someone's life. That has real value.

Your time is valuable. Your reliability is valuable. Your skill is valuable.

Decide right now: are you worth more than minimum wage? More than $15/hour? More than $25/hour?

> *If you answered yes, everything below is just the mechanics of making that happen. If you answered no, no pricing formula will help you — you have to change your belief first.*

THE FORMULA

How to Price Your Service

Step 1: Calculate your true hourly rate

- Take-home pay you want to make per year: $____
- Divide by billable hours per year (typically 1,800 for full-time): $____
- Add 30% for business expenses: $____
- That's your minimum hourly rate.

WORKED EXAMPLE

$30,000 per year ÷ 1,800 hours = $16.67/hour

$16.67 + 30% = $21.67/hour minimum

Step 2: Consider your experience and skill

- New? Charge closer to your minimum.
- Experienced and reliable? Charge 20–30% more.
- Clients specifically request you? Charge even more.

Step 3: Research what others charge

- Call 3 competitors in your area and ask what they charge.
- You should land at or above market rate, not below.

Step 4: Test and adjust

- Raise your prices by 10–20%. Track what happens.
- Do you lose clients? (Probably not as many as you think.)
- Do you keep clients? (Most likely, yes.)

WHAT THIS CAN LOOK LIKE

A Tiered Example: Housecleaning

This example uses flat per-visit pricing by experience tier, to show how rates climb as you grow — see the Housekeeping section earlier in this guide for the full per-square-foot breakdown you'll actually quote from.

Tier / Service	Price
Entry — 2-hour clean	**$40**
Entry — 3-hour clean	**$55**
Entry — monthly retainer (weekly cleans)	**$200**
Mid — 2-hour clean	**$65**
Mid — 3-hour clean	**$85**
Mid — monthly retainer	**$350**
Premium — 2-hour clean	**$85**
Premium — 3-hour clean	**$110**
Premium — monthly retainer	**$450**

Which tier are you at right now? Where do you want to be?

OBJECTION HANDLING

But What If Clients Leave?

“If I raise my prices, I'll lose all my clients.”

Truth: you'll lose maybe 10–20%, and most of those will be the difficult ones who negotiate, complain, and disrespect your time anyway. You're not losing income — you're upgrading clients.

“My clients can't afford higher prices.”

Truth: your clients can afford it. They just told you they can't to see if you'll negotiate. Test it — you'll be surprised.

“I feel greedy charging more.”

Truth: you're not greedy, you're valuing yourself. There's a difference. You deserve to be paid what your work is worth.

“What if I'm the only one charging this much?”

Truth: then you're the premium option. That attracts better clients who respect quality.

YOUR ACTION PLAN

Here's What You Do Now

- Calculate your actual hourly rate using the formula above.
- Decide what tier you're at (Entry, Mid, Premium).
- Raise your prices by 10–20% starting next month.
- Track what happens — do you lose clients? How many? What's your new monthly income?
- If you kept most clients, raise again in 3 months.

That's it. You're not starting a new business. You're pricing the business you already have correctly.

> *One year from now, if you do this, you could be making $5,000/month instead of $2,000. Same work. Different price. That's not greed. That's respect for yourself.*

SERVICE 1 OF 9

Laundry (Wash & Fold)

Service / Item	Price
Basic Wash & Fold	**$2.25–$2.66/lb**
Basic (by the load)	**$35–$45/load**
Premium (stain treatment, special detergents, sorted folding)	**$2.75–$3.50/lb**
Comforters	**$15–$30 each**
Pillows	**$5–$10 each**
Same-Day Service	**+25–50%**

These are current Arizona rates. Wash-and-fold side businesses are recognized as one of the easiest service businesses to start from home — all you need is a washer and dryer.

SERVICE 2 OF 9

Housekeeping

Priced per square foot — this scales naturally with home size and is easy to quote on the spot.

Cleaning Type	Price per sq ft
Light Maintenance Cleaning	**$0.08–$0.12/sq ft**
Standard Cleaning	**$0.10–$0.15/sq ft**
Deep Cleaning	**$0.15–$0.25/sq ft**
Move-In / Move-Out Cleaning	**$0.20–$0.35/sq ft**

QUICK QUOTE FORMULA — USE THIS WHEN STANDING AT THE DOOR

Standard Cleaning = $0.12/sq ft

Deep Cleaning = $0.20/sq ft

Move-Out Cleaning = $0.25/sq ft

Examples using the formula:

- 1,200 sq ft, standard clean ≈ **$144**
- 1,800 sq ft, standard clean ≈ **$216**
- 2,500 sq ft, deep clean ≈ **$500**

Add-on services:

- Refrigerator: $25–$50
- Oven: $25–$50
- Interior Windows: $25–$100
- A load of laundry during your visit: $20–$50

SERVICE 3 OF 9

Ironing & Folding

Service / Item	Price
Per piece	**$2.75–$5.00**
Minimum charge (under 10 pieces)	**$25**
Pickup & delivery	**add extra**

Many people hate ironing — that makes this one of the fastest, lowest-effort services to start. Always charge pickup/delivery separately rather than folding it into your per-piece rate.

SERVICE 4 OF 9

Home Organization

Price higher than housekeeping — clients are paying for decision-making and systems, not just labor.

By experience level:

- Beginner: $35–$50/hour
- Experienced: $50–$75/hour
- Premium: $75–$125+/hour

RECOMMENDED STARTING RATE

$50/hour — 4-hour minimum ($200)

6-hour session = $300 · full day (8 hrs) = $400

Specialty organizing:

- Garage organization: $60–$75/hour
- Home office setup: $60–$75/hour
- Downsizing seniors: $60–$85/hour
- Estate clean-outs: $75–$125/hour

Package pricing (easier to sell than hourly):

Closet Refresh Package • Up to 4 hours	**$199**
Kitchen Rescue Package • Pantry & cabinet organization	**$299**
Garage Transformation • Full garage organization	**$399–$799**

Senior Simplify Package

$499+

- Organizing
- Donation sorting
- Light packing assistance

Since many of your future clients are women 50+, retirees, and seniors, the Senior Simplify Package is worth highlighting — it pairs naturally with housekeeping, laundry, errands, and companion care, so the same client can become a customer for multiple services.

SERVICE 5 OF 9

Yardwork

Service / Item	Price
Small Yard	**$40–$75**
Medium Yard	**$75–$150**
Large Yard	**$150–$300**
Seasonal Cleanup	**$150–$500+**

Add-on services:

- Weed removal
- Mulching
- Planting flowers
- Hauling debris

SERVICE 6 OF 9

Caregiving / Help Services

Service / Item	Price
Private pay (Arizona, by skill/credentials)	**$25–$35/hour**
Through an agency	**~$1 over minimum wage**

This is the single most important number in this whole guide: going private-pay instead of working through an agency is where the real income is in caregiving. An agency caps your pay near minimum wage — private clients pay you directly, at your actual worth.

SERVICE 7 OF 9

Pet & House Sitting

Service / Item	Price
First dog (per day)	**$60**
Each additional dog (per day)	**$30**

*Real example: one week watching 2 dogs and a house earned **$1,000**. This is one of the most flexible services to start — no special equipment, just reliability.*

SERVICE 8 OF 9

Senior Errands & Companionship

Service / Item	Price
Flat hourly rate	**$25–$30/hour**
Minimum booking	**2 hours**
Mileage (using your own car for errands)	**$0.55/mile**

What's included:

- Errands and companionship
- Light meal prep is fine — quick, simple meals only
- Clean-up after meals only

What's NOT included:

- General housekeeping (that's a separate service — see Housekeeping)

For errands, use the client's car and gas whenever possible. If you use your own car, charge the $0.55/mile rate on top of your hourly fee — don't absorb that cost yourself.

SERVICE 9 OF 9

Handyman Services

Service / Item	Price
Hourly rate	**$50–$100/hour**
Ceiling fans	**$75–$200**
Faucet replacement	**$75–$150**
TV mounting	**$100–$250**
Furniture assembly	**$50–$150**
Grab bars for seniors	**$75–$150**
Service call fee (minimum trip charge)	**$25–$50**

BONUS

Beginner Cashflow Packages

Bundling services into a single flat-rate package is often easier to sell than quoting each service separately — the client sees one simple price, not a confusing menu.

Home Refresh Package — $99

- 2 loads of laundry
- Light housekeeping
- Quick yard pickup

Busy Family Package — $199

- Laundry
- Full house cleaning
- Bed changes

Senior Support Package — $299

- Laundry
- Light housekeeping
- Grocery pickup
- Pet assistance

Monthly Maintenance Package — $499

- Weekly laundry
- Weekly cleaning
- Yard touch-up

Ready for the next step?

You Have the Numbers. Now Build the Business.

Pricing is step one. Running the actual business — legally, profitably, and with real systems — is step two.

→ Home-based Laundry Business Blueprint: Start Tomorrow — $47

My complete, 50-page guide covers my full story, the legal basics, 25 business name ideas, where to find your first clients, when to bring on staff, and what equipment you actually need to start.