01 / PRICE WITH A PLAN

# Cleaning Business Pricing Guide

A useful cleaning quote starts with the work agreed, not just the size of the home. A maintenance visit and a first deep clean can require very different amounts of time.

## Four things to include in your quote

- Scope: rooms, bathrooms, tasks, exclusions, and the standard expected.
- Condition: buildup, clutter, access, and whether this is a first or repeat visit.
- Total time: cleaning, travel, setup, packing, and customer communication.
- Costs: supplies, transport, equipment wear, and a share of business overhead.

## Keep the offer clear

Define a routine-clean package with clear exclusions. For unfamiliar homes, use a walkthrough or useful photos and questions before confirming a price. State how changes in scope will be agreed before extra work begins.

## A useful starting principle

Plan to cover job costs, all labor time, and a share of overhead, then decide what profit allowance your business needs. Check whether customers value the offer at that price. If the numbers do not work, revisit the scope or process rather than guessing lower.

02 / TEST YOUR ASSUMPTIONS

## A simple planning example

Example only: 3 labor hours at a planning rate of $25 per hour = $75. Add $10 for job-specific supplies and transport, plus $15 allocated overhead: $100 in planned cost coverage before any additional profit allowance. These are invented planning inputs, not a recommended local price.

## Three pricing mistakes to avoid

- Do not quote a deep clean as a routine visit.
- Do not assume a repeat discount is affordable until you know the time saved.
- Do not forget travel or count your own working time as free.

## Review after real jobs

After a job, compare the quoted hours with actual hours. Record why they differed, then improve your questions and future quotes.

Use these examples to understand the calculation, not as market rates. Your costs, skills, demand, and local requirements will differ. No price or income result is guaranteed.

*Continue with the practical decision guide and worksheet on the next pages.*

# Turn scope into a defensible quote

## Work through the decision

A maintenance visit, a deep clean, and a move-out clean are different offers. Describe tasks and exclusions before selecting a package. Assess condition and access instead of assuming every home with the same room count requires the same effort.

Build the quote from total person-hours, direct costs, and allocated overhead. Select either a fixed profit allowance or an explicitly defined margin method. Check payment fees and taxes separately where applicable. Ask about rooms, bathrooms, surfaces, current condition, frequency, access, and any agreed preparation. Identify tasks outside your training, tools, or starting scope. A walkthrough or permitted photos can help assess the work, but they do not replace judgement on arrival.

## A situation to learn from

Illustrative calculation: three total labor hours at $25 per hour = $75 planned labor; $15 direct costs and $10 allocated overhead bring cost coverage to $100. A $20 fixed allowance produces $120. That is a 20% markup on cost coverage but a 16.67% margin on revenue; a 20% margin would require $125 before excluded fees or sales taxes.

## How to respond

Illustrative pilot: a routine visit was planned for two hours but required three because the condition differed from the enquiry. Record the tasks and time, then improve the condition questions. Do not simply promise to work faster or remove an essential task without agreeing on scope. Compare quote assumptions with actual jobs. If time or costs differ repeatedly, revise the assessment questions, scope, or pricing method. A competitor's advertised figure does not establish whether your costs are covered or the scope is comparable.

# Quote assessment and review log

Use this page with your own service and circumstances. Record assumptions separately from confirmed facts, and update the plan using actual work.

Rooms / bathrooms / routine or first visit

Included tasks / excluded tasks / condition assessed

Travel / setup / actual service time / supplies

Customer expectation / scope change process

Labor rate / direct costs / overhead allocation

Allowance method / fees to check / final agreed scope

## Review before taking the next step

Quote wording: Based on [assessed scope], the price is [amount] for [inclusions]. Exclusions: [items]. If conditions differ, we will assess and agree on any change before extra work begins. Insert your actual terms and obtain suitable advice where needed.

- [ ] Scope and condition assumptions recorded.
- [ ] All labor stages included.
- [ ] Costs not double counted.
- [ ] Quoted versus actual results reviewed.

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