How to Start a Cleaning Business

AdvisedSpaces

Print this checklist and check off each step as you complete it.

STEPS (9)

- [ ] **Step 1: Pick a Single Profitable Model (and Define "Done")**
  Before you buy a single bottle of disinfectant, make the most consequential decision in this entire process: what type of cleaning business are you actually starting?
- [ ] **Step 2: Legal Setup, Permits, and Insurance**
  You are entering homes and businesses. That means liability is real, and commercial clients will require proof of insurance before signing.
- [ ] **Step 3: Define and Dominate Your Service Territory**
  For a cleaning business, "location" means two things: your dispatch base and your target cluster. You are not chasing foot traffic — you are chasing route density.
- [ ] **Step 4: Equipment and Supplies (Buy Speed, Not a Shopping Spree)**
  Your goal is consistency and speed. Cheap tools slow you down and create quality variance. But you do not need a $3,000 starter kit — your real Day 1 cost is $350 to $600.
- [ ] **Step 5: Pricing That Does Not Bankrupt You (Job-Time Math)**
  Underpricing is the number one cause of cleaning business failure. Not lack of clients. Not bad cleaning. Bad pricing.
- [ ] **Step 6: Get Clients in 14 Days (Without Pretending You Are a Big Brand)**
  You need proof fast: reviews, before-and-after photos, and recurring slots. The first 20 clients are the hardest you will ever get. After that, referrals and reviews create a flywheel.
- [ ] **Step 7: SOPs and Quality Control (So You Stop Doing Rework)**
  The cleaning is the easy part. The business behind the cleaning is what separates the people who make $30,000/year from the people who make $150,000/year.
- [ ] **Step 8: Hiring (Legal, Safe, and Actually Profitable)**
  Hiring does not free you up unless you have pricing discipline, SOPs, and a route-dense schedule. Otherwise you are just buying stress.
- [ ] **Step 9: Scale With Route Density, Not Chaos**
  Scaling means same quality, less founder involvement, higher route density. Not "more everything."

NOTES

Read the full guide

https://advisedspaces.com/open/cleaning

Scan the QR code or visit the link for the complete guide.