



Cleaning Business Plan Template

YOUR ROADMAP TO A PROFITABLE CLEANING COMPANY

A step-by-step workbook to plan, launch, and grow your residential cleaning business with confidence.



How to Use This Template

This template walks you through every section of a complete cleaning business plan. Fill in each section with your specific details—real numbers, real decisions, real plans.

Tip from Debbie: Don't overthink this. A completed plan with rough numbers beats a perfect plan that never gets finished. You can always refine as you go. The point is to think through the hard questions before you're making decisions under pressure.

What You'll Complete

- Section 1:** Executive Summary — Your business at a glance
- Section 2:** Company Description — Who you are and what you stand for
- Section 3:** Market Analysis — Your customers, competitors, and opportunity
- Section 4:** Services & Pricing — What you offer and what you charge
- Section 5:** Marketing & Sales — How customers find you and buy from you
- Section 6:** Operations — How the work gets done
- Section 7:** Management & Staffing — Your team plan
- Section 8:** Financial Projections — The numbers that make or break you

Important: Your financial projections are the most critical section. If you skip the numbers, you're not planning—you're hoping. Hope is not a business strategy.

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Executive Summary

Write this section last, but it goes first in your plan. It's the one-page snapshot someone would read to understand your entire business.

COMPANY NAME

LOCATION / SERVICE AREA

YEAR FOUNDED (OR PLANNED LAUNCH)

WHAT DOES YOUR COMPANY DO?

Residential cleaning, commercial, specialty services? Be specific about your focus.

WHO IS YOUR TARGET CUSTOMER?

Demographics, income level, lifestyle. Example: "Dual-income families in [city] earning \$80K+ annually."

WHAT MAKES YOU DIFFERENT FROM COMPETITORS?

Your key differentiator. Note: "We clean better" is not a differentiator—everyone says that.

REVENUE GOALS

YEAR 1	YEAR 2	YEAR 3
\$	\$	\$

STARTUP FUNDING NEEDED

Total amount and sources (savings, loan, investors, credit). Write \$0 if self-funding.

2 Company Description

LEGAL STRUCTURE

Sole Proprietorship LLC S-Corp C-Corp

EIN / TAX ID

BUSINESS ADDRESS

HOME-BASED COMMERCIAL OFFICE

MISSION STATEMENT

Why does your company exist beyond making money? What impact do you create?

VISION STATEMENT

Where do you want to be in 3–5 years? Paint the picture.

CORE VALUES

The 3–5 principles that guide every decision. These shape hiring, service policies, and marketing.

VALUE	WHAT IT MEANS IN PRACTICE

OWNER BACKGROUND

Your experience, qualifications, and why you're the right person to run this company.

Tip: Your mission and values aren't just wall decorations. They drive every hiring decision, every service policy, and every marketing message. If your mission is "provide the most reliable cleaning service in [city]," that shapes everything from your training program to your cancellation policy.

3 Market Analysis

Your Local Market

TOTAL HOUSEHOLDS IN SERVICE AREA

MEDIAN HOUSEHOLD INCOME

% DUAL-INCOME HOUSEHOLDS

PRIMARY HOUSING TYPE

Single-family Mix Apartments/condos

Competitor Analysis

COMPETITOR	GOOGLE REVIEWS	AVG RATING	THEIR STRENGTH	THEIR WEAKNESS

MARKET OPPORTUNITY / GAP

What's missing in your market? What do competitors do poorly that you can own?

Demand Indicators

- How many Google Ads appear when you search "house cleaning [your city]"? _____
- How many competitors have 100+ Google reviews? _____
- Are cleaning searches trending up or down in your area? (Check Google Trends)
- Are there any underserved neighborhoods or suburbs in your area?

TARGET CUSTOMER PROFILE

Describe your ideal customer in detail — age, income, family status, lifestyle, what they value most.

4 Services & Pricing

Service Menu

SERVICE	OFFERED?	PRICE RANGE	AVG DURATION	WHAT'S INCLUDED
Recurring Weekly	<input type="checkbox"/>	\$		
Recurring Bi-Weekly	<input type="checkbox"/>	\$		
Recurring Monthly	<input type="checkbox"/>	\$		
Deep / Initial Clean	<input type="checkbox"/>	\$		
Move-In / Move-Out	<input type="checkbox"/>	\$		
One-Time Clean	<input type="checkbox"/>	\$		

ADD-ON SERVICES

ADD-ON	PRICE	TIME ADDED
Interior windows	\$	
Refrigerator clean-out	\$	
Oven cleaning	\$	
	\$	
	\$	

Pricing Formula

Your price must cover four things: (1) Direct labor cost + labor burden, (2) Supplies & equipment, (3) Overhead, and (4) Profit margin. If your pricing doesn't account for all four, you're subsidizing your customers' cleaning with your own time and money.

HOURLY LABOR COST (WAGE + BURDEN)

Use the labor burden calculator at debbiesardone.com/laborburden

TARGET NET PROFIT MARGIN

Healthy range: 15–25%

PRICING METHOD

Per-job (recommended) Hourly Per square foot Flat rate by home size

Pro Tip: Price by the job, not by the hour. Hourly pricing punishes your best employees for being fast and gives customers an incentive to watch the clock.

5 Marketing & Sales Strategy

Year 1 Marketing Channels

CHANNEL	MONTHLY BUDGET	PRIORITY	SPECIFIC ACTIONS
Google Business Profile	Free	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	
Website & SEO	\$	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	
Google Ads	\$	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	
Facebook / Social Media	\$	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	
Referral Program	\$	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	
Nextdoor / Local Groups	Free	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	
Other: _____	\$	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	

TOTAL MONTHLY MARKETING BUDGET

MARKETING BUDGET AS % OF REVENUE

Target: 5–10% (higher in Year 1)

Sales Process

DOCUMENT YOUR LEAD-TO-CUSTOMER CONVERSION PROCESS:

STEP	ACTION	TIMELINE	DETAILS / SCRIPTS
1	Lead comes in (phone/form/ email)		
2	Initial response	Within ____ min	
3	Qualify the lead		
4	Provide quote		
5	Follow up	____ attempts over ____ days	
6	Book first clean		
7	Convert to recurring		

REFERRAL PROGRAM DETAILS

What incentive do you offer for referrals? (e.g., \$25 credit per new recurring customer)

6 Operations Plan

Systems & Software

FUNCTION	TOOL / SOFTWARE	MONTHLY COST
Scheduling & CRM		\$
Accounting		\$
Payroll		\$
Communication (team)		\$
Communication (customers)		\$
Other: _____		\$

Quality Control

HOW WILL YOU ENSURE CONSISTENT QUALITY?

- Room-by-room cleaning checklists for every service type
- Spot inspections (frequency: _____)
- Post-clean customer surveys / feedback
- Photo documentation before/after
- Regular team training refreshers (frequency: _____)
- Other: _____

Insurance Coverage

TYPE	PROVIDER	COVERAGE AMOUNT	ANNUAL PREMIUM
General Liability		\$ ____ M	\$
Workers' Compensation			\$
Bonding		\$	\$
Commercial Auto		\$	\$

Supplies & Equipment

SUPPLY MANAGEMENT

Who purchases supplies? How do you track inventory? What's your monthly supply budget?

SOPs are what separate a business from a person who cleans houses. Write down your cleaning process—room by room, step by step. This is what makes your service consistent regardless of which employee shows up.

7 Management & Staffing

Current & Planned Organizational Structure

NOW

12 MONTHS FROM NOW

Staffing Plan

ROLE	QTY NOW	QTY IN 12 MO	PAY RATE	FULL BURDEN RATE
Owner / Operator			\$	\$
Team Lead			\$	\$
Cleaner			\$	\$
Office / Admin			\$	\$
Operations Manager			\$	\$

Hiring & Retention

WHERE WILL YOU RECRUIT?

Indeed, Facebook, referral bonuses, local job boards, staffing agencies, etc.

SCREENING PROCESS

- Background check
- Reference calls (how many? ____)
- Working interview / paid trial day
- Drug screening
- Other: _____

TRAINING PROGRAM

How many days of training? Ride-alongs? Documented SOPs? Certification?

RETENTION STRATEGY

Competitive pay, clear advancement path, positive culture, performance bonuses, etc.

Plan for turnover. The cleaning industry averages 100–200% annual turnover. Your plan should account for continuous recruiting, not just hiring when you're desperate.

8 Financial Projections

Startup Costs

ITEM	ESTIMATED COST	ACTUAL COST
Business registration & licensing	\$	\$
Insurance (first quarter)	\$	\$
Cleaning equipment & supplies	\$	\$
Website & initial marketing	\$	\$
Software subscriptions (3 months)	\$	\$
Vehicle (if needed)	\$	\$
Uniforms & branding	\$	\$
Working capital (2 months expenses)	\$	\$
Other: _____	\$	\$
TOTAL STARTUP COSTS	\$	\$

3-Year Revenue Projection

METRIC	YEAR 1	YEAR 2	YEAR 3
Recurring Clients			
Avg Revenue per Client / Month	\$	\$	\$
Recurring Revenue / Month	\$	\$	\$
One-Time Revenue / Month	\$	\$	\$
Total Annual Revenue	\$	\$	\$
Number of Employees			

Monthly Operating Budget

CATEGORY	\$ AMOUNT	% OF REVENUE	TARGET %
Labor (wages + burden)		\$	40–50%
Supplies		\$	3–5%
Marketing		\$	5–10%
Insurance		\$	3–5%
Software & subscriptions		\$	1–3%
Vehicle / fuel		\$	2–5%
Admin / office		\$	2–4%
Owner pay		\$	Budget it!
TOTAL EXPENSES		\$	
NET PROFIT		\$	10–20%

12-Month Cash Flow Projection

Fill in projected revenue and expenses for each month. This shows when you'll break even and whether you'll need additional funding.

	MO 1	MO 2	MO 3	MO 4	MO 5	MO 6	MO 7	MO 8	MO 9	MO 10	MO 11	MO 12
Revenue												
Expenses												
Net Cash												
Cumulative												

BREAK-EVEN POINT

Monthly revenue needed to break even:

Number of recurring clients needed:

EXPECTED MONTH TO REACH BREAK-EVEN:

Key Milestones

TIMELINE	MILESTONE	REVENUE TARGET	TEAM SIZE
Month 3		\$	
Month 6		\$	
Month 12		\$	
Year 2		\$	
Year 3		\$	

Action Plan — Next 30 Days

TOP 5 ACTIONS TO EXECUTE IMMEDIATELY AFTER COMPLETING THIS PLAN:

#	ACTION	DEADLINE	OWNER
1			
2			
3			
4			
5			

Review this plan quarterly. Update your financial projections monthly. Compare actual results to your projections and adjust. A plan that sits in a drawer is just paper.



Ready to Turn This Plan Into a Real Business?

You've got the roadmap. Now let's build the systems, team, and profits to make it real. At Cleaning Business Fundamentals, we've helped 1,000+ cleaning business owners transform chaos into clarity, profits, and freedom.

BOOK A FREE STRATEGY CALL

debbiesardone.com/cbf-cleaning-business-coaching

☎ 1-833-MOP-FREE · ✉ contact@debbiesardone.com