

HOW TO START A COMMERCIAL CLEANING BUSINESS



1. WHERE CAN YOU GET HELP?

- ☐ Have you prepared a list of associations you can join?
- ☐ Are there local small business networking events in your area?
- ☐ Do you need to upskill on any industry-related training?

2. CARPET CLEANING BUSINESS STARTUP COSTS

- ☐ Do you know how to calculate overhead costs?
- ☐ Do you know how to calculate your Break-Even Point?
- ☐ Do you know how to calculate an average transaction value (ATV)?
- ☐ Do you know how to calculate the average revenue per client (ARPC)?
- ☐ Have you researched different grants online?
- ☐ Do you know what your tax benefits and deductions are?
- ☐ Have you signed up for a free small business mentor online?

3. THE LEGAL STUFF

- ☐ Have you registered your business yet?
- ☐ Have you signed up for commercial cleaning insurance?
- ☐ Do you have a business checking account?
- ☐ Have you written your terms of service?
- ☐ Have you signed up for a bond?
- ☐ Do you need to sign up for a commercial cleaning license?
- ☐ Are you interested in becoming a franchisee?

4. THE TECHNICAL STUFF

- ☐ Do you know how to keep track of sales?
- ☐ Do you have an online invoicing software?
- ☐ Do you have an email marketing software?
- ☐ Do you have an online tool that can accept credit card payments?
- ☐ Have you registered for Quickbooks online?
- ☐ Have you added an online booking option?

5. THE SUPPLIES

- ☐ Have you considered purchasing wholesale or used models?
- ☐ Do you have a uniform for your business?
- ☐ Have you purchased a service truck or a used van?

6. BRANDING

- ☐ Have you organized print material for your business?
- ☐ Have you set up a website yet?
- ☐ Have you established social media profiles on popular platforms yet?
- ☐ Have you claimed your profile on online review sites yet?
- ☐ Have you joined online directories?
- ☐ Do you have a logo?
- ☐ Do you have a business name?

7. SETTING RATES

- ☐ Are you planning to charge per square foot, flat rates, or an hourly rate?
- ☐ Do you know the national and regional average price for a commercial clean (within your niche)?
- ☐ Do you know the hourly rate for a commercial cleaner (within your niche)?
- ☐ Do you know how to calculate your net earnings?
- ☐ Do you understand your niche industry?
- ☐ Do you know what your total costs are?

8. YOUR OFFERINGS

- ☐ Have you put together a commercial cleaning services list?
- ☐ Can you create recurring service plans?

9. ADVERTISING

- ☐ Have you explored Google Ads?
- ☐ Have you registered social media profiles for your business?
- ☐ Have you claimed your profile on review sites?
- ☐ Have you joined local small business groups or associations?

10. HIRING

- ☐ Do you know when you need to hire?
- ☐ Do you have all your company processes in order?
- ☐ Have you made a plan to train and manage people?