Cleaning Business Startup Checklist

A free one-page launch checklist from The Black Leaf Studio. Work top to bottom - each step unlocks the next.

1. Decide Your Service Mix

- [ ] Residential recurring (weekly / bi-weekly)
- [ ] Short-term rental turnovers (Airbnb, VRBO)
- [ ] Commercial offices (evening / after-hours)
- [ ] Move in / move out deep cleans

Pick ONE primary service to start. A specialist gets hired faster than a generalist.

2. Name, Register, Bank

- [ ] Choose a business name and check it is available
- [ ] Register the business (sole prop or corporation)
- [ ] Open a separate business bank account
- [ ] Set aside 25-30% of revenue for taxes from day one

3. Insurance and Legal

- [ ] General liability insurance (get quoted before your first job)
- [ ] Service agreement template signed by every client
- [ ] Cancellation policy in writing, given at booking
- [ ] Bonding / background checks if marketing to property managers

4. Supplies and Equipment

- [ ] Core kit: vacuum, mop, microfiber cloths (colour-coded), all-purpose cleaner, glass cleaner, bathroom disinfectant
- [ ] Restock trigger: reorder when a bottle hits half empty
- [ ] Track supplies on an inventory sheet so nothing runs out mid-job

5. Pricing

- [ ] Set an hourly rate that covers supplies, travel, taxes AND profit (a common floor: 3x what you want to take home per hour)
- [ ] Flat rates for turnovers (1BR / 2BR / 3BR)
- [ ] Price worksheet filled in before you quote your first job

6. First Clients

- [ ] Tell everyone you know - first clients come from your circle
- [ ] Post in local community groups with before/after photos

- [ ] Walk in to 5 local businesses (salons, clinics, offices) with a one-pager
- [ ] Ask every happy client for one referral

7. Run It Like a Business

- [ ] Invoice every job, same day
- [ ] Log every client in a record card (name, address, key code, notes)
- [ ] Do a quality check before you leave every job
- [ ] Review your pricing every 90 days

Want the full kit? The Cleaning Business Starter Kit includes all 15 templates: service agreement, client intake, walkthrough estimate, checklists, invoice, price list, client record card, cancellation policy, quality report card, supply inventory, launch checklist, pricing worksheet and social planner.

Template by The Black Leaf Studio. Not legal advice.