[Your business name] — Business Plan

Cleaning business in [Your city] · Startup plan

Executive summary

[Your business name] is a new cleaning business in [Your city] offering weekly and biweekly home cleaning; deep cleans and move-in / move-out cleans; small office and commercial cleaning; and post-construction and rental turnover cleaning. The model is recurring clients on fixed days, priced from real costs, with reliability and trust as the whole pitch.

Startup budget: $4,050 across 9 items, with funding still to be decided.

Twelve months from now, success looks like this: [What success looks like twelve months from now]

Products and services

[Your business name]'s core service is weekly and biweekly home cleaning. Every visit follows the same room-by-room checklist so the result is identical whether it's the first clean or the fiftieth, and add-ons are priced separately so the base price stays simple.

- Weekly and biweekly home cleaning
- Deep cleans and move-in / move-out cleans
- Small office and commercial cleaning
- Post-construction and rental turnover cleaning

Market analysis

The customers are people who value their time more than the cost of a clean: busy households, landlords turning over properties, and small offices that need someone dependable after hours.

- Busy households that want the same cleaner every week or two
- Landlords, property managers and short-term-rental hosts between tenants and guests
- Small offices, clinics and studios that need after-hours cleaning
- People moving house who need a deep clean to get a deposit back

Marketing strategy

Most customers will find [Your business name] on Google and through word of mouth — searching for a cleaner near them, then referring the one who showed up on time and did the job well. Reviews on the Google Business Profile and a website with clear services and an instant quote form turn that search into a booking.

- Google Business Profile and Google Maps — “house cleaning near me” plus your city
- Word of mouth and referrals from happy recurring clients
- Neighborhood groups, Nextdoor and local Facebook groups
- Property managers and real-estate agents who need reliable turnovers
- A website with your services, prices from, reviews and an instant quote form

Operations plan

Jobs are grouped by neighborhood and day to keep driving down. The owner cleans in year one, tracks time and supplies per job, and only hires once the recurring schedule is full and the pricing proves it can cover wages.

- A repeatable checklist for every room so quality is the same on every visit
- Recurring clients booked on fixed days to cut driving between jobs
- Your own supplies and equipment, restocked weekly
- Quotes by the hour, per home or per square foot, with add-ons priced separately
- Background checks and a simple training checklist before anyone else cleans under your name

Startup costs

What it will take to open the doors, with funding still to be decided.

Startup costs

ITEM	AMOUNT
Supplies and equipment (vacuum, mops, caddies, chemicals)	$750
General liability insurance (first year)	$700
Business registration, LLC and licenses	$300
Janitorial bond (first year)	$200
Uniforms and branded shirts	$250
Car magnets or a wrap, plus business cards	$600
Website and Google Business Profile	$0
Scheduling and payments software (first year)	$0
Working capital (first month)	$1,250
Total	**$4,050**

Typical range to start a cleaning business in the US: $1,700–$8,500. Your list is what you decided to spend — replace estimates with real quotes as you get them. Website and Google Business Profile: Your Zarla plan includes the website and walks you through your Google Business Profile — a designer typically charges $1,500 or more to build one. Scheduling and payments software (first year): Your Zarla plan includes online booking, invoicing and customer management with the website — no separate subscriptions for those.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a cleaning business in the US. Startup costs are low; the real risk is pricing too cheaply, so check the rate math before the first job.

Typical monthly operating costs for a cleaning business: $340–$5,430 a month, before the owner's own pay.

Add a monthly sales target and the plan will show how long it takes to recover the startup budget.

Typical monthly operating costs

COST	TYPICAL RANGE
Supplies and chemicals	$100–$400
Fuel and travel between jobs	$100–$400
Insurance and bond	$40–$100
Scheduling and payments software (included with Zarla)	$0–$80
Marketing	$50–$300
Phone, admin and bookkeeping	$50–$150
Labor (once you hire)	$0–$4,000

US ranges for a small operation; replace with your own figures as you learn them. Lines marked (included with Zarla) are what those tools cost separately — with Zarla they are part of one monthly plan.

Risks and honest downsides

Every cleaning business plan should say out loud what can go wrong. For [Your business name], the real risks are:

- It's hands-on physical work, and in year one the owner does most of it
- Your reputation is everything — one bad job travels fast in a local market
- Margins tighten once you hire; pricing has to cover wages, travel and no-shows
- Clients cancel and move; you need a steady flow of new recurring bookings
- Undercharging is the classic mistake — booked solid instantly usually means too cheap

Licenses, permits and insurance

What [Your business name] needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- General business license — From your city or county in most of the US; some areas add permits for handling certain chemicals.
- Business registration and EIN — Most cleaners form an LLC; register a DBA if you trade under another name.
- General liability insurance — Not always legally required, but many commercial clients won't hire you without it.
- Janitorial bond — Optional cover against theft claims that clients frequently ask about.
- No cleaning certification required — You don't need a special certification to clean homes in the US; training programs are optional.

Milestones: the next 30 days

The first month's to-do list for [Your business name], in order:

- Register the business, get an EIN and open a business bank account
- Get general liability insurance and a janitorial bond
- Buy or organize your supplies and write your room-by-room checklist
- Set your prices from your true costs and two or three local quotes
- Set up a free Google Business Profile and put your website live
- Tell 20 people you've started and offer a first-clean discount for referrals
- Book your first three recurring clients before chasing one-off jobs
- Ask every finished job for a Google review

Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- A month-by-month 12-month cash-flow projection
- Proof of insurance and your business registration
- A list of signed or verbal recurring clients, with expected monthly revenue
- Quotes for equipment or a vehicle if you're borrowing for them
- Your credit report and anything you can offer as collateral