[Your business name] — Business Plan

Window cleaning business in [Your city] · Startup plan

Executive summary

[Your business name] is a new window cleaning business in [Your city] offering exterior and interior window cleaning for homes; water-fed pole cleaning for second-story glass; screen, track and sill cleaning; hard-water stain removal; storefront window routes, weekly or monthly; and gutter cleaning as an add-on. The model is a route of regular storefronts for steady income, homes cleaned inside and out every spring and fall, and every home customer booked for their next clean before the cleaner leaves.

Startup budget: $7,586 across 8 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 exterior and interior window cleaning for homes. Every home is quoted by the window or the pane with add-ons priced up front, the glass is checked for damage before the work starts, and second-story glass is cleaned from the ground with a water-fed pole wherever it can be.

- Exterior and interior window cleaning for homes
- Water-fed pole cleaning for second-story glass
- Screen, track and sill cleaning
- Hard-water stain removal
- Storefront window routes, weekly or monthly
- Gutter cleaning as an add-on

Market analysis

The customers are homeowners who want their windows done every spring and fall, the shops, restaurants and offices that want clean glass every week or month, the realtors and sellers getting a house ready to list, and the property managers with many buildings to keep up.

- Homeowners who want their windows done every spring and fall, inside and out
- Shops, restaurants and offices on a main street that want clean glass every week or month
- Realtors and sellers getting a house ready to list
- Property managers and homeowners' associations with many buildings to keep up

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Marketing strategy

Homeowners will find the business on Google — they search “window cleaning near me” and book the cleaner whose prices, photos and reviews they trust, so the Google Business Profile and a website with online booking decide who gets the job. Storefronts are won on foot, one street at a time, and word of mouth, door hangers and yard signs on the street of every finished job bring the neighbors.

- Google Business Profile and Google — “window cleaning near me” is how most homeowners find a cleaner
- Walking the main street with a storefront price card — shop owners decide on the spot
- Door hangers and yard signs on the street where you just finished a job
- Word of mouth and reviews from neighbors, plus realtors who need a house ready to list
- A website with your prices, photos of your work and online booking

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Operations plan

The owner cleans, quotes and books in year one, runs the storefront route on fixed days, checks the ladders and the pure-water system before every job, and tracks homes per week, route stops and the average ticket — adding a van-mounted system and a second cleaner only when the calendar is full.

- Every home quoted by the window or the pane, with screens, tracks and hard-water stains priced as add-ons
- Storefronts grouped into routes by street, so a morning covers a block
- Ladders set at the right angle and checked before every job, and a water-fed pole wherever it keeps you off the ladder
- Scrapers kept off tempered glass, and any scratch or chip on the glass pointed out to the customer before you start
- Every home customer booked for their next clean in six months before you leave
- The pure-water system's resin checked and replaced before it leaves spots on the glass

Startup costs

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

Startup costs

ITEM	AMOUNT
Working capital: fuel, supplies and your own bills for the first months	$1,650
Water-fed pole and pure-water system (a DI tank or an RO cart)	$2,400
Squeegees, scrubbers, buckets, a belt and scrapers	$365
An extension ladder and ladder levelers	$773
Insurance (first installment): general liability and commercial auto	$2,130
Website, online booking and Google Business Profile	$0
Scheduling, invoicing and customer records (first year)	$0
Business registration, LLC, local license and EIN	$268
Total	**$7,586**

Typical range to start a window cleaning business in the US: $2,685–$15,585. Your list is what you decided to spend — replace estimates with real quotes as you get them. Website, online booking and Google Business Profile: Your Zarla plan includes the website — prices, photos of your work and online booking — and walks you through your Google Business Profile; a designer typically charges $2,000 or more to build one. Scheduling, invoicing and customer records (first year): Booking, invoicing and a customer list with reminders come with your Zarla plan; accounting software is separate.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a one-person window cleaning business in the US. Insurance is the biggest steady cost and each job's supplies are small, so the plan turns on how many homes and storefront stops a week, at what average ticket, cover it — and on booking repeat cleans before the quiet season.

Typical monthly operating costs for a window cleaning business: $498–$980 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
Insurance: liability, commercial auto and a janitorial bond	$328–$340
Fuel	$150–$400
Pure-water resin and filter replacements	$20–$190
Scheduling, invoicing and customer records (included with Zarla)	$0–$50

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

- A fall from a ladder is the trade's biggest danger — the ladder set wrong once is enough, which is why a water-fed pole is worth buying early
- Winter, rain and short days slow the work in much of the US, so the cash reserve and the storefront route carry the quiet months
- Scratched or chipped glass turns into a claim — scrapers stay off tempered glass, and damage is pointed out before you start
- Most homes book once or twice a year, so a business that doesn't book the next clean before it leaves has to find new customers every season
- One person is one point of failure: an injury or a broken-down vehicle stops the income until it's fixed

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.

- Business registration, local business license and EIN — Most of the US has no license for window cleaning itself: you register the business with your state and take out a general business license where your city or county requires one (about $50–$500). State filing fees run $35 to $500, and the EIN from the IRS is free.
- OSHA ladder and fall-protection rules once you hire — In the US the OSH Act doesn't cover a self-employed owner working alone, but it applies from your first employee: portable ladders are inspected before each shift and extended 3 feet above an upper landing (29 CFR 1910.23), and work 4 feet or more above a lower level on an unprotected side or edge needs fall protection (29 CFR 1910.28, which excludes portable ladders). Follow the same rules alone — a fall is the trade's biggest risk.
- Sales tax on window cleaning in the states that charge it — US states differ: Texas taxes window washing as a real property service for homes and businesses, Connecticut taxes window cleaning services, and Ohio taxes window cleaning unless you sell less than $5,000 of it in a year. Ask your state revenue department before you set your prices.
- General liability, commercial auto and a janitorial bond — Insureon's median premiums for window cleaners are $78 a month for general liability, $81 for a business owner's policy, $250 for commercial auto and $9 for a janitorial bond — and $114 for workers' compensation, which most US states require once you hire (Texas leaves it optional). Storefronts and property managers will ask for the certificate before you start.
- Rope-descent work only on anchors the building owner has certified — Commercial high-rise work is a specialist business. Under OSHA's 29 CFR 1910.27 a rope descent system needs the building owner's written certification that each anchor was inspected, is inspected every year and is certified at least every 10 years, rated for 5,000 pounds per worker, and it can't be used above 300 feet unless other access is infeasible or more hazardous. New York adds its own rules for cleaning the windows of public buildings (Labor Law §202).
- No certification is required — IWCA training is voluntary — In the US no law requires a window-cleaning certification. The International Window Cleaning Association's safety training is the credential commercial customers recognize, and worth taking before you work at height.

Milestones: the next 30 days

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

- Register the business, take the free EIN, open a business bank account and check whether your city wants a license
- Buy general liability and commercial auto cover before your first job
- Buy a squeegee kit, an extension ladder with levelers, and a water-fed pole with a pure-water tank
- Practice on your own house and a friend's until a whole home takes you half a day
- Set your prices by the window or the pane, with screens, tracks and hard-water stains as add-ons
- Walk your main street with a storefront price card and sign your first ten regular shops
- Set up a free Google Business Profile with photos of your work, and put your website live with online booking
- Hang door hangers on the street after every home job, and ask every happy customer for a Google review

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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 built from homes per week, storefront stops and your average ticket
- Quotes for the water-fed system, ladders or vehicle the loan would pay for
- Insurance certificates for general liability and commercial auto
- A list of the storefronts already on your route
- Your credit report

Template: replace every [bracketed] line and every estimate with your own figures. Written with Zarla's free business plan generator — zarla.com/business-plan-generator writes it from five questions.
