

Insider's Guide to *Profitable* Pricing

*for Residential
Cleaning
Companies*



Insider's Guide to Profitable Pricing for Residential Cleaning Companies

By Jean and Steve Hanson, Co-founders
MyHouseCleaningBiz.com



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About the Authors



Steve and Jean Hanson are Co-Founders of TheJanitorialStore.com and MyHouseCleaningBiz.com, online communities for cleaning business owners. The sites provide education, training and resources to the commercial and residential cleaning industries. They have also owned two successful cleaning companies since 1987. The first was located in Boise, Idaho and sold in 2001 and the most recent was located in Brainerd, Minnesota. The Hanson's have been helping cleaning business owners through their online communities since 2005.

MyHouseCleaningBiz.com is a vibrant community for those who want to build a more profitable and successful business. The discussion forum is packed with extremely helpful, real world advice and tips straight from successful cleaning business owners. The Download Library has forms, templates, ebooks and more – all available to members for immediate download. The site provides members with all the tools and resources needed to achieve their dream of running a successful cleaning business -- without having to learn it all the hard way.

Why not have the profitable cleaning business you've been dreaming of? You can struggle, or succeed. The decision is obvious... [Join Us Now!](#)

P.S. At the end of this eBook are some great resources for improving your home cleaning business!

Introduction

Does pricing your home cleaning service feel like target practice? If so, you're not alone. Many cleaning business owners give a price quote and then hope they've hit the bulls-eye with their price.



The problem is, the price they quoted is based on a number of things that may not have anything to do with whether or not the job will be profitable. Some people use their gut feeling as to how long it will take; some use an hourly price that is too low to make a profit just so they can compete with low-ball cleaners. Others read in the online discussion forums that they should be pricing at \$25 per hour because you simply can't get any clients if you charge any more than that.

Fears about Pricing

In a discussion among members of MyHouseCleaningBiz.com, we asked what fears they had about pricing their cleaning services. Here are some of the most common fears:

1. "I get discouraged when the prospect asks about price right away. It seems as if every time this happens, they're looking for a low, low price."
2. "I hate that I have to compete against 'trunk slammers' because they low-ball their price and I can't compete with that."
3. "I'm not doing a very good job of selling the value of my service. I seem to get stuck on price right from the get-go."
4. "I can't figure out how the franchises and larger cleaning companies can charge top dollar, yet they don't do as good a job as I do."
5. "The economy has really taken a toll on what I can charge. People want me to lower my price."

Let's address each of these pricing fears individually.

1. *"I get discouraged when the prospect asks about price right away. It seems as if every time this happens, they're looking for a low, low price."*

What is happening is you're anticipating the fact that the prospect is going to question your price. When you're expecting it, it's going to show on your face and in your body language. The prospect will pick up on this and continue to press you for a lower price.

2. *"I hate that I have to compete against 'trunk slammers' because they low-ball their price and I can't compete with that."*

Why do you feel "trunk slammers" are your competition? The reality is – they are NOT your competition because the people that are interested in using their services are NOT your ideal clients!

What usually happens when you take on clients that are just looking for the cheapest price is, they don't last very long because they're not loyal, long-term clients, which is what you're looking for. And many of these clients end up being some of the biggest "pains in the you-know-what" because they're expecting the world without having to pay for it. Go after prospects that are a better fit for your business.

3. *"I'm not doing a very good job of selling the value of my service. I seem to get stuck on price right from the get-go."*

You're getting into the price discussion too soon. Read on to learn techniques for deflecting the price question until you're ready to discuss price.

4. *"I can't figure out how the franchises and larger cleaning companies can charge top dollar, yet they don't do as good a job as I do."*

The franchises and larger companies are confident that the price they charge is worth the value of the service they provide. If you don't have that same confidence, you'll continually have a problem charging what you're worth. After all, if YOU don't believe you're worth \$35 an hour (or whatever rate you'd like to charge), then why should your CLIENT believe you're worth that price?

5. *"The economy has really taken a toll on what I can charge. People want me to lower my price."*

Using the economy as a reason for not being able to get the price you want is simply an excuse. There are lots and lots of residential cleaning companies across the country that are thriving. If you have a problem, it's time to figure out what the "real" problem is and stop blaming the economy.

Why is Price Such a Big Deal?

If you are struggling with price, then you're making price a big deal. And if it's a big deal for you, it will be a big deal for your prospects.

You're not alone if price is a problem for you. In most industries, price is almost always more significant in the mind of the seller than it is in the mind of the buyer. So if you're anticipating that the prospect is going to challenge your price, you've made price a big issue in your own mind.

The problem is, your concern about price is not just in your mind. It also shows up in the expression on your face and in your body language.

Confidence Closes Sales

Here are some of the tell-tale signs you're lacking confidence in the price you're quoting:

- You don't look the prospect in the eye when giving them the price.
- Your voice gets soft.
- You sound almost apologetic when giving your price.
- You look down after giving the price.
- You hold your breath after giving the price.

These signs are not usually a conscious thing so you may not even realize you're doing it. What you're doing is preparing yourself to be challenged on your price quote. Unfortunately, the prospect picks up on your unconscious signs and sees the opportunity to dicker on price.

Pricing takes practice so the more you do it the more confident you'll become. Here are some tips for gaining confidence in pricing residential cleaning.

- Remember that you'll never win every job – some prospects just aren't going to be a good fit for your company. So don't let the fact that you didn't get the job shake your confidence.
- Don't let the prospect intimidate you just because she challenged your price. She may just be trying to understand what she's getting for the price.

- Don't worry about competing against low-priced "trunk slammers". Their ideal clients are not YOUR ideal clients. And if they're operating illegally, it will eventually catch up to them.
- Try this if they say your price is too high. Ask what they feel is a fair price. If they give you a super low price, you know they're not a good fit for your business.
- Be confident when quoting prices for referrals. They came to you from someone who believes in your service so they're almost completely sold on you already!

Important to Note:

When you resign yourself to charging a lower rate, you severely limit your ability to grow your business. That's because every penny is going to paying your employees and keeping up with the bills. If you want to grow your business, you need to charge top dollar so that profits can grow within the business to fund expansion and growth.

Talking About Price Too Soon

"How much do you charge to clean a 3-bedroom, 2-bath home?"

What you say next may determine if you close this sale.

If you give a price right away it will be harder to close the sale because you'll have to back-track to justify your price. Don't let the prospect lead you into the price discussion too soon. If they ask the price before you're ready to give it, you'll need to lead them in a different direction.

If you find yourself in this situation, here is what you can say; *"I'll be happy to give you a price, but in order for my price quote to be accurate, I need more information."* When you say this, you're taking back control of the conversation.

When is Price Truly an Issue?

There is one instance where price does become an issue – when all things are perceived as equal between you and your competitors. When this happens you might as well line up with your competitors and have your prospect play "eenie, meenie, miney, mo"!

Let's say your prospect is considering 3 different cleaning services. She gets quotes of \$120, \$125, and \$130. She's thinking to herself, *"They're all in the same ball park price-wise, they seem to provide the about same service, so how am I going to make my decision?"*

Guess what she'll do? Since all 3 companies are perceived and equal, she's going to go with the lowest price so she can save a few bucks. So it's important that she perceives your service as being different from your competitors so you can justify your price and show how you can make her life better. We'll talk more about this in the next section.

The Customer Just Isn't Getting It: How Do I Justify My Price?

Let's go back to the 80's and 90's for a moment. In those days, clients didn't have very high expectations for cleaners. The industry had a bad reputation and there weren't enough educational opportunities available for cleaning business owners and their employees. So it was easy to WOW clients by providing a quality cleaning service. Because of this, clients didn't care as much about price if they could get a good quality cleaning service.

But these days expectations are different - people EXPECT a quality cleaning service. You can't differentiate yourself any more based on quality unless you have data that supports it.

In addition, *everyone* says they provide a quality cleaning service so people just don't believe it any more, especially if they've been through three or four services already. Because of this, loyalty is at an all-time low. So if you're selling on quality, you'll struggle; and if you don't already provide a quality service you'll struggle.

So how do you create a loyal following of clients who want what you offer and are willing to pay your price?

I want you to think about some of the "viral videos" you've watched on YouTube. The videos that people are so excited about that they want to share it with everyone. This is what you want for your business – you want it to go viral. You want your clients talking about your service whenever they get the chance because they love your service that much. You want to stand apart from your competitors so much that your clients know they've hired a special cleaning company.

Here is an example of a client that helped a cleaning company gain new clients because of her Facebook postings.

The client is a busy mom with a career, who also likes to entertain. The cleaning company also provides a party cleaning service. At one of her parties, the client's friends asked her how she does it – "How do you get your house so clean when you're so busy?" She replied, "I've got this great cleaning service. Not only do they do the regular cleaning, they clean right before the party - I love it, it's great!" Naturally, some of the friends asked for the name of the cleaning company.

But the real bonus came when the client posted the photos from the party on Facebook. She also posted a link to the cleaning company's Facebook page for everyone that wanted to know who does the cleaning.

In this situation, the cleaning company has gone a step above just providing the service. They created a company that people want to do business with regardless of price because they know they're getting the best. After all, their friend told them so!

The Hard Part

The hard part is figuring out what you do that separates your business from the competition. It comes back to creating a good USP. But what you might think is a USP is not necessarily so. The fact that you are bonded and insured is NOT a Unique Selling Proposition.

Here is a formula you can use to figure out your USP:

- 1. I am unlike any other cleaning service in my market because _____*
- 2. I am the only one in my market that does _____*

The key is to think about how you're DIFFERENT, not how you're BETTER. Everyone says we're better because "we provide quality service" or "we provide a better quality service" than the other guy. That's not good enough. Remember, everyone expects you to provide a quality cleaning service.

If you get stuck on what makes you different, ask your employees and clients what they feel makes your business different. You may be surprised when they offer ideas that you never even thought about.

When doing this exercise, if you find yourself listing features, like "we do green cleaning," turn it around and figure out what the benefit is. Then ask yourself if this is different from your competitors.

Here are some examples of USP's that some cleaning companies use.

1. Award Winning Company – chosen as the Small business of the Year by the local Chamber of Commerce.
 - a. Another company was voted “Best of Denton County *and* Reader’s Choice Award 3 Years in a Row!
 - b. Both of these award winning companies feature this on their website and Facebook header.
2. Customer Service or Customer Satisfaction Ratings. One cleaning company has a prominent banner on their website and Facebook page that says, “Customer Satisfaction Rating of 98%”. The banner linked to their Google Reviews page, which indeed had very high ratings. Just make sure if you make a claim like this that you can back it up.
3. Many cleaning companies offer a 100% money back guarantee if the client is not satisfied. But some companies go a step beyond that and offer a 200% refund. Or they offer 100% refund and give another 100% to the client’s favorite charity.
4. One cleaning company is the only service in her area that carries the IICRC Certified House Cleaning Technician designation. She is able to explain to her clients that they benefit from the education her company has because un-trained cleaners can do a lot of damage to the surfaces in their home when they don’t know what they’re doing.
5. One cleaning companies coined a phrase – “We offer the FLEX System!” By coining a phrase like this, it prompts people to ask, “what is that?” You can use this to differentiate your company from the competition since you’re the only one using this system. Just make sure it’s something that is really beneficial to your clients, and not just something you created to get attention.
6. Some cleaning companies offer complimentary services such as concierge service, pet-sitting and other useful services. Clients love this because they’re able to call on one service for all their needs.

How does this all relate back to price? Because when you’re challenged by a prospect on price, it gives you a way to explain why your price is different from your competition.

Let’s say you’ve just given your prospect a price of \$120. The prospect says, “The other company will do it for \$90, and you’re telling me it’s going to cost \$120.” At this point you’re going to lose them on price because you haven’t

differentiated your company. This gives you an opportunity to talk about how you're different so you can explain why your price is \$120.

Tip on Quoting Your Price

When quoting your price, do you use numbers ending with a 0 or 5 like I did above? When you do this it makes it sound like the price is open to negotiation. If you quote it at \$122.50 for example, it sounds like a firm price.

Usually when a prospect sees a more exact price, they think that you must have worked some kind of formula to come up with that number, so they're less likely to attempt to negotiate the price.

Offer Options

Price is never the primary reason people buy anything. They buy because they have a need. In this case it's usually because they want more time. It may be because they physically can't clean. It's your job to figure out their need and then remind them of that when you're talking about their service.

Here is an example of why people buy products or services. We recently needed to buy a television. The first thing we thought about was not price; it was what features we wanted on the TV. We knew we wanted Internet so we could connect to our Netflix account and use other apps. We also talked about whether or not we needed a 3-D TV, and what size we wanted. Once we figured out our "wish list" of features, we thought about price. When we discovered what our ideal TV was going to cost, we decided we really didn't need 3-D after all because the price seemed a little high, but we still wanted the Internet. So we found a TV with the features that made us happy at a price that made sense.

It's the same with cleaning services. If your prospect wants all the bells and whistles and they discover it's going to cost \$200, they might not want to spend that much. But that's OK because now you have some wiggle room to offer more options. People like options, so we recommend offering different cleaning packages. You might offer a Premium Cleaning, General Cleaning, and Maintenance Cleaning. This way if one option feels too expensive for them, you can make adjustments to the service that will get your price down to meet their budget.

When presenting the different options, make sure they understand exactly what services they're getting for the price. For example, if they're looking at

the General Cleaning package and ask about baseboard cleaning, explain that baseboard cleaning is not part of this package, but it IS a part of the Premium Cleaning package. When you explain exactly what they're getting for the price they're paying, it's easier to understand and accept your price.

The Difference Between Price and Cost

There is a major difference between price and cost.

Price is what you sell your service for. For example, \$150 per service.

Cost is what your customer is actually going to pay. It takes into consideration not only price, but other factors.

Here is an example that is easy to understand. Let's say the gas station near your house is charging \$3.79 per gallon. There's another gas station a few miles down the road that is charging \$3.59 per gallon. You decide to drive a few miles down the road to save on the price of gas.

Did you save money on the price? Yes!

You paid \$3.59 per gallon instead of \$3.79 per gallon.

Did you save money on the cost? Not necessarily.

When looking at your actual cost you would need to also consider the extra gas you burned in traveling the extra miles to and from the station a few miles away. You would also need to look at the cost of your time since it took extra time for you to drive back and forth to the station further away.

Let's apply this situation to your cleaning service.

You have just quoted a price of \$120 per service to a prospect. Your prospect says, "Why should I pay \$120 when I can pay just \$60 to this other company?"

Here is how to respond. *"Let me ask you this – Are you looking for a low price? Or are you looking for a low cost?"* Your prospect won't understand the question, so you've just opened up a door for yourself so you can explain the difference.

When the prospect asks what you mean by that, give this reply. *"Yes, my competitor can give you a better price, but I can give you a better cost."* They're still not sure what you're talking about, but they're intrigued and want to know more. This is your opportunity to explain how you're different and why you're charging a different price. In this case, it might be because they don't understand that the reason they got such a low price from the other cleaner is because they don't carry insurance coverage that will protect the homeowner

from things like slip/fall accidents on their property, and they don't do background checks on their cleaners, which protects the client from possible unsavory people working in their home.

Production Rates and Measuring Time

In order to price your services accurately you need a system for estimating your time to clean the home. Since labor is your biggest expense, you'll need to figure out how many man-hours it will take to get the job done.

There are two ways to estimate man-hours.

1. Production rates
2. Measure the time for each area

Production Rates

What is a production rate? The number of square feet one person can clean in an hour.

For example, a production rate of 700 means one person can clean 700 square feet per hour. If you had a 2600 square foot home it would take approximately 3.7 man hours to clean at 700 sq ft per hour ($2600 \div 700 = 3.7$).

If your hourly rate is \$35, you would charge \$129.50 per service ($\$35 \times 3.7 \text{ hrs} = \$129.50$).

Using a cleaning production rate is not foolproof, but it will give you an average time per cleaning under normal circumstances. Keep in mind that no situation is ever really "normal", so it's helpful to understand the different circumstances that could affect a "normal" cleaning production rate.

- *Task frequency.*
How often is the cleaning being done – weekly, bi-weekly, monthly? The less frequent a task is done, the more time it usually takes. You'll be able to clean a toilet much faster when you're doing it weekly than you will if you're only cleaning it once per month.
- *Density of the home.*
Density takes into consideration the amount of furnishings in the home. Some homes have very few furnishings while others are filled with lots of chairs, tables, lamps, rugs, artwork, knick-knacks, etc. The denser the

home, the lower the production rate.

- *Number of occupants.*

Typically, the more people living in the home, the longer it will take to clean. And if you add shedding pets, you're sure to add additional time.

- *Equipment and cleaning procedures.*

If you give your employees the wrong equipment, or give them equipment that has frequent breakdowns, then your production rates will be affected. The more efficient the equipment and the more efficient the cleaning technician, the higher the production rate.

Keeping these circumstances in mind when walking through a home will help you "massage" the numbers the way they should be for this particular prospect. However, it's best to know your own numbers.

In order to understand your own production rates, you should calculate the rate for each home you clean. The way to do that is to divide the cleanable square footage by the total man hours for that home, as in the example above. Be sure to make notes as to the density of the home, frequency, etc. so that you'll understand why some homes may have a lower production rate than others.

It's a good idea to check your own employees' production rates to see where you stand. If you see the rates per hour are too high then check to see if the quality of work is up to standard. If you see that the production rates are too low, then you should see what can be done to increase productivity.

Measure the time for each area

The most common way to estimate cleaning time is to measure the time for each area. "Areas" are typically listed by room type (kitchen, dining room, master bedroom, laundry room, bathroom, etc).

Some people simply walk through a room and use their experience to estimate the time it will take to clean that room. However, it does take considerable experience to be able to do this.

If you are new to pricing and estimating, you may discover that you've not yet developed your "critical eye" for time estimation. People often look around a room that is neat and uncluttered and assume it is clean, so they end up underestimating the time it will truly take – especially for the first-time cleaning. Upon closer examination they may discover a thick layer of dust on

the window blinds, baseboards and other furnishings. When this happens you'll discover that it will take much more time to clean than the original estimate.

One of the best ways to measure the time for a room is to "Workload" each task. This means applying a specific production rate to each task.

NOTE: MyHouseCleaningBiz.com has a free [Production Rates Calculator](#) for members. We also have a free document called [245 Residential Cleaning Times](#), available in the Download Library.

Here are some examples of production rates:

- Time to clean a toilet – 4 minutes
- Time to clean a single sink with a microfiber cloth – 1.25 minutes
- Time to clean a double sink with a microfiber cloth – 1.86 minutes
- Time to clean a 30" electric stove – 2.75 minutes
- Time to mop 800 sq ft of floor using an 18" microfiber flat mop – 12 minutes

How do you measure production rates?

1. A good place to start is to use a calculator or chart like the ones available at the links above.
2. For even more accurate numbers, you'll want to measure the rates for your own company. Start by timing yourself on performing each of these tasks.
3. Next, time several of your best workers on performing each of these tasks. If at all possible don't let them know that you're timing them. People tend to work faster than usual if they know they're being timed, and you want your numbers to be as accurate as possible.
4. Tally up all the times by task and figure out the average rate.

It's a good idea to review your rates occasionally for accuracy, and measure new client homes after your cleaning technicians have a good system down. Creating your own production rates for your cleaning company can be a time-consuming process, but well worth the effort if it helps to more accurately price your services.

Is Your Price Profitable?

Now that you've come up with a price to charge the prospect, how do you know it will be profitable? Typically, what happens after a cleaning business owner comes up with their price, the process stops. Most people either don't bother or don't know how to figure out if their price will be profitable.

If we took two cleaning companies and had them clean a home for the same price, one of those companies is going to be more profitable than the other. Why? Because their business expenses are different.

Understanding Expenses

It's important to remember that every cleaning company's expenses are different – there is no magic formula and no “going rate” for all companies. So if you've been in the online discussion forums and heard your payroll should be 50% and you estimate your payroll expense based on this “industry standard”, chances are you're going to be wrong. And if Sally in Illinois says her overhead rate is 18%, that doesn't mean yours will be the same. Your overhead might be 23%, which would totally throw off your profitability estimate. In the end you would wonder why you're not making a profit.

The only way to truly know what your expenses are is to track them. All it takes is a bookkeeping program, and running monthly Profit & Loss Statements. The statement will break down all your expenses.

Loaded Payroll

Loaded payroll includes wages paid to employees and other expenses related to payroll such as employment taxes, worker's compensation and liability insurance.

In the United States, employment taxes and expenses include:

- *Social Security (FICA: 6.2% and Medicare: 1.45%) – 7.65%*
- *Federal Unemployment (FUTA) – 6% on the first \$7,000 (this is the rate at the time of this writing). Most states have a discount so it nets down to .6%. Be sure to check the rate for your company.*
- *State Unemployment (SUTA) – Every company is assigned their rate by the state.*

- *Worker's Compensation* – Varies by state and company. Companies can receive a Modification rating after a waiting period. This rate will either increase your rate or decrease your rate depending on your safety record.
- *Liability Insurance* – This is usually based on a percentage per \$1,000 of payroll. If you don't know your rate, call up your insurance broker.

To figure out your loaded payroll percentage, add up the percentages above. Here is an example (and remember – your percentages will be different).

Social Security	7.65%
FUTA	0.6%
SUTA	2.5%
Worker's Comp	9.75%
Liability	1.5%
Total	22%

Overhead

Overhead is another piece of the equation that you must consider when estimating your costs. Overhead refers to the ongoing costs of operating your business (utilities, phone, internet, administrative costs, rent, marketing, etc.). These are the expenses required to operate your business, but are not part of the direct costs of providing the service.

In order to determine your overhead percentage, you must analyze your expenses. When you have a history of at least one year of business, it will be easier to come up with an average percentage. You may want to discuss overhead with your accountant, as it will be different for every company.

This process of analyzing payroll and overhead can be eye opening. But the more consistent you are with familiarizing yourself with the numbers, the easier it will become to price your cleaning accurately and profitably.

Pricing Example

We'll end with a quick example.

Here is what you know:

- You've priced the home at \$105.50 per service.
- You estimate it will take 3.5 man hours to clean.

- You estimate there will be an additional ½ hour for travel time, which must be paid to the employees.
- You will have a team of two cleaning the home and they are each paid \$12 per hour.
- Your loaded payroll percent is 22% of wages
- Your overhead expense is 27% of sales

3.5 man hours + .5 travel time hours = 4 hours total

4 man hours x \$12 per hour = \$48.00

This is the wages paid to your employees.

$\$48 \times .22 = \$10.56$

This is your employment expenses.

$\$48 + \$10.56 = \$58.56$

This is your loaded payroll.

$\$105.50 \times .27 = \$28.49$

This is your overhead costs

$\$105.50$ (cleaning price) - $\$58.56$ (loaded payroll) - $\$28.49$ (overhead) = $\$18.45$ (profit dollars)

$\$18.45 \div \$105.50 = 17\%$ profit

Does this profit percentage fit within your company goal for profit? If so, you've found the right formula for pricing homes. If not, you have more work to do. If you want your profit percentage to be at least 20%, then you'll need to increase your price.

Once you've determined your loaded payroll percentage and overhead percentage, start doing a random sampling of the homes you currently clean to see if they are profitable.

Warning – this may be an eye-opening exercise.

Hopefully your homes are all profitable. If not, take a closer look at what you can do to increase productivity in the unprofitable homes. This will help to improve profit. If needed, start thinking about a price increase. If the home is in need of a large increase to get it in line, think about breaking it up over time so you don't shock your client with a huge increase.

Conclusion

Now that you understand how to price for profit, you can automate the process. Use the [Residential Profitability Calculator](#) to help you gather the information needed to price each prospect's home. The calculator will not only give you a price, you will see just how profitable that price will be for your company.

The beauty of the calculator is that you can play with the numbers until you get the results you're looking for. If you firmly believe that your time estimate is correct, yet the end results isn't showing a large enough profit, then try changing your price. If your goal is to make 20% profit on every cleaning, then change the price until you get the result your company needs to reach that goal.

Happy Pricing!

P.S. If you'd like more personalized help for your home cleaning business, we'd love to have you join us as a member of MyHouseCleaningBiz.com.

[Learn more about the benefits of joining MyHouseCleaningBiz.com](#)

P.P.S. Please check out the next page for some great resources for your cleaning business!

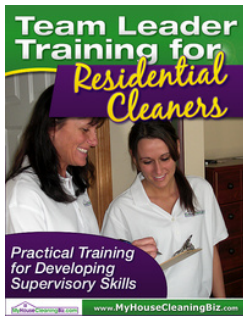
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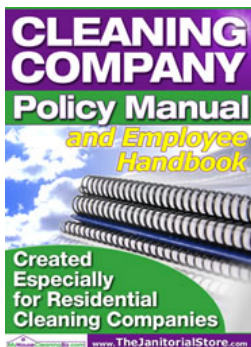
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[Safety Training for Residential Cleaners](#)

Everything You Need to Train Your Employees to Work Safely

OSHA and GHS Compliant



[Cleaning Company Policy Manual and Employee Handbook](#)

Created especially for residential cleaning companies



Cleaning to Perfection Carpet Cleaning Training Program

Step-by-step procedures for the most common ways to clean carpets

[Carpet Spotting Training](#) Also Available



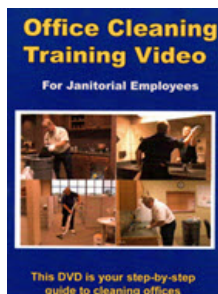
Cleaning to Perfection Wood Floor Training Program

Learn to identify the type of wood floor and how to determine the type of finish the wood floor might have on it. It will also outline the general maintenance cleaning and restorative process that can be done to extend the life of the wood floor before an expensive sanding; staining and recoating would need done.

If you also offer commercial cleaning, you may be interested in the following resources:

	<u>The Janitorial Store</u> is the online community for successful commercial cleaning business owners. If you're already a member of <u>MyHouseCleaningBiz.com</u>, you'll get \$70 off a yearly membership to The Janitorial Store!
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Visit the Online Store for a complete selection



Training Videos

Titles include:

- Office Cleaning Training Video
- How to Walk Through and Measure a Building for a Cleaning Proposal
- Stripping & Waxing VCT Tile Floors
- Janitorial Employee Safety Program
- Bloodborne Pathogens Training for Janitorial Employees



Cleaning to Perfection Training Programs

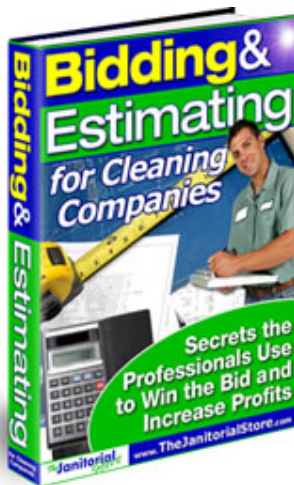
Titles include:

- Office Cleaning – ISSA/CMI Verified
- Janitorial Safety Training – ISSA/CMI Verified
- Carpet Cleaning – ISSA/CMI Verified
- Hazard Communication Training – ISSA/CMI Verified
- And more...



Forms for your Commercial Cleaning Company

All forms are available for FREE for members of The Janitorial Store, or for a charge for non-members.



Ebook: Bidding & Estimating for Cleaning Companies

This Ebook is FREE for members of The Janitorial Store, or for a charge for non-members.

This Ebook will show you how to bid, step-by-step. There is no one step form or "cookie cutter" approach you can use to knock out a quick price. Effective bidding requires time and effort on your part. This E-Book will walk you through the steps from the initial client meeting to how you put everything together into a professional looking bid packet.