

CLEANBUCKS RESOURCE

90-Day Cleaning Business Launch Checklist

Field-tested launch plan based on 14+ years and 350,000+ rooms cleaned. Mark each item as you go.

Days 1–14: Legal, brand, and foundation

- Form LLC and get EIN.
- Open business bank account and bookkeeping (Wave or QuickBooks).
- General liability + janitorial bond + workers comp quotes.
- Pick name, register domain, build a one-page site.
- Google Business Profile claimed and verified.
- Define service area (ZIPs you will and will not service).
- Lock pricing: per-room flat, hourly, or recurring plans.

Days 15–30: Systems

- CRM / scheduling tool live (e.g. Jobber, ZenMaid, or in-house).
- Payment processing (Stripe / Square) connected.
- Cleaning checklist written for standard, deep, and move-out.
- Supply list + first restock order.
- Phone number that rings (forwarded if needed).
- Cancellation, late, and tip policies in writing.

Days 31–60: First customers

- Launch local SEO basics: GBP posts, NAP consistency.
- Run first paid test (\$300–\$500 on Google Local Services or Meta).
- Ask first 5 customers for a Google review at end of job.
- Set up automated review request after every clean.
- Door-hangers / yard signs in target neighborhoods.
- Reach out to 10 realtors and 5 property managers.

Days 61–90: First crew and scale

- Hire first W-2 cleaner (not 1099 — see your state).
- Document training: shadow 3 cleans, lead 3 cleans, certify.

- Background check + reference call process locked.
- Recurring revenue target: 10 weekly/biweekly clients.
- Weekly P&L; review — know your hours-per-clean and cost-per-clean.
- Decide: stay independent, or evaluate a licensing model.

The two numbers you must know by day 90

Cost per cleaning hour (loaded labor + supplies + drive + overhead). **Revenue per cleaning hour** (what the customer actually pays ÷ hours on site). If the second is less than 2x the first, your pricing is wrong.