



Starting a Cleaning Business

Launching a cleaning business is a big project—one that requires strategy and organization. To help you on your journey to business ownership, we've broken the process down in this checklist.

Research the Market

- Determine what local competitors are offering
- Research reviews for local competitors
- Decide on your own niche
- Decide if you'll serve residential or business customer (or both)
- Research typical prices in your area

Calculate Startup Costs

- Calculate registration and insurance costs
- Estimate fuel and vehicle costs
- Estimate the cost of initial supplies
- Set an initial marketing budget
- Estimate the cost of initial equipment
- Determine your initial emergency fund

Choose Your Name and Brand Identity

- Make a list of possible names
- Decide on your logo and colors
- Check to see which URLs are available
- Pick a tagline

Sort Out the Legal Side

- Decide on a sole proprietorship or an LLC
- Decide how you'll handle payroll
- Research local licensing requirements
- Take out an insurance policy
- Register your business for an EIN

Buy Your Supplies

- Split your list into "must-haves" and "nice-to-haves"
- Stock up on initial supplies
- Shop around for the best prices—online and off

Attract Clients

- Set up your initial website
- Tell family and friends about your new business
- Create social media accounts
- Selectively use inexpensive local advertising options