

CLEANING BUSINESS KIT • FREE



Cleaning Quote Pack

What to reply, what to ask and what to put in writing, from the first message to a booked job.

BEFORE YOU START

Quote every job the same way

Most underpriced cleaning jobs were priced before the cleaner knew what the home looked like. This pack fixes that with three steps: a reply that asks the right questions, an intake list that collects what changes the price, and a quote that says what the price covers and what it doesn't.

STEP 1. REPLY WITH QUESTIONS, NOT A PRICE

Send this within the hour, by text or email.

"Hi [name], thanks for reaching out to [business name]. Happy to help. To give you an exact price, a few quick questions:

1. How many bedrooms and bathrooms, and roughly how many square feet?
2. Is this a one-time clean, a move-out, or regular service?
3. Any pets?
4. When was it last professionally cleaned?
5. Which day would you like?

If you can send photos of the kitchen and main bathroom, I can quote today."

If they skip the photos: "Thanks [name]. Could you send two or three photos: the kitchen, the main bathroom, and any area that needs extra attention? That lets me quote a firm price instead of a range."

STEP 2. COLLECT WHAT CHANGES THE PRICE

Size	Bedrooms, bathrooms, square feet, floors and stairs.
Condition	Last professional clean and the state of the home now, light to heavy. Condition moves time more than size does.
People and pets	How many people, pets, smoking.
Service	Standard, deep or move-out, and how often.
Add-ons	Oven, fridge, interior windows, laundry, cabinets.
Access	Home or not, keys or codes, parking, alarm.
Priorities	Top three priorities, allergies, anything fragile or off-limits.

STEP 3

Send the quote within a day

Price from time: estimate the hours, multiply by your hourly rate, and charge more for a first or deep clean (about 1.5 times the hours) or a move-out (about twice), since those take longer than a maintenance clean. The free price calculator does the arithmetic.

In the quote, list what's included, what isn't, and what the price assumes, so "I thought that was included" never comes up. Ask for a deposit to book the date, and set an expiry about 14 days out.

WHAT THE QUOTE SHOULD HOLD

Client and address	
Service and price	
Included	
Not included	
This price assumes	Condition, size and access as described. If conditions on the day differ, the client hears before work starts and any change is confirmed in writing.
Recurring price	
Deposit to book	Comes off the total.
Rescheduling	Hours of notice needed, and the late cancellation or lockout fee.
Missed anything?	Report it within a set number of hours and the cleaner returns to fix it.
Valid until	
Accept	Sign, or reply "I accept" in writing.

IN THE DOWNLOAD

Cleaning-First-Reply-Script.docx, Cleaning-Intake-Checklist.docx and Cleaning-Quote-Template.docx: the same three steps as editable Word files.