
SCOPE • CLEAN • DOCUMENT

COMMERCIAL CLEANING GUIDE

Sell recurring scope.

Document every visit.

Price the building.

[WALKTHROUGH](#) | [CHECKLIST](#) | [REPORT](#) | [RENEW](#)

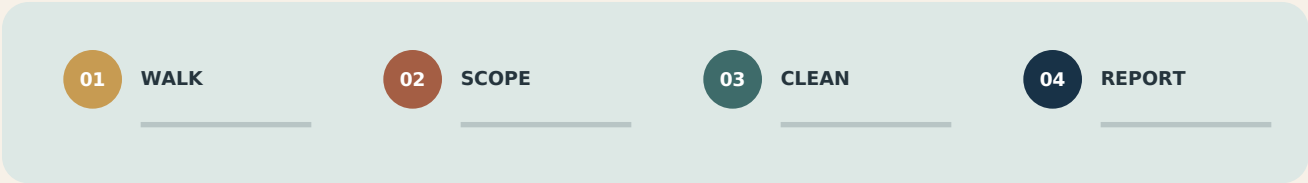
Veteran's Strategic Solutions LLC



START HERE

How to Use This Guide

Read the core guide first. Then use the worksheets to validate dissatisfaction and recurring demand, budget equipment and insurance, price each building, document scope and access, invoice monthly service, track recurring contract value, and control chemicals, SDS, bloodborne pathogens, slips, ergonomics, ladders, keys, alarms, privacy, staffing, insurance, and quality risks.

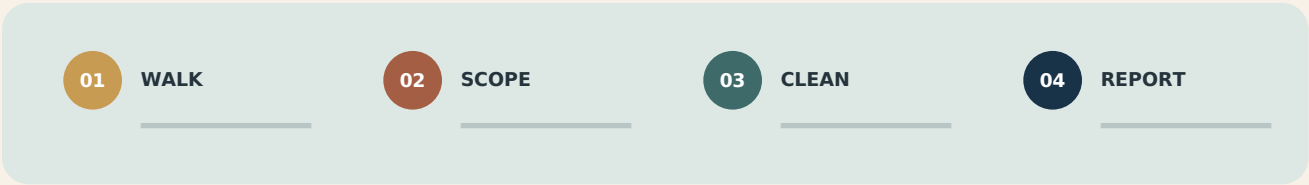


RECURRING CONTRACT | Define rooms, surfaces, frequencies, exclusions, supplies, access, and acceptance by building.

PIECE	USE
Core guide	Win one small recurring building with a defined checklist and monthly report before adding staff or federal work.
Operating kit	Use the startup, budget, estimate, cleaning agreement, invoice, service tracker, and safety pages for every building.

CORE GUIDE 01

1. The bet



The fastest zero-budget test: walk into ten small commercial premises — dental offices, law offices, a church, a gym, a daycare — and ask two questions. Who cleans this, and how often does something get missed? You are not selling. You are finding out whether anyone is unhappy. Ten conversations in an afternoon, no money, and if nobody is unhappy the answer is no.

The three reasons it fails:

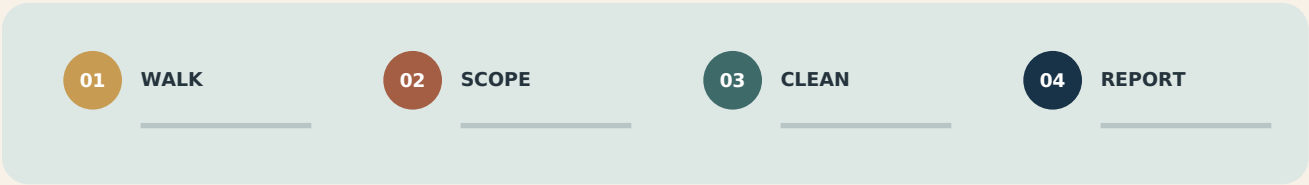
Labour, not demand. This business breaks on the one-person-to-three transition, exactly like residential cleaning. Winning a second and third contract means hiring, and hiring means payroll, supervision and someone else’s standard of clean.

Contracts are won on relationships and lost on one bad night. A single missed evening with a facility manager ends a contract that took four months to win.

BUSINESS LENS	CONTROL
Scope	Price rooms, surfaces, frequencies, supplies, exclusions, access, and reporting.
Quality	Signed checklists and monthly exception reports are the differentiator.
Recurring	Track monthly recurring contract value under signature.

CORE GUIDE 01

1. The bet Continued



Underpricing. New entrants bid by the hour against operators who bid by the square foot and know their cost per thousand. The first contract signed too cheap is a two-year sentence.

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CORE GUIDE 02

2. Who pays, in their own words

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The office manager: “Our current people are fine, but they’ve missed the last two Fridays and nobody tells me anything.”

The facility manager: “I need someone who shows up, who I don’t have to chase, and who can pass a background check because we have records in this building.”

The small business owner: “I’ve been cleaning it myself after close and I’m sick of it.”

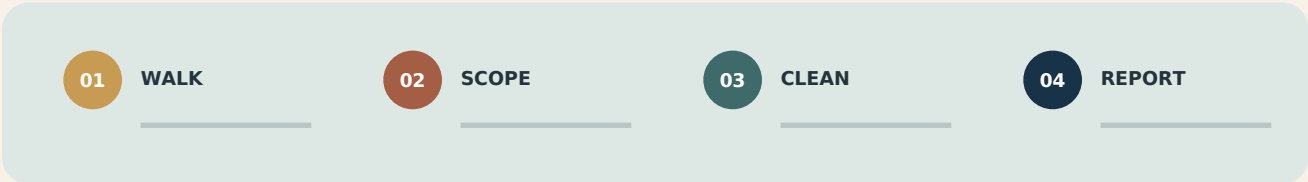
That third one is your entry customer. They have no incumbent to displace.



QUALITY CONTROL | Use the same signed checklist and exception process after every service visit.

CORE GUIDE 03

3. The smallest version you can charge for

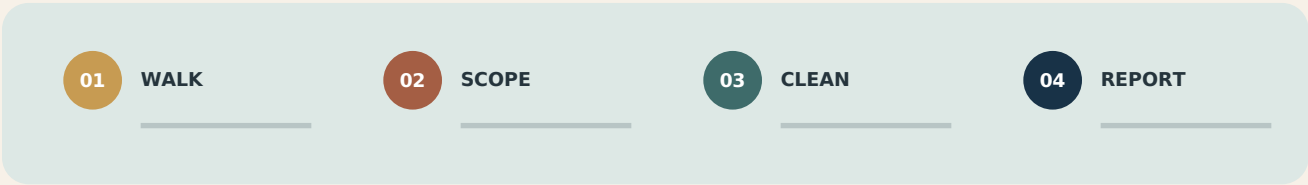


One building, one night a week, flat monthly price. A small office of 1,500 to 3,000 square feet — trash, vacuum, restrooms, kitchen, glass at the entrance. Two to three hours, done alone, invoiced monthly.

That is a real business the day it starts, and it requires only the verified equipment, supplies, insurance, access controls, and records needed for the agreed scope.

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4. What it actually takes



Insurance is the real gate, not the equipment. General liability is non-negotiable, and any building with cash, records or controlled stock will ask for a certificate naming them, plus a janitorial bond. Get quotes before quoting work.

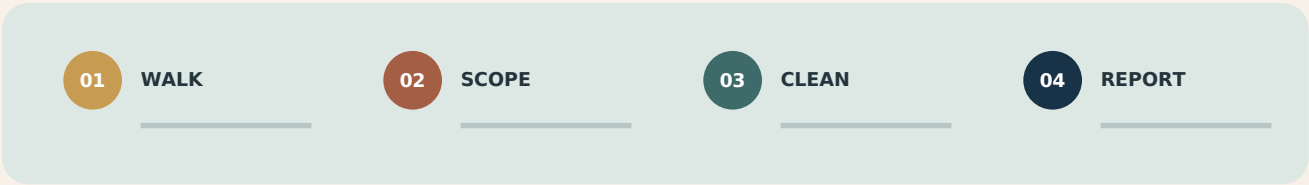
Equipment, first building: commercial upright vacuum \$200-400 · microfibre flat mop system and buckets \$80-150 · caddy, cloths and colour-coded system \$60-100 · chemicals from a janitorial supplier rather than a grocery store, roughly \$100 to start · nitrile gloves and eye protection \$40. Under \$800 all in, and cheapest at a restaurant or janitorial supply house rather than a big box.

Two things gate that path: an active SAM registration with a UEI, and the fact that most federal service contracts fall under the Service Contract Labor Standards, which sets minimum wage rates by locality and drops the micro-purchase threshold to \$2,500. Neither is a reason not to pursue it. Both are reasons to price it properly.

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CORE GUIDE 05

5. Pricing



Recommendation: mid, and never bid by the hour. Price the building, not the time. An hourly bid punishes you for getting faster and invites the customer to negotiate your wage. A monthly figure for a defined scope is what facility managers are used to buying.

The differentiator to build in from day one: a documented checklist signed each visit, and a monthly one-page report. It costs nothing, it is what separates you from the operator who just shows up, and it is the same inspection-and-report idea that works in every other line.

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6. First 90 days, and the one metric

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Days 1-14: the ten conversations. Insurance quotes. Decide the scope you will offer.

Days 15-30: insurance bound. First building priced and quoted. Buy equipment only after a contract is signed.

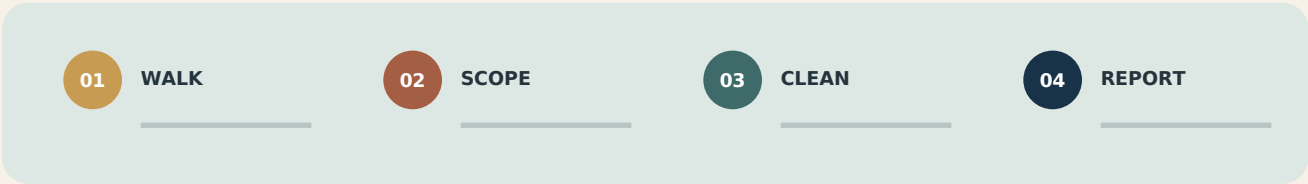
Days 31-60: first contract running. Build the checklist and take before-and-after photographs from night one.

Days 61-90: second contract, and only then consider whether a second pair of hands is needed.



EVENING OPERATIONS | Control keys, alarms, chemicals, lone work, slips, equipment, and secure closeout.

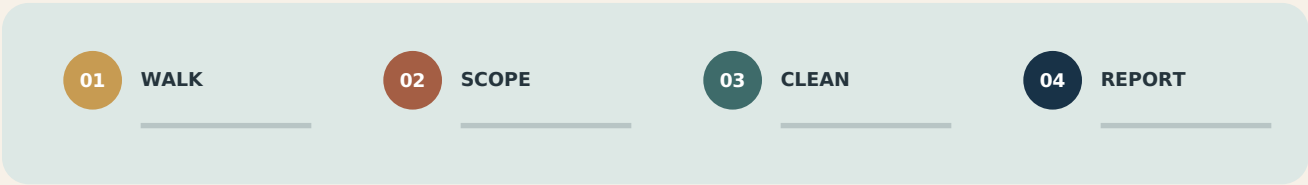
6. First 90 days, and the one metric Continued



THE ONE METRIC: monthly recurring contract value under signature. Not jobs, not hours, not revenue. This is a subscription business wearing work boots, and the only number that matters is what renews without you selling again.

BUSINESS LENS	CONTROL
Scope	Price rooms, surfaces, frequencies, supplies, exclusions, access, and reporting.
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7. Honest assessment

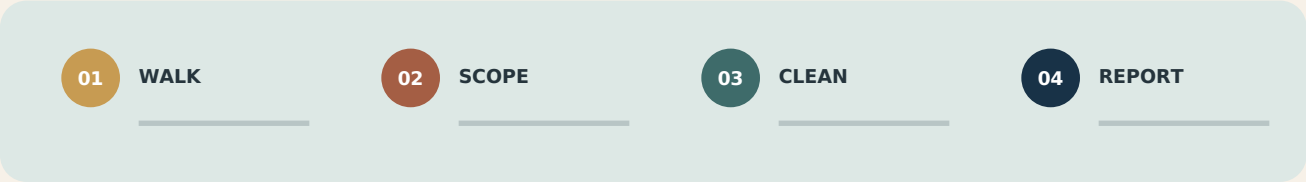


The catch is the same one that kills most cleaning businesses: it scales only by hiring, and hiring is a different skill from cleaning. One person can hold three or four small buildings. The fifth requires an employee, and the business either becomes a management job or stops growing.

Go in knowing that. Take three buildings, run them properly, and decide at that point whether you want to run a crew or keep a good side income.

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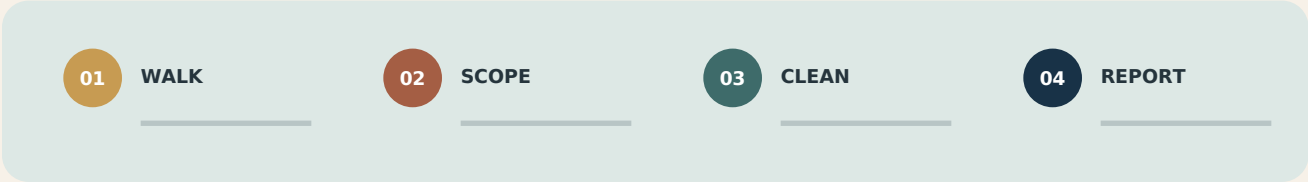
Where this sits on the revenue model map



Every line gets sorted into one of eight revenue models before it earns a plan, and the sort matters more than the trade.

BUSINESS LENS	CONTROL
Scope	Price rooms, surfaces, frequencies, supplies, exclusions, access, and reporting.
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Why this one earns a place despite a full box



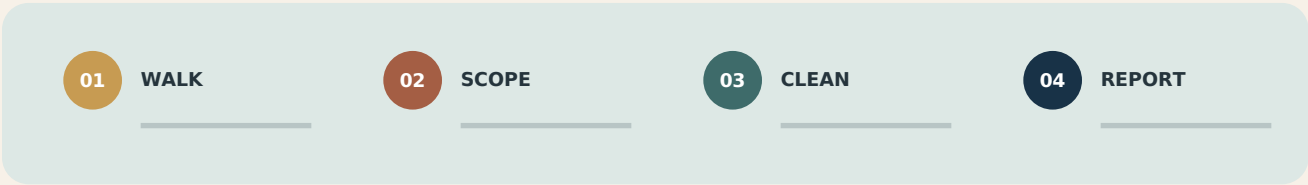
It reaches the commercial and institutional buyer rather than the homeowner, which almost nothing else in the portfolio does. And through NAICS 561720 it opens a federal contracting path that no other line on the list has — one that has already been researched, with the size standard, the thresholds and the solicitation-reading work done.

That combination is why it ranks first of the ten.

BUSINESS LENS	CONTROL
Scope	Price rooms, surfaces, frequencies, supplies, exclusions, access, and reporting.
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CORE GUIDE 10

Before you commit



Work down this list in order. Any item that comes back wrong stops the project, and every one of them is free.

Have the ten conversations described in section 1 before spending anything. If nobody is unhappy with their current provider, the market is not there.

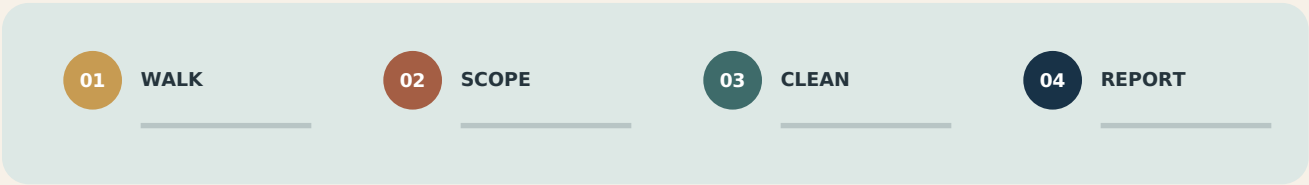
Get general liability and a janitorial bond quoted before quoting any building. Buildings with records or stock will ask for both, and finding out mid-negotiation loses the contract.

Price one real building properly — measure it, cost the time, cost the supplies, add the margin. Do this before quoting anything, so the first bid is not a guess.

BUSINESS LENS	CONTROL
Scope	Price rooms, surfaces, frequencies, supplies, exclusions, access, and reporting.
Quality	Signed checklists and monthly exception reports are the differentiator.
Recurring	Track monthly recurring contract value under signature.

CORE GUIDE 10

Before you commit Continued

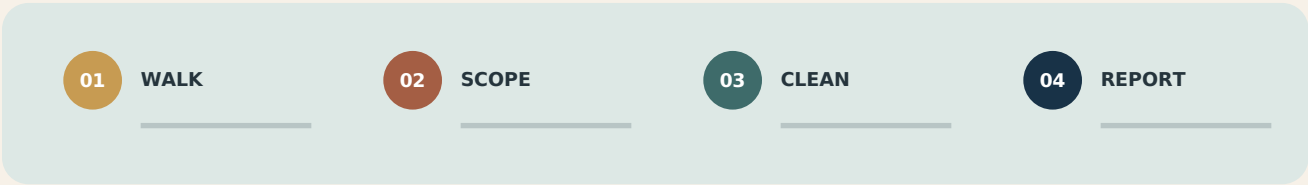


Decide the hiring question now, not later. Three buildings is a one-person business. The fifth is not. Know which one you are building before the third contract is signed.

BUSINESS LENS	CONTROL
Scope	Price rooms, surfaces, frequencies, supplies, exclusions, access, and reporting.
Quality	Signed checklists and monthly exception reports are the differentiator.
Recurring	Track monthly recurring contract value under signature.

CORE GUIDE 11

What it costs to be wrong



Moderate on money and heavy on reputation.

Under \$800 of equipment is recoverable and most of it is useful elsewhere. The unrecoverable cost is a contract signed too cheap — a two-year commitment at a price that does not cover a replacement cleaner when you are ill, which is how one-person cleaning businesses discover they cannot take a week off.

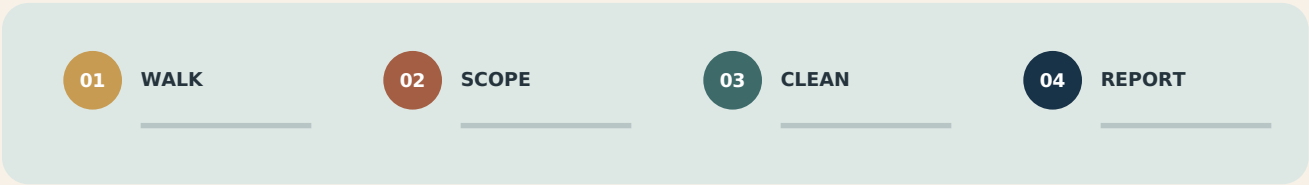
The second unrecoverable cost is a facility manager who tells another facility manager. In a town this size that is the whole market.

Ranked first of the ten. Start here.

BUSINESS LENS	CONTROL
Scope	Price rooms, surfaces, frequencies, supplies, exclusions, access, and reporting.
Quality	Signed checklists and monthly exception reports are the differentiator.
Recurring	Track monthly recurring contract value under signature.

CORE REFERENCE

Source Pricing Reference



Use the source figures as the planning baseline. Replace local, personal, already-owned, and time-sensitive assumptions with actual quotes and requirements before launch.

Tier	What it is	Price
Low	Small office, weekly, basic scope	\$150-250/month
Mid	3,000-6,000 sq ft, 2-3 nights a week, full scope	\$600-1,200/month
Premium	Nightly service with documented checklist and monthly inspection report	\$1,500-3,500/month

WORKSHEET 01

Startup Checklist

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DONE	ACTION	OWNER DATE NOTES
☐	Define the exact commercial cleaning guide customer, problem, deliverable, service area or channel, and buying trigger.	
☐	Run the source's smallest low-cost demand test before buying major equipment or committing to long-term overhead.	
☐	Write the offer, inclusions, exclusions, timing, acceptance standard, and customer responsibilities.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Confirm federal, state, local, tax, advertising, privacy, accessibility, contract, and record requirements [VERIFY].	
☐	Obtain general liability, professional liability, cyber, property, auto, workers' compensation, and client-required coverage as applicable [VERIFY].	
☐	Create intake, estimate, scope, approval, delivery, quality-control, incident, invoice, and closeout records.	
☐	Price from actual labor, materials, equipment, travel, payment fees, taxes, rework, overhead, and reserve.	
☐	Complete one paid pilot and document the result only with written customer permission.	
☐	Track the one metric from the source, plus gross margin, delivery time, exceptions, referrals, and repeat work.	

WORKSHEET 02

Equipment and Budget Worksheet

01

WALK

02

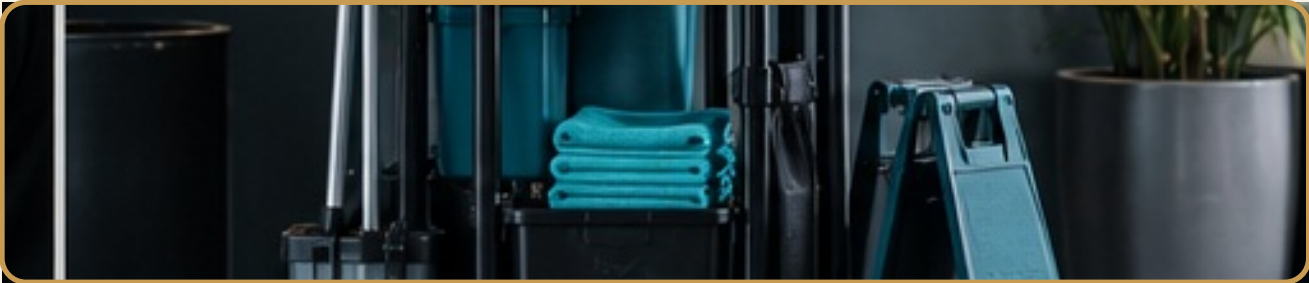
SCOPE

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CLEANING SYSTEM | Standardize walkthroughs, scopes, products, SDS, checklists, inspections, reporting, and billing.

ITEM	NEEDED	ESTIMATE	ACTUAL	NOTES
Business formation, registrations, licensing, tax, contracts, and professional review [VERIFY]				
General liability, professional liability, cyber, property, auto, workers' compensation, and client coverage [VERIFY]				
Core equipment, tools, supplies, safety gear, storage, maintenance, replacement, and backups				
Computer, phone, software, scheduling, payment, e-signature, records, security, and backup				
Website, business email, phone, listings, signage, accessibility, privacy, and marketing [VERIFY]				
Original intake, estimate, scope, checklist, quality, incident, invoice, and closeout templates				
Training, credentials, continuing education, renewal, testing, and professional memberships [VERIFY]				
Vehicle, delivery, travel, fuel, mileage, parking, tolls, rental, and route costs as applicable				
Bookkeeping, merchant fees, taxes, legal review, data protection, and records [VERIFY]				
Contractor, employee, payroll, supervision, quality control, and administrative support [VERIFY]				
Working capital, refunds, rework, claims, chargebacks, downtime, deductibles, and reserve				

BUDGET CONTROL

TOTAL ESTIMATE: _____ TOTAL ACTUAL: _____ CASH RESERVE: _____

WORKSHEET 03

Pricing and Estimate Template

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CLIENT	SERVICE LOCATION	ESTIMATE NUMBER	DATE

SERVICE OR INPUT	BASIS	AMOUNT
Discovery or intake	Customer and scope	
Core service or product	Quantity and basis	
Materials or direct costs	Actual or allowance	
Labor or professional time	Hours or fixed scope	
Equipment, delivery, or travel	Written basis	
Documentation and quality control	Included or added	
Approved option or add-on	Written basis	
Rush, after-hours, or change [VERIFY]	Written basis	
Tax or required fee [VERIFY]	Confirmed basis	
Total estimate		

TOTAL ESTIMATE	DEPOSIT OR AUTHORIZATION	VALID THROUGH

WORKSHEET 04

Commercial Cleaning Service Agreement

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FIELD	AGREED DETAIL
Customer, legal entity, contacts, billing, service or delivery location, dates, and decision-maker	
Customer need, current condition, objective, constraints, success standard, and source documents	
Selected offer, quantities, deliverables, inclusions, exclusions, options, and completion standard	
Schedule, access, dependencies, customer preparation, approvals, delays, and communication	
Materials, equipment, substitutions, delivery, storage, utilities, security, and site conditions [VERIFY]	
Inspection, testing, checklist, documentation, acceptance, correction, and handoff	
Change orders, added work, hidden conditions, cancellation, rescheduling, and out-of-scope requests	
Fee, deposit, expenses, tax, invoicing, payment, late payment, refunds, and chargebacks [VERIFY]	
Licensing, permits, insurance, safety, privacy, accessibility, and customer-required controls [VERIFY]	
Warranty, maintenance, service response, damage, loss, limitation, and claim procedure [VERIFY]	
Confidentiality, records, photos, data, testimonials, portfolio use, retention, and deletion [VERIFY]	
Completion, acceptance, closeout, support period, complaint, dispute, termination, and signatures [VERIFY]	

WORKSHEET 05

Invoice Template

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BUSINESS	CLIENT	INVOICE NUMBER	DATE DUE

DESCRIPTION	QUANTITY	RATE	AMOUNT
Discovery or intake			
Core service or product			
Materials or direct cost			
Delivery or travel			
Documentation or quality control			
Approved option			
Approved change			
Tax or required fee [VERIFY]			

SUMMARY	AMOUNT
Subtotal	
Tax [VERIFY]	
Credits / adjustments	
Total	
Balance due	

Job Log and Lead Tracker

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DATE	LEAD SOURCE	NEED OR SCOPE	QUOTE	STATUS NEXT STEP

DATE	BUILDING	MONTHLY VALUE	VISITS	EXCEPTION	RENEWAL
DATE	BUILDING	MONTHLY VALUE	VISITS	EXCEPTION	RENEWAL
DATE	BUILDING	MONTHLY VALUE	VISITS	EXCEPTION	RENEWAL
DATE	BUILDING	MONTHLY VALUE	VISITS	EXCEPTION	RENEWAL

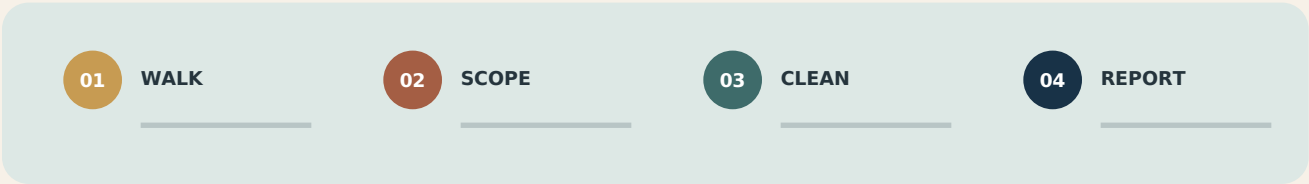
DATE	BUILDING	MONTHLY VALUE	VISITS	EXCEPTION	RENEWAL
DATE	BUILDING	MONTHLY VALUE	VISITS	EXCEPTION	RENEWAL

ONE METRIC

MONTHLY RECURRING CONTRACT VALUE: _____ MISSED VISITS: _____ RETENTION: _____

WORKSHEET 07

Commercial Cleaning Compliance and Safety



Check licensing, zoning, and tax rules for your own city and state before starting.

CHECK	CONTROL	INITIALS NOTES
☐	Licensing, zoning, tax, advertising, privacy, accessibility, safety, environmental, and local rules are confirmed [VERIFY].	
☐	Required insurance, certificates, limits, exclusions, additional insureds, drivers, workers, and subcontractors are confirmed [VERIFY].	
☐	Written scope defines the offer, exclusions, responsibilities, schedule, acceptance, payment, warranty, and change control.	
☐	Equipment, tools, vehicles, products, software, storage, access, and backups are inspected and fit for the actual work [VERIFY].	
☐	Training, credentials, permits, inspections, records, recurring renewals, and customer requirements are current [VERIFY].	
☐	Customer, payment, property, employee, health, identity, and confidential data are minimized and protected [VERIFY].	
☐	Pricing, credentials, affiliations, testimonials, savings, results, and outcome claims are truthful and documented.	
☐	Incident, damage, spill, injury, complaint, refund, breach, interruption, and escalation procedures are written [VERIFY].	
☐	Work stops for unsafe conditions, missing authorization, inadequate coverage, prohibited scope, deception, or requirements outside competency.	

STOP RULE

Do not begin until scope, access, keys, alarms, chemicals, SDS, dilution, ventilation, bloodborne-pathogen exposure, PPE, slips, electrical equipment, ladders, lone work, waste, privacy, staffing, insurance, and emergency contacts are confirmed [VERIFY].