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FREE KIT FOR HOUSE CLEANERS

2026 HOUSE CLEANING PRICES + ESTIMATE KIT



What to charge for standard, deep, move-out, post-construction and recurring cleans in the US, per hour, per square foot and per home size, a job calculator, a price list already filled in, an estimate to print and the texts that close the job.

- Per visit, per hour and per sq ft
- 14 deep cleans and add-ons priced
- Job calculator: size, hours, crew
- Printable estimate + cleaning checklist
- 10 mistakes + ready-to-send texts



HOW TO USE THIS KIT

Six tools to price every home with confidence, sell the recurring plan and get called back.

1 SIZE THE JOB

Use the calculator on page 3: square feet, hours for a standard or deep clean, crew size and the price per sq ft check.

2 YOUR PRICE

Page 3 also has the formula: hours x rate + add-ons + supplies + trip + markup, never below your minimum.

3 VISITS + ADD-ONS

Page 4: per visit, per hour, per sq ft, per home size and minimum. Page 5: 14 deep cleans and add-ons.

4 ESTIMATE

Print the template on page 6. Write the size, the rooms, the condition, the add-ons and the frequency, and get it signed.

5 CLEAN + MISTAKES

Run the checklist on page 7 on every job (top to bottom, dry to wet, photos) and read the 10 mistakes.

6 TEXTS + PRICE LIST

Copy the client texts on page 9. Page 10 has 25 jobs already priced, plus the top jobs and upsells.

WHAT'S INSIDE



3 Job calculator, time rules, price formula, worked job

4 Prices per visit: hourly, sq ft, home size, minimum

5 Price table: 14 deep cleans and add-ons

6 Estimate template (print)

7 Cleaning checklist

8 10 mistakes that cost you money

9 Ready-to-send client messages

10 Bonus: 25 prices + top jobs + ways to charge more

PRICE RANGES
US estimates, 2026

25 JOBS PRICED
Filled in, ready to use

JOB CALCULATOR
Size, hours, crew

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CALCULATOR: SIZE THE JOB

Size first, price second. Get the square feet, count the hours, split them by the crew, then check the price per sq ft.

SIZE sq ft, rooms → **+ TYPE** standard, deep → **+ HOURS** by size → **+ CREW** cleaners → **= JOB** price it

TIME BASICS · SIZE, HOURS, CREW, PRICE PER SQ FT (YOUR OWN TIMES ALWAYS WIN)

Part	Unit	Rule of thumb	Example	Tip
Home size	Sq ft	Ask, or check the listing	2,000 sq ft	Rooms and baths too
Standard clean	Hours	1 h per 500 sq ft	2,000 / 500 = 4 h	Cleaner-hours
Deep clean	Hours	Standard x 2	4 x 2 = 8 h	First visit is deep
Crew	Cleaners	Hours / cleaners	8 / 2 = 4 h on site	Two is the sweet spot
Sq ft check	Dollars	Price / sq ft	$525 / 2,000	Deep: 12 to 30 cents

PRICE FORMULA

LABOR hours x rate → **+ ADD-ONS** oven, fridge → **+ SUPPLIES** per job → **+ TRIP** miles → **+ MARKUP** → **≥ MINIMUM**

EXAMPLE: first-time deep clean, 3 bedrooms, 2 baths

2,000 sq ft · 2 cleaners x 4 hours = 8 hours · oven, fridge, 10 windows · 20 mi

Labor	8 hours x $35 (2 cleaners x 4 hours)	**$280.00**
Oven	1 oven x $40 (inside, degreased)	**$40.00**
Fridge	1 fridge x $45 (emptied, wiped, shelves)	**$45.00**
Windows	10 windows x $6 (interior glass, sills)	**$60.00**
Supplies	1 job x $15 (products, cloths, bags)	**$15.00**
Vehicle	20 miles x $0.70 (fuel and wear)	**$14.00**
Markup	15% of $454.00 (overhead, insurance, profit)	**$68.10**
TOTAL	$522.10 rounded up	**$525.00**

Illustrative: $525.00 for a 2,000 sq ft deep clean, about $0.26 a sq ft. Market: $0.12 - $0.30 a sq ft deep. Minimum: $120.

PRICE PER VISIT - HOURLY, SQ FT, HOME SIZE, MINIMUM

Job	Typical range	What changes the price
Standard clean	**$140 - $220 per visit**	About 2,000 sq ft, 3 bed and 2 bath, kept up
Per cleaner, per hour	**$30 - $75 per hour**	Your rate for each cleaner on site
Per sq ft, standard	**$0.10 - $0.20 per sq ft**	Clean home, regular visits
Per sq ft, deep	**$0.12 - $0.30 per sq ft**	First visit, built-up dirt, more detail
1-bedroom home	**$75 - $130 per visit**	Studio or apartment, one bath
2-bedroom home	**$100 - $200 per visit**	One or two baths
3-bedroom home	**$130 - $300 per visit**	Two baths; deep at the top
4-bedroom home	**$150 - $420 per visit**	Three baths; deep at the top
Extra bedroom or bath	**$30 - $60 per room**	Each room past the base price
Weekly visit, recurring	**$110 - $180 per visit**	About 10-25% less than a one-time clean
Service minimum	**$100 - $150 per visit**	Even a small apartment takes a trip and setup

PRICES YOUR CLIENT SEES ONLINE (2026)

- **Standard clean: $140 - $220.**
- **Move-in or move-out: $220 - $400.**
- **Deep clean: $0.12 - $0.30 per sq ft.**
- **Whole-home deep clean: $260 on average.**
- **Per cleaner: $30 - $80 per hour.**
- **Thumbtack average: $50 - $55 per hour.**

Sources: Housecall Pro (with Angi and Taskrabbit data) and Invoice Fly (with Thumbtack data), plus our estimates. Rounded regional estimates. Varies by state, home size, condition and pets.

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PRICE TABLE - 14 DEEP CLEANS AND ADD-ONS

Job	Typical range	What changes the price
Deep clean, whole home	**$180 - $600 per job**	Baseboards, doors, vents, behind and under
Move-in or move-out	**$220 - $450 per job**	Empty home, inside every cabinet and appliance
Post-construction cleanup	**$200 - $1,045 per job**	Dust on every surface, paint and sticker removal
Kitchen and bath deep clean	**$125 - $400 per job**	Grease, soap scum, grout, fixtures
Inside the oven	**$30 - $50 per oven**	Racks soaked, glass and walls degreased
Inside the fridge	**$30 - $100 per fridge**	Emptied, shelves and drawers washed
Inside the cabinets	**$75 - $230 per job**	Emptied, wiped, put back
Interior windows	**$4 - $8 per window**	Glass, tracks and sills
Blinds	**$5 - $15 per blind**	Each slat dusted or wiped
Baseboards, whole home	**$40 - $120 per job**	Hand-wiped, scuffs removed
Laundry, wash and fold	**$10 - $25 per load**	Washed, dried, folded, put away
Carpet cleaning	**$0.18 - $0.30 per sq ft**	Spot treat and machine clean
Pet hair or heavy dirt	**$25 - $75 per visit**	Extra vacuum passes and time
Airbnb turnover	**$80 - $200 per job**	Beds made, towels swapped, restock, photos

Sources: Housecall Pro (with Angi and Taskrabbit data) and Invoice Fly (with Thumbtack data), plus our estimates. Rounded regional estimates. Varies by state, home size and condition.

ESTIMATE



FROM (your business)

Name: _____

Phone / email: _____

_____

_____

_____

CLIENT

Name: _____

Phone / email: _____

Job address: _____

Date: _____

Estimate #: _____

JOB (sq ft · bedrooms · baths · pets · condition · standard, deep or move-out · add-ons · frequency · entry)

_____

_____

_____

Item	Qty (hours / sq ft / rooms)	Rate	Total

Supplies	
Trip	
Add-ons	
TOTAL	**$**

Frequency: One-time · Weekly · Every 2 weeks · Monthly · First visit is a deep clean

Guarantee: Missed spot? Tell us within 24 hours and we come back free

Prep: Pick up clutter, secure pets and valuables, leave a key or a door code

Payment: Due at the end of each visit · Card · Zelle · Check · Cancel with 24 hours notice

Valid until: _____

_____ _____

Client approval (signature and date)

CLEANING CHECKLIST

Run it on every home, before you load the car and before you send the invoice.

- [ ] **Walk the home first**
  Rooms, baths, condition, pets and the client's top three priorities.
- [ ] **Photos before**
  Of any damage or stain already there, so it isn't blamed on you.
- [ ] **Top to bottom**
  Ceilings, fans and shelves first; floors last.
- [ ] **Dry before wet**
  Dust and vacuum before you wipe and mop.
- [ ] **Right product**
  Label read; never mix bleach with ammonia; test on a hidden spot.
- [ ] **Kitchen**
  Counters, stovetop, sink, fronts, microwave and the floor.
- [ ] **Bathrooms**
  Toilet, tub, shower, glass, mirror, sink and the floor.
- [ ] **Floors last**
  Vacuum, then mop, working toward the door.
- [ ] **Final walk**
  Lights, smudges, trash out, the bed made if agreed.
- [ ] **Photos after**
  Send them, book the next visit and ask for a review.

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10 MISTAKES THAT COST YOU MONEY

Each one costs you money, a free trip back or a client who won't call again.

1 Small jobs below your minimum

A tiny apartment still takes a trip and setup. Never go below a $100 - $150 minimum.

2 Standard price on a first visit

A home not cleaned in months takes twice the time. Price the first visit as a deep clean.

3 Quoting without the size

A 1,200 and a 3,000 sq ft home are not the same job. Ask for the size and the room count.

4 Add-ons for free

Inside the oven and the fridge is 45 minutes. Price every add-on.

5 No pet or condition fee

Pet hair and heavy dirt add passes and time. Charge the extra.

6 No cancellation rule

A locked door at 9 am is a lost morning. Ask for 24 hours notice or charge a fee.

7 No photos before

A stain that was already there becomes your fault. Take photos before you start.

8 Mixing products

Bleach and ammonia make a toxic gas. Read every label and never mix them.

9 Hourly with no cap

The client fears the clock. Give a flat price or an hourly range with a cap.

10 One-time clients only

A recurring client pays every week. Offer the weekly or every-2-weeks plan on every job.

PRICE RANGES
US estimates, 2026

25 JOBS PRICED
Filled in, ready to use

JOB CALCULATOR
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READY-TO-SEND MESSAGES

Copy, change the name and send by text or WhatsApp.

Sending the estimate

Hi [Name], here is your estimate: [deep clean] for your [3 bed, 2 bath] home, oven and fridge included, $[total]. After that, every 2 weeks is $[price].

Client asks for a phone price

Most homes your size run $[140 - $220] for a standard clean. Send me the square feet and a few photos and I'll give you an exact price today.

Ask for photos first

Can you send a photo of the kitchen, each bathroom and the living room? That way the price is right and there are no surprises.

Before the visit

For tomorrow: pick up clutter, secure pets and leave the [key / code]. We start at [9 am] and take about [4] hours.

Heavier than expected

The home needs more time than the photos showed, about [2] extra hours, $[amount]. Should we go ahead today?

After the job

All done! Thanks, [Name]. Photos attached. Want me to hold [Tuesday] every 2 weeks? A quick review helps a lot: [link].

BONUS - 25 HOUSE CLEANING JOBS, PRICED

Filled in, not blank: suggested 2026 prices for a mid-cost US area. Adjust 10-20% for your area, the home and its condition.

EVERY HOME SIZED · FIRST VISIT DEEP · ADD-ONS PRICED · NEVER BELOW YOUR MINIMUM

Job	Price
1. Standard clean, 3 bed 2 bath	$180
2. Labor, 6 hours x $40	$240
3. Standard, 1,500 sq ft x $0.12	$180
4. Deep, 2,000 sq ft x $0.25	$500
5. 1-bedroom apartment	$110
6. 2-bedroom home	$150
7. 3-bedroom home	$200
8. 4-bedroom home	$260
9. Extra rooms, 3 rooms x $40	$120
10. Weekly visit, 3 bed 2 bath	$150
11. Service minimum, one visit	$120
12. Deep clean, whole home	$350
13. Move-out clean, 3 bed	$375

Job	Price
14. Post-construction cleanup	$600
15. Kitchen and bath deep clean	$225
16. Oven and fridge, 2 units x $50	$100
17. Rental fridges, 2 fridges x $60	$120
18. Inside the cabinets	$150
19. Interior windows, 20 windows x $6	$120
20. Blinds, 10 blinds x $10	$100
21. Baseboards, whole home	$100
22. Laundry, 5 loads x $20	$100
23. Carpet, 500 sq ft x $0.25	$125
24. Pet hair add-on, 2 visits x $50	$100
25. Airbnb turnover, 2 bed	$140

TOP JOBS: WHAT TO CHARGE

STANDARD CLEAN
$140 - $220 / visit
3 bed, 2 bath

DEEP CLEAN
$180 - $600 / job
First visit

MOVE-OUT
$220 - $450 / job
Empty home

PER HOUR
$30 - $75 / hour
Per cleaner

4 WAYS TO CHARGE MORE

Sell the deep first visit
Every new client starts with a deep clean at $180 - $600, then goes recurring.

Sell inside the appliances
Inside the oven at $30 - $50 and the fridge at $30 - $100 on every deep or move-out.

Sell the recurring plan
A weekly visit at $110 - $180 fills your calendar and pays every week.

Sell Airbnb turnovers
Hosts need you between guests: $80 - $200 a turnover, many times a month.



SPOTLESS AND PRICED RIGHT

Get the size, price the first visit deep, charge every add-on, take photos before and after and book the next visit before you leave. More free guides for trades at vifalio.com.

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