

# Cleaning Business Startup Checklist (2025)

## Step 1: Define Your Niche

- Residential Cleaning
- Airbnb Turnovers
- Move-In/Move-Out Cleanings

Start with services that require minimal tools and deliver high value.

## Step 2: Register Your Business

- Choose Sole Proprietor or LLC
- Apply for local permits if needed
- Register your business name

## Step 3: Get Basic Insurance

- General Liability (around \$50/month)
- Optional: Bonding or workers' comp if hiring

## Step 4: Purchase Essential Supplies

- Microfiber cloths
- Mop and bucket
- All-purpose cleaner
- Gloves and apron
- Caddy or tote for supplies

## Step 5: Create Basic Branding

- Logo (Canva or Looka)
- Business cards (100 qty)
- Simple website (Wix, Carrd, Google Sites)
- Branded T-shirt or apron

## Step 6: List and Promote

## **Cleaning Business Startup Checklist (2025)**

- Google Business Profile
- Facebook Groups
- Craigslist, Nextdoor
- Offer first-time discounts or referral rewards

### **Step 7: Deliver Quality Service**

- Be punctual and communicative
- Leave a thank-you note
- Request online reviews to build credibility

### **Reinvest & Grow**

- Upgrade tools
- Hire helpers
- Use scheduling software
- Launch local ads (Google, Meta)