Cleaning Pricing Cheat Sheet

Price every house cleaning so it actually pays you. Free from MakeClean (makeclean.com).

1. The formula

Cost = labor + payroll load + supplies + travel + overhead
Price = cost ÷ (1 − profit margin − card fee)

Dividing by (1 − margin − fee), instead of adding a percent on top, means you really keep the margin you chose after card fees.

2. Worked example (2 cleaners, standard clean)

Line	How	Amount
Labor	4 labor-hours × $20	$80
Payroll load	30% of labor (0 if you are a sole proprietor)	$24
Supplies	per job	$8
Travel	14 miles × $0.70	$9.80
Overhead	10% of direct cost (insurance, software, phone, ads)	$12.18
Total cost		$133.98
Price	$133.98 ÷ (1 − 0.20 − 0.03)	$174
Quote	rounded to the nearest $5	$175

That is about $43.50 per labor-hour. Example numbers only: use your own wages, costs and timed jobs.

3. Sanity-check against published per-square-foot ranges

Type of clean	Published range	2,000 sq ft home
Standard	$0.10–$0.20 / sq ft	$200–$400
Deep clean	$0.12–$0.25 / sq ft	$240–$500
Move-out	$0.20–$0.35 / sq ft	$400–$700

Sources: MaidStaff (citing HomeAdvisor) and Houseler for standard/deep; Allison for move-out. Ranges vary by city and source; use them as a cross-check, not as your price.

4. Estimating hours before you have your own data

Starting point: about 3.5 labor-hours per 2,000 sq ft for a standard clean (Housecall Pro example). Rough multipliers: deep clean × 1.5, move-out × 1.75. Divide by the number of cleaners for time on site. Time your real jobs and replace these numbers fast.

5. Ask before you quote

☐	Square footage, bedrooms and bathrooms
☐	Type: standard, deep, move-in/move-out, short-stay turnover
☐	How often: one-time, weekly, every 2 weeks, monthly
☐	Pets (hair, accidents) and anyone with allergies or chemical sensitivities
☐	Clutter level and when it was last professionally cleaned
☐	Add-ons wanted (see section 6)
☐	Access, parking, keys or codes; who will be home
☐	Your supplies or theirs? Any products to avoid?
☐	Photos or a short video walk-through for anything unusual

6. Price these separately (add-ons)

☐	Inside the oven
☐	Inside the fridge / freezer
☐	Interior windows and tracks
☐	Inside cabinets and drawers
☐	Detailed baseboards, blinds, ceiling fans
☐	Laundry, dishes, bed changes
☐	Garage, patio, basement
☐	Heavy buildup, post-party or post-construction cleanup

Time each add-on on real jobs, then price it with the same formula. A written list stops “while you’re here” work you never charged for.

7. Put it in writing

☐	Send a written estimate with the scope, price, date and what is NOT included
☐	State your cancellation / lockout fee and payment terms up front
☐	Invoice the same day; accept card and track the card fee in your formula
☐	Re-check prices every few months: if your real hours beat your estimate, your margin is slipping

Run your own numbers free: makeclean.com/tools/cleaning-price-calculator
Need the paperwork? The $12 Cleaning Business Toolkit has the estimate, invoice, pricing sheet, intake form, flyer, door hanger and client agreement template (PDF + Word): makeclean.com/for-cleaners

This cheat sheet is a pricing aid, not tax, legal or accounting advice. Your real costs, local market and customers decide what you can charge. Free to use in your own cleaning business; please do not resell it. © 2026 MakeClean.