



House Cleaning Service Pricing Guide

Establishing the right pricing for your house cleaning business requires balancing competitive rates with profitability. This comprehensive guide explores multiple pricing methodologies, service type variations, and industry benchmarks to help you develop a pricing structure that attracts clients while ensuring sustainable business growth. Whether you're launching a new cleaning service or refining your existing rates, these frameworks will help you price with confidence.

Five Pricing Strategies for House Cleaning

Professional cleaning services employ various pricing models based on business goals, client preferences, and job characteristics. Many successful businesses use multiple methods depending on the situation:

1. Hourly Rate Pricing

Hourly pricing bills customers for each working hour spent cleaning. This method ensures compensation for your time and labor, making it ideal when job scope is uncertain or homes vary significantly in cleanliness levels. To account for overhead expenses and profit, apply a 50% markup to your labor costs.

Calculation Formula:

Hourly Rate = (Employees' hourly wage × Number of employees) × 1.5

Example: Two cleaners at \$18/hour each
 $(\$18 \times 2) \times 1.5 = \54 per hour total

Industry Range: \$25-\$50/hour for standard services; \$40-\$100/hour for deep cleaning

Best For: Unpredictable jobs, first-time clients, homes requiring assessment, or varying cleanliness levels

2. Flat Rate Pricing

Flat rates provide customers with predictable costs regardless of actual time spent. This approach works best with experienced cleaners who work efficiently and is preferred by clients who value budget certainty. Build in contingencies for unexpected challenges while considering labor, supplies, overhead, and profit margins.

Typical Flat Rates:

- 1-bedroom, 1-bath apartment: \$75-\$125
- 2-bedroom, 1-bath home: \$100-\$150
- 3-bedroom, 2-bath home: \$135-\$180
- 4-bedroom, 3-bath home: \$200-\$300

Best For: Recurring clients, standard-sized homes, experienced crews, and routine maintenance cleaning

3. Room-Based Pricing

Room-based pricing assigns individual rates to each space based on cleaning requirements and time investment. This method recognizes that kitchens and bathrooms demand more effort than bedrooms or living areas. Clients appreciate the flexibility to select specific rooms for cleaning to manage costs.

Average Room Rates:

- Standard bedroom: \$30-\$50
- Bathroom: \$40-\$75
- Kitchen: \$70-\$100
- Living room: \$40-\$60
- Additional rooms: \$25-\$50 each

Best For: Clients wanting partial home cleaning, homes with unused rooms, or customized service packages

4. Square Footage Pricing

Pricing by square footage scales directly with home size, providing consistent and fair pricing across properties. However, this method may not account for factors like bathroom count, clutter levels, or home condition. Rates typically decrease per square foot as total area increases due to economies of scale.

Square Footage Rates:

- Standard cleaning: \$0.10-\$0.17 per sq ft
- Deep cleaning: \$0.13-\$0.30 per sq ft
- Move-out cleaning: \$0.20-\$0.35 per sq ft
- Post-construction: \$0.25-\$0.50 per sq ft

Example: 2,000 sq ft home at \$0.12/sq ft = \$240 base cost

Best For: Large properties, commercial spaces, or when home layout is straightforward

5. Recurring Service Packages

Subscription-based pricing offers weekly, biweekly, or monthly service plans with modest discounts to encourage client loyalty and predictable revenue. Regular clients require less intensive cleaning than one-time visits, justifying the reduced per-visit rate while maintaining profitability through volume.

Discount Structure:

- Weekly service: 15-20% discount from standard rate
- Biweekly service: 10-15% discount
- Monthly service: 5-10% discount

Example: Standard visit \$150, weekly package \$120-\$127 per visit

Best For: Building steady revenue, reducing client acquisition costs, and ensuring schedule consistency

Pricing by Service Type

Different cleaning services require varying levels of effort, time, and expertise. Your pricing should reflect these distinctions:

Service Type	Description	Typical Price Adjustment
Basic/Standard Cleaning	Dusting, vacuuming, mopping, surface wiping, trash removal	Base rate
Deep Cleaning	Detailed scrubbing, baseboards, inside appliances, comprehensive sanitization	+30-50% above standard
Move-Out/Move-In	Empty home deep clean, all surfaces, closets, cabinets	+50-100% above standard
Post-Construction	Dust removal, debris cleanup, window detailing, heavy-duty	+100-200% above standard
Specialty Add-Ons	Windows, laundry, fridge/oven, carpet cleaning, organization	Per service pricing

Key Factors Affecting Your Pricing

Beyond your base rate calculations, multiple variables influence appropriate pricing for each job:

- **Home Size:** Larger square footage requires more time, supplies, and labor hours
- **Number of Bedrooms/Bathrooms:** Each additional room increases workload, especially bathrooms requiring sanitization
- **Home Condition:** Cluttered, heavily soiled, or neglected homes require significantly more effort
- **Frequency of Service:** First-time cleans cost more than maintenance visits for regular clients
- **Geographic Location:** Urban areas with higher living costs justify premium rates
- **Special Requests:** Eco-friendly products, pet considerations, or specific cleaning preferences

- **Accessibility:** Multi-story homes, stairs, or difficult access areas increase labor time
- **Supply Costs:** Client-provided versus cleaner-provided products affect pricing

Calculating Your Profitable Rate

Ensure your pricing covers all expenses while generating profit by following this systematic approach:

Step 1: Determine Labor Costs

Calculate total wages including payroll taxes, workers' compensation, benefits, and employment-related expenses. Add 20-30% to base wages to cover these costs.

Example: Two cleaners at \$15/hour base wage
Loaded labor rate: $\$15 \times 1.25 = \$18.75/\text{hour}$ per cleaner
Total hourly labor: $\$18.75 \times 2 = \$37.50/\text{hour}$

Step 2: Account for Supplies

Include cleaning products, equipment, tools, and consumables. Typical supply costs range from \$5-\$20 per job depending on service type and home size.

Step 3: Calculate Overhead

Overhead includes insurance, vehicle expenses, marketing, software, licenses, and administrative costs. Determine your monthly overhead total and divide by monthly billable hours or apply as a percentage of direct costs.

Step 4: Add Profit Margin

Build in 15-30% profit margin on top of all costs to ensure business growth and sustainability.

Complete Example:

3-hour job with 2 cleaners:

- Labor: $\$37.50/\text{hour} \times 3 \text{ hours} = \112.50
- Supplies: \$15
- Overhead (25% of direct costs): \$31.88
- Subtotal: \$159.38
- Profit (20%): \$39.85
- **Final Price: \$199**

Industry Pricing Benchmarks

Use these national averages to validate your pricing and ensure market competitiveness. Remember that local market conditions significantly influence appropriate rates:

Home Size	Bedrooms/Baths	Standard Clean	Deep Clean
Small (< 1,000 sq ft)	1 bed / 1 bath	\$75 - \$125	\$120 - \$200
Medium (1,000-2,000 sq ft)	2 bed / 1-2 bath	\$100 - \$175	\$150 - \$275
Large (2,000-3,000 sq ft)	3 bed / 2 bath	\$135 - \$225	\$200 - \$375
Very Large (3,000+ sq ft)	4+ bed / 3+ bath	\$200 - \$400	\$300 - \$600

Common Add-On Services

Service	Typical Price Range
Interior Window Cleaning	\$3 - \$8 per window
Refrigerator Cleaning	\$20 - \$40
Oven Cleaning	\$25 - \$50
Laundry Service	\$20 - \$40 per load
Carpet Cleaning	\$75 - \$200 or \$0.18/sq ft
Bed Linen Change	\$5 - \$15 per bed
Inside Cabinet Cleaning	\$30 - \$75
Wall Washing	\$0.50 - \$0.60 per sq ft
Garage Cleaning	\$100 - \$300
Basement/Attic Cleaning	\$150 - \$500

Strategic Pricing Recommendations

- **Conduct Site Walkthroughs:** Always assess the home before providing final quotes to identify challenges and set accurate expectations
- **Offer Package Deals:** Bundle services or create tiered packages (basic, standard, premium) to increase average transaction value
- **Incentivize Recurring Business:** Provide modest discounts for weekly/monthly contracts to build steady revenue and reduce marketing costs
- **Don't Underprice:** Extremely low rates can signal poor quality to potential clients and make sustainability difficult

- **Research Local Competition:** Survey 3-5 competitors to understand market rates and position your services appropriately
- **Account for Travel Time:** Consider adding travel fees for clients outside your primary service area
- **Adjust for Experience:** As you build expertise and reputation, gradually increase rates to reflect enhanced value
- **Provide Transparent Pricing:** Clear quotes build trust and reduce disputes; consider using pricing calculators for consistency

IMPORTANT DISCLAIMER: *This pricing guide provides educational frameworks, calculation methodologies, and industry benchmarks compiled from multiple authoritative sources including recent market research and industry surveys. All information serves as general guidance only and must not be adopted without comprehensive analysis of your specific business circumstances. To establish appropriate pricing for your house cleaning services, you must thoroughly evaluate your local market rates, competitive landscape, labor costs (including wages, taxes, benefits, and workers' compensation), supply expenses, overhead structure (insurance, vehicles, equipment, marketing, administrative costs), licensing requirements, and target profit margins. Geographic location, local cost of living, service area demographics, and competitive intensity significantly influence appropriate pricing levels. Client preferences, home conditions, service frequency, and special requirements also impact project-specific pricing. This baseline information is intended as a foundation for developing a customized pricing strategy aligned with your business model, service quality standards, operational capabilities, and market positioning. Consider consulting with business advisors, accountants, or cleaning industry associations to refine your pricing approach for maximum profitability, sustainable growth, and long-term success.*