

Starting a Commercial – Sanitizing - Cleaning - Maid Service Business.

Created and Presented by Steve Carver*

Never stop dreaming, setting goals and priorities.

Amanda Gorman, poet laureate wrote in her 2021 poem “The Hill We Climb”

Starts -> When day comes, we ask ourselves,
where can we find light in this never-ending shade?

Ends-> For there is always light,
if only we're brave enough to **see it.**

If only we're brave enough to **be it.**

COMING SOON 6:00 PM - &:7:30 PM

Feb. 08	Monday	The Price is Right. How to set prices on Products /Services.
Feb. 22	Monday	How to Start a Home-Based Business Now.
March 08	Monday	The Basics of Selling on the Internet The "DIY - Now"
March 22	Monday	How to Start a Lawn Service & Landscaping Business
May 05	Wednesday	How to enhance business and profits with better forecasting and negotiating skills
May 11	Tuesday	What's my(that) business worth> Buying and Selling an established business

Email stvcarv@aol.com if you like copy of my complete calendar.

Planning your new business: In your mind and on paper.

Processes required to start your own business.

Finding the time for your new business.

Understanding “trading time for time for money.”

How to set prices when charging for your services.

What are profit centers and why are they so important?

Knowing how a well-planned Internet presence is vital for success in small business today.

The water will always be too cold to jump in over your head.

Let just start with our toes in the water.

Seven Entrepreneurial Strategies for success in every new start up business that apply to all start-up businesses.

1. Set & Maintain High Standards.

Hospitality

Customer Service

Professionalism

Cleanliness

Products and Product Knowledge

Staff Training

Credit worthiness

2. Include each of the *THREE KINDS of PROFITS CENTERS* to keep the business sustainable.

- A. Designed to bring in lots of NEW traffic / customers.
- B. Designed to promote year around CONTINUOUS business/cash flow.
- C. Designed to create BIG TICKET SALES and long-term CONTRACTS

3. Targeted Marketing

Know the customer groups that you can:
Reach easily without huge expense.
Determine their priorities.
Meet their market demands.

- 4. A base group of “**Raving Fan**” customers.
- 5. **Database** of email addresses and cell phone numbers.
- 6. **Continuous Promotions** create Continuous Sales.
- 7. Forecasting skills & constant search for more **UP SELLING OPPORTUNITIES**.

Cleaning. Follow your dream. Be smart.

The Dream Manager by Matthew Kelly

How will customers find you?

- 1. Word of mouth through Raving Fan Customers.
- 2. The screen on their cell phone by way of you Web Site.
- 3. Mobile advertising on vehicles.
- 4. All other marketing tools.

Take great care in naming your business’s DBA, Web Site Domain, Corporation.

DBA.

Using D. B. A.s to help customers find you.
Bladen Commercial – Residential Cleaners
Coastal Homes Maid Service
New Hanover New Construction Pro Clean

Where are your customers?

- | | |
|-----------------------------|------------------------------|
| •Home owners | Vacation Rentals |
| •National chains | Law and Medical Offices |
| •Real Estate Offices | Auto and Equipment Retailers |
| •Individual retailers | Department stores |
| •Supermarkets | Shopping malls |
| •Offices & office buildings | Day care centers |
| •Theaters | Banks |
| •Restaurants | Sports facilities |
| •Hotels | Airports |
| •Country clubs | |

Types of property cleaning businesses.

Maid Services
 Commercial Cleaning
 Post Construction Cleaning
 Carpet Cleaning
 Floor Care Services
 Move In / Out Cleaning
 Special Event preparation or cleanup
 Spring Cleaning
 Window Cleaning

Punch tickets are a “must have.” .

SAMPLE -> CHECK OFF LIST

PUNCH TICKETS

Maid Service.

daily cleaning, weekly, bi-weekly, monthly or one-time cleaning
 Maid services.

Dust furniture
 Pick up & straighten
 Remove cobwebs
 Sweep and mop floors
 Vacuum carpets and rugs
 Changing bed linens
 Clean bathrooms
 And so much more List->
 Maid services
 And so much more
 Clean kitchen
 Wash dishes
 Set tables
 Polish silver
 Clean - sweep carport
 Wash windows

PUNCH TICKETS

Commercial Cleaning

Have a wide range of cleaning and janitorial services to offer for your business, which can be scheduled from a one-time single cleaning to regular cleaning on a daily, weekly or monthly basis.

Empty trash and recycling
 High and low dusting and spot wiping
 Dust mopping and wet mopping
 Vacuuming
 Complete restroom cleaning

And much more List->

Clean desk tops
 Clean kitchen – lounge areas
 Clean entrance windows
 Clean sales counter tops
 Sanitize, leave fresh germ killer hand bottles

PUNCH TICKETS

Post Construction Cleaning

Clean-Up service is specifically designed for home owners or businesses who have done new construction or remodeling and need to rid their home or office of the dust and minor debris that is left behind.

Final Construction Clean-Up includes all of the following:

Bathroom

Scrub the shower, the tub, the sink, in and around the toilet, the tiles and the floor, especially in the corners
 Clean shower door glass and tracks
 Clean shower head
 Clean faucets with stainless steel polish
 Clean all mirrors
 Dust window sill, top of medicine cabinet, light fixtures and vents
 Clean inside the medicine cabinet, the vanity and under the sink
 Thorough detailed dusting of all walls
 Sanitize soap dish and toothbrush holder
 Remove all cobwebs

Kitchen

Sweep and mop the floor
 Clean the exterior and interior of refrigerator, stove, dishwasher, microwave and any other appliances (remove all shelves and drawers to thoroughly wash)
 Clean interior & exterior of all cabinets and drawers
 Clean all counter tops & the backsplash
 Clean the sink, faucets and under the sink
 Clean all light switch plates
 Dust and clean top of cabinets
 Dust all moldings and frames
 Remove all cobwebs
 Thorough detailed dusting of all walls
 Dust window sills, blinds, baseboards, vents, shelves, ceiling fans, ledges and light fixtures
 Remove minor debris
 If appliances are easily moveable they will be moved to clean behind them & under them

Living Room/ Dining Room/ Bed Room/ General Office Areas

Sweep/mop or vacuum , Remove all cobwebs

Dust baseboards, blinds, shelves, ledges, vents, ceiling fans, moldings and light fixtures

Clean window sills & frames

Thoroughly detailed dusting of all walls

Clean all light switch plates

Hallways & Foyers

Dust baseboards, window sills, blinds, vents, baseboards, shelves, ledges and light fixtures

Sweep/mop or vacuum

Remove all cobwebs

Clean light switch plates

Thorough detailed dusting of all walls

PUNCH TICKETS**Move In / Out Cleaning****Living room, bedroom, office areas**

Carpets vacuumed

Windows and window tracks cleaned

Base boards dusted and wiped down

Sweep and mop hard floor surfaces

Stairs vacuumed

Tidy room appearance

Dust furniture and knickknacks

Remove cobwebs, General dusting

Bathroom

Tile walls and bathtubs cleaned and disinfected

Shower and shower doors cleaned and disinfected

Carpets vacuumed

Windows and window tracks cleaned

Base boards dusted and wiped down

Mirrors cleaned and shined

Sink and counters cleaned and disinfected

Floors washed and disinfected

Clean and disinfect toilet

Shine and clean chrome fixtures, Cobwebs removed

Kitchen

Wipe down outside and inside cabinets and drawers

General dusting. Scrub sink. Clean windows and window tracks

Base boards dusted and wiped down

Clean refrigerator exterior and interior

Sinks cleaned and disinfected, chrome shined

Countertops cleaned and disinfected

Clean outside and inside cabinets and drawers

Clean exterior and interior of oven/stove

Wipe down inside and outside of microwave

Clean table and chairs. Floors vacuumed and mopped

Trash emptied; Cobwebs removed

Specialized Restoration/Reconstruction. Fire, Smoke, Water, Windstorm

Pack Out, Clean, Store, Deliver
 Parking Lots
 Windows
 Gutters
 Decks
 Smoke
 Pets Kennels
 Traffic accidents.
 Beaches
 Parks
 Carpet Cleaning

Floor Services Caution

Grave Markers – Sites
 Cars – Trucks – Trailers
 Boats
 Mobile Homes
 Mold

Crime scenes..... Caution

Poultry houses
 Road sides

HASMAT spills. Caution

Caution... Franchises...

How far can you go and remain profitable? Establish boundaries. Map your territory.

The right business will have at least 5 profit centers.

All the “dots” to be connected and managed with calendar for next season or next year.

1. Windows.
2. Pressure cleaning - gutters.
3. Handyman.
4. Pool Service.
5. Landscape and lawn repairs.

TIME JOURNALS.

Monitor yourself in 15-minute increments for between 3 days and two weeks.
 Update every ½ hour: not at end of day. Delegate authority with responsibility.

Bring the customer database in synch with calendar.

Cash Flow, Week after Week.

Time line for jobs per day.
 Contracting cleaning date cycles.
 Design a little travel time as possible.

4 days per week.
 Planned / scheduled return visits.
 Trade up every time you can.

Example:

Pricing a four-day week. Goal: earn \$ 400.00 every four days.

If your cost for:

\$ 11.00 gas and auto expense
 \$ 6.00 food-water

\$ 6.00 cleaning supplies
 \$ 6.00 pro-rated investment to replace equipment

\$ 6.00 insurance.

\$ 35.00 daily expenses.

X 4 days

\$ 140.00 4 days expenses.

+ \$ 400.00 target earnings

\$ 540.00 Billings

OCTOBER 2013 Cleaning Calendar						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7 \$80. \$50.	8 \$45. \$45. \$45.	9 \$100. \$ 25.	10 \$150.	11	12
13	14 \$80. \$50.	15 \$45. \$45. \$45.	16 \$100. \$ 25.	17 \$150.	18	19
20	21 \$80. \$50.	22 \$45. \$45. \$45.	23 \$100. \$ 25.	24 \$80. \$50.	25	26
27	28 \$80. \$50.	29 \$45. \$45. \$45.	30 \$100. \$ 25.	31 \$125.	LOOK HERE .BIZ	
Week \$520.		\$540.	\$500.	\$555.		

16 days, 4 weeks ... \$ 2,115.

Priority list. Design a 'check off list' for each type job.

Credit card payments. -> <https://squareup.com/>.

Use another bank for credit card deposits.

Crew Sizing - Business organization.

- **Owner alone.** Owner with crew of 1,2,3
- **Owner** with four-person crew. Caution.
- **Supervisor** with four-person crew. Caution.
- **Owner** with crew – Supervisor with 2nd crew.
- **Owner** with crew – Supervisors with several crews.
- **Owner** at office scheduling crews.

What are you waiting for?

What's the next thing you need to do?
What's the next thing you need to buy?

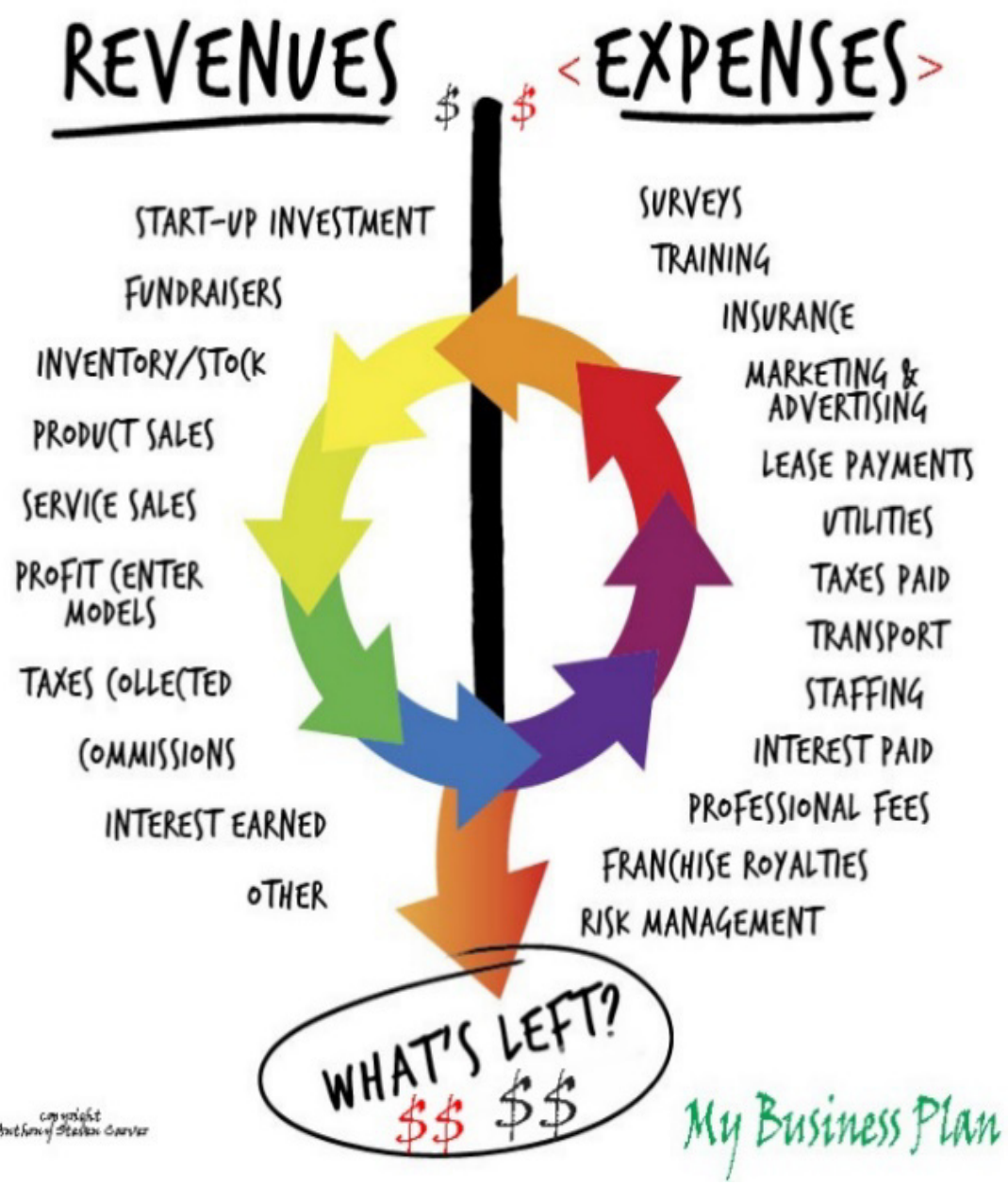
What's the next thing you need to know?
Who's the next person you need to see?

Start today-> **Writing your Business and Marketing Plans.**

Your name. _____

Web site domain name. _____

Business name. _____



MY MARKETING PLAN



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Continuous Promotions

Database promotion emails.	Google city web site pages.
Mobile (Cell Phone) web site pages.	Text messaging.
Mobile signage.	Follow up messages and
contacts.	
Feedback request.	Targeted marking plan and
budget.	

will fuel your Continuous Sales.

Ask questions. Share comments. Email feedback to carvstv@aol.com

THANK YOU

God Bless You and Your Family

Steve Carver

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** Disclaimer.... Summarized Free Advice

The information offered here is general in nature, based on years of small business experiences and observations and interactions with many thousand entrepreneurs when presenting over eight hundred seminars and helping hundreds to start new businesses over a fifty-year period of time.

Seminar and Webinars presentations do not take into account the specific and private circumstances of attendees and/or participants and should not be acted on without full understanding of each individual current situation, future goals and objectives by a fully qualified certified and licensed advisor. In doing so you risk making commitment to a product and/or strategy that may not be suitable to your needs.

Respectfully submitted with Best Wishes,

Anthony Steven Carver

