



House Cleaning Price List // 2026 Field Sheet

National benchmark ranges for residential cleaning. Pencil your rate into the blank column, adjust for your region with the rates on page 2, and keep this sheet in the car.

Reading the ranges: low end = small home, light condition, low cost of living. High end = large or neglected home, add-ons, coastal metro, or established-company rates. Supplies are yours unless the quote says otherwise.

■ STANDARD CLEANS (PER VISIT)

Small home	\$90 - \$150	\$
Average home	\$140 - \$250	\$
Large home	\$220 - \$400	\$
Apartment / condo	\$80 - \$180	\$

■ DEEP, MOVE AND SPECIALTY

Deep clean (first-time)	\$200 - \$450	\$
Move-out / move-in clean	\$200 - \$500	\$
Move-out (per sq ft)	\$0.22 - \$0.33 / sq ft	\$
Post-construction clean	\$0.20 - \$0.50 / sq ft	\$

■ RECURRING SERVICE

Recurring weekly / biweekly (per visit)	\$100 - \$200	\$
Weekly discount	15 - 25% off one-time rate	\$
Biweekly discount	10 - 20% off one-time rate	\$

■ ADD-ONS

Inside fridge or oven (each)	\$25 - \$60	\$
Interior windows	\$50 - \$150	\$

■ SHORT-TERM RENTAL TURNOVERS

1-bedroom turnover	\$85 - \$130	\$
2-bedroom turnover	\$130 - \$180	\$
3-bedroom turnover	\$180 - \$250	\$
4-bedroom or larger	\$250 - \$400+	\$

■ RATES AND COMMERCIAL

Per square foot (standard clean)	\$0.08 - \$0.20 / sq ft	\$
Per hour, per cleaner	\$25 - \$50 / hr	\$
Office cleaning (recurring)	\$0.10 - \$0.18 / sq ft	\$



Set your rate. **Protect your margin.**

SOLO CLEANER

\$40 - \$60 / hr

Target for every hour of your own time. Quote a flat per-visit price - customers want one number, not a clock.

COMPANY (BILLED PER CLEANER)

\$25 - \$50 / hr

A crew of two on an average home lands at \$140 to \$250 per visit. Insurance and scheduling justify it.

JUST STARTING OUT

\$90 - \$150 / visit

Bottom of the small-home range while reviews build, never at a loss. Price first cleans as deep cleans and charge for supplies.

■ REGIONAL RATES - STANDARD VISIT, AVERAGE HOME

Coastal metros (SF, NYC, Seattle, Boston, LA)	\$220 - \$400
Mid-size markets (Denver, Austin, Atlanta, Charlotte)	\$150 - \$260
Smaller cities and rural areas	\$110 - \$180

The pricing formula

Visit price = (cleaner-hours x your rate) + supplies + add-ons

- **First visit is a deep clean.** Price it that way - a neglected home takes twice the time of a maintained one.
- **Recurring discounts:** weekly 15 - 25 percent and biweekly 10 - 20 percent off the one-time rate, only for a committed schedule.
- **Add-ons are line items:** fridge, oven, and interior windows go on the quote, never thrown in.
- **Raise rates as the schedule fills.** Cheap pricing attracts the customers who churn first.

What to say when you send the quote

"Thanks for having me out today. Attached is your estimate - it covers everything we walked through. The price holds for 30 days, and I can start as early as next week. Tap Accept on the estimate, or reply here with any questions, and I'll get you on the schedule."

- **Send the same day.** The first professional quote in the customer's inbox wins more jobs than the cheapest one.
- **Follow up on day 3.** Most jobs are lost to silence, not to a competitor. One friendly nudge recovers many of them.

Quoting by hand? This sheet plus AI = estimates in 60 seconds.

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