

A PRACTICAL GUIDE

The Cleaning Business Route Planner

A practical guide to optimizing routes, pricing, and client intake for solo cleaning businesses

Made by the Braxis machine

braxisai.com

What this is

This guide is for solo cleaning-business owners.

It is a practical method, not a promise of a result. It contains no invented statistics, no fake customers, and no guarantees. The words were drafted with AI assistance.

Use the checklist at the end on a real piece of work this week.

Mapping Your Service Area

Start by defining your service area in a grid or map format. Use a free tool like Google My Maps to draw boundaries around neighborhoods or zones you want to cover. Divide the area into smaller sections—each section should be manageable in one workday. Label each section with key details like average client density, distance between homes, and traffic patterns. Focus on areas with high demand, such as college towns, new developments, or affluent neighborhoods. Avoid oversaturating one area; spread out to balance workload and travel time. This step ensures you're not wasting fuel or time driving between clients unnecessarily.

Calculating Route Density and Efficiency

Route density refers to how many clients you can realistically service in a day without burning out. Start by tracking your current routes: note the number of clients per day, total miles driven, and time spent cleaning vs. driving. Aim for a ratio where driving time is no more than 30% of your total workday. For example, if you clean for 4 hours, limit driving to 1.5 hours. Use a route-planning app like Route4Me or Google Maps' route planner to optimize stops. Cluster clients geographically to minimize backtracking. Adjust your route weekly based on feedback from clients and traffic changes.

Pricing Your Services Strategically

Pricing should cover costs, labor, and profit while remaining competitive. Break down your expenses: fuel, cleaning supplies, insurance, and vehicle maintenance. Charge per service type (e.g., move-in/move-out, deep clean, routine) rather than per hour. Research local competitors to ensure your rates are fair but profitable. For example, if the average in your area is \$25 per hour, consider pricing at \$30-\$40/hour for routine cleaning, adjusting for complexity. Offer package deals (e.g., weekly/monthly discounts) to encourage recurring business. Clearly communicate pricing upfront to avoid misunderstandings.

Client Intake: Screening and Onboarding

Efficient client intake starts with a simple but thorough screening process. Use a short questionnaire or call script to gather key details: property size, cleaning needs, frequency, and budget. Ask about pets, allergies, or special instructions to prepare for the job. Use a free tool like Google Forms or a spreadsheet to organize intake data. Schedule appointments during off-peak hours (e.g., mornings or late afternoons) to avoid conflicts. Provide a clear contract outlining services, pricing, and cancellation policies. Follow up with a confirmation email or text to reduce no-shows. This step ensures you're matched with clients who fit your workflow.

Scaling with Seasonal Adjustments

Adjust your operations seasonally to handle fluctuations in demand. Summer months often see more move-ins and deep cleans, while winter may slow down routine services. Plan ahead by building a client list in advance and offering promotions during slower periods. For example, discount weekly cleaning packages in January to fill your schedule. Use downtime to train new staff (if hiring) or update your marketing materials. Monitor local events or holidays that could impact demand, such as spring cleaning trends or back-to-school moves. Stay flexible to adapt to seasonal shifts without sacrificing quality or profitability.

Checklist

- ☐ Divide your service area into manageable zones using a free mapping tool.
- ☐ Track driving time to ensure it doesn't exceed 30% of your workday.
- ☐ Research local competitors and adjust pricing to cover costs and profit.
- ☐ Use a questionnaire or script to screen clients for compatibility and needs.
- ☐ Plan seasonal promotions or adjustments to balance workload and income.

Where this came from

This guide is a digital product from Braxis AI. The machine wrote it with AI assistance. It contains no invented statistics, no fake customers, and no guarantees. The PDF is delivered immediately after checkout. If something is wrong, email braxisai@gmail.com and it will be fixed.

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