One Big Media Company

GOHIGHLEVEL SNAPSHOT · CLEANING SERVICES (RESIDENTIAL & COMMERCIAL)

Cleaning Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to cleaning

Your buyer: A residential maid service or commercial cleaning company selling recurring weekly and bi-weekly cleans, deep cleans, move-in/move-out cleans and office or janitorial contracts. The owner juggles scheduling, staffing and quoting, and leads go cold when quotes aren't sent or followed up the same day.

Why they buy:

- Quote requests come in while the owner is cleaning, and leads book whoever replies first
- Move-out and deep-clean clients come once and are never asked about recurring service
- Quotes get sent and then forgotten with no follow-up
- Last-minute cancellations and missed walkthroughs leave gaps in the schedule
- Happy clients never leave Google reviews, so new leads choose a competitor with more

Suggested resale pricing

Setup fee	Monthly
$500-$1,200	$297-$697

Cleaning companies value predictability, so a flat monthly fee works best. Charge more when you also run their Google Business Profile and seasonal campaigns.

Sell the missed-call text-back and quote follow-up first, then prove value with the recurring conversion campaign, since every converted client is ongoing revenue the owner can see. Retain the account by running the seasonal deep-clean and reactivation campaigns on a calendar each quarter.

CLOSE

Pitch script

Hi [Name], quick question: when someone books a move-out clean or a one-time deep clean with you, what happens after the job? For most cleaning owners I talk to, the answer is nothing, and that client never becomes a regular. We set up a system that texts back every missed call in seconds, follows up on every quote and then, a day or two after a first clean, invites that client into a weekly or bi-weekly plan while the house still looks great. It also asks happy clients for Google reviews and reminds past clients when they're due. You don't have to learn new software. We set it up, write the messages in your voice and handle the campaigns. Would it be worth 15 minutes this week to see how it would fill your recurring schedule?

Cold email

Subject: More recurring clients from your one-time cleans

Hi [Name],

Most cleaning companies do a great first clean and never follow up about recurring service. We help maid services and commercial cleaners text back missed calls instantly, follow up on every quote and invite first-time clients into recurring plans automatically.

It runs on GoHighLevel, we set it up for you and every message is written in your voice.

Open to a 15-minute call to see if it fits your business?

[Your name]
[Agency]

Cold SMS

Hi [Name], [Your name] with [Agency]. We help cleaning companies turn one-time cleans into recurring clients with automatic follow-up. Open to a quick call this week?

Social DM

Hey [Name], your before-and-afters look great. Quick one: we help cleaning companies follow up on quotes and convert one-time cleans into recurring clients automatically. Worth a quick chat?

DELIVER

Offers & onboarding

Offer ideas for the client

- First-clean special: discounted first deep clean when you sign up for bi-weekly service
- Move-out clean bundle for real estate agents and property managers
- Spring or pre-holiday deep clean with baseboards, inside windows and fans included
- Refer-a-friend credit toward the next clean for both the client and the friend
- Commercial trial: one free week of nightly service added to a new 6-month office contract

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to lead**: Aim to respond to every quote request within 5 minutes during business hours
- **Quote-to-booked rate**: Track monthly and aim to improve it each quarter
- **One-time to recurring conversion**: Aim to convert a growing share of first cleans into recurring plans
- **Recurring client count**: Grow active recurring clients every month
- **Google reviews**: Aim for new reviews every week
- **Schedule gaps recovered**: Rebook missed walkthroughs and lapsed clients within the week

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.