

Pricing Strategies

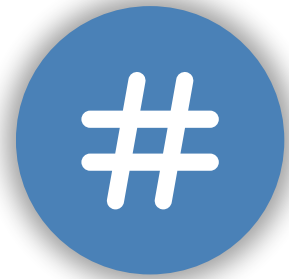
Pricing strategies are for ideas, inspiration, and examples to how other residential cleaning service providers price disinfection & deodorization services.

Each owner is responsible to set prices that work for your market, region, and business model.

PROFIT CLEANERS



Your Costs



Know Your Numbers

- +/-16 Homes per case of Solution

Average Costs

- Solution Cost = \$5.50-\$6.75/home
- Equipment = \$9-10/home
- Labor = \$5-6.25 (15 minutes @ \$25/hr)

	<u>Estimated Cost per Disinfection</u> (Equipment & Solution)
Low	\$14-15
Avg	\$15-16
High	\$16-17

Pricing Strategy #1



Simple Pricing Table

Goal: Set price table to incentivize clients to upgrade to recurring house cleaning services and include disinfection services.

<u>Disinfection & Deodorization Service</u>	<u>Price</u> (One-Time)	<u>Example</u>
Standalone (Disinfection Only)	\$250	Disinfection service after flu/covid/norovirus outbreak.
Add Disinfection to a Single Cleaning Service	+\$125	Including disinfection as-needed to a cleaning service.
Add Disinfection to Recurring Cleaning Service	+\$75	Including disinfection to recurring monthly cleaning services.

Pricing Strategy #2



Loss Leader/Promo Pricing

Goal: Loss leader pricing to win new customers and seed disinfection line of business sales.

	<u>Price</u> (to add Disinfection & Deodorization)	<u>Promo Price</u> (w/ Discount Examples)
Existing Customer	+\$125	+\$50 to upgrade cleaning to include service
New Customer (Non-Recurring)	+\$125	+\$50 w/ Purchase of 1st Home Cleaning
New Customer (Recurring)	+\$125	Free (or \$25-40) w/ Purchase of Monthly Recurring Home Cleaning

Pricing Strategy #3



Price based upon SqFt

Goal: Set prices for as-needed disinfection services, covering 3-4x your cost of goods (equipment + solution subscription), based upon home size.

<u>Home Size</u>	<u>Price</u>
Small (2br, 2 bath)	+\$60/ea
Medium (3br, 2 bath)	+\$75/ea
Large (4br, 3 bath)	+\$85/ea

Pricing Strategy #4



Add to Monthly Cleaning

Goal: Offer progressive discounts to customers who guarantee additional monthly recurring bookings.

<u>Home Size</u>	<u>Regular Price</u> (add to cleaning)	<u>Once Monthly</u>	<u>Bi-Weekly</u>	<u>Weekly</u>
Average Home (3br, 2 bath)	+\$125/ea	+\$75	+\$65	+\$50

Pricing Strategy #5



Package Pricing

Goal: Upsell future disinfection services to customers with use-as-needed discounted packages for seasonal cleanings and disinfection.

<u>Home Size</u>	<u>Base Price</u> (One-Time)	<u>Pack of 5</u> (Promo Price)
Small (2br, 2 bath)	\$60/ea	\$250/Pack of 5
Medium (3br, 2 bath)	\$75/ea	\$300/Pack of 5
Large (4br, 3 bath)	\$85/ea	\$375/Pack of 5