Grow That Local

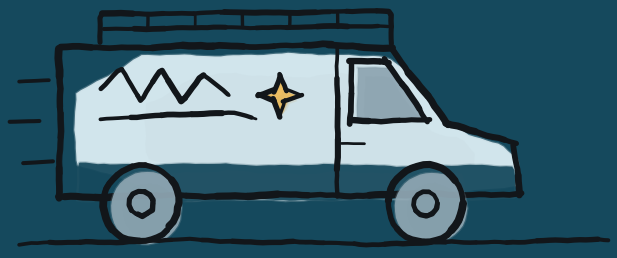
a free guide

The 12 questions every house cleaning client asks, answered

Ready answers for your website, your Google profile and your texts.

For cleaning business owners who want their website to answer what customers ask.

- 12 short sections in 3 parts
- 36 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



growthatlocal.com · Text us at (423) 924-2014

Contents

Before you start: how this guide works 3

Part 1 **The price questions** 4

1 How much will it cost? 4
2 Why does the first clean cost more? 4
3 What's included, and what's extra? 5
4 Do you bring your own supplies? Can you use mine? 5

Part 2 **The trust questions** 7

5 Are you insured and bonded? 7
6 Are your cleaners background-checked? 7
7 Will it be the same cleaner each time? 8
8 What if something gets broken? 8
9 Do I need to be home? Who has my key and alarm code? 9

Part 3 **The keeping-it-right questions** 10

10 What about my pets? 10
11 What if I need to cancel or skip a visit? 10
12 What if I'm not happy, and should I tip? 11

Your first 24 hours, in one list 12

Where to go next 13

If you'd rather hand it off 14

Sources 15

GTL estimates 15

Before you start

Hiring a cleaner means letting a stranger into your home, often when nobody is there, with access to every room. So new clients ask two kinds of questions: what will it cost, and can I trust you. Many never ask the trust ones out loud. They look for the answers on your website, and if they can't find them, they keep looking.

This guide gives you the 12 questions cleaning clients ask, why they ask, an answer you can copy, and where to put it. Fill in the parts in [square brackets] with your own details. If an answer isn't true for your business, change it or leave it out. Never say "insured," "bonded" or "background-checked" unless it's true today.

Where the questions come from. Yelp's guide to hiring a cleaning service (Yelp, "Questions to ask before hiring a house-cleaning service", yelp.com), the Federal Trade Commission's rules for employers who run background checks (FTC, "Background Checks: What Employers Need to Know", ftc.gov), and the questions in our House Cleaner Marketing Playbook.

Where the answers go.

- Your website: one questions page with all 12, plus the matching answers on each cleaning page (regular, deep, move-out). This is the main home for every answer.
- Your Google profile: the description holds up to 750 characters, with no links, and Google asks you to focus on your business rather than prices or sales (Google Business Profile Help, "Edit your Business Profile", support.google.com). Use it for the trust answers: insured, same cleaner, how you handle keys.
- Texts: save the short version of each answer as a text shortcut, so you can reply to a quote request with gloves still on.

About Google's questions box. Profiles used to have a questions-and-answers box that owners could fill in. Google shut down the Q&A tool for software on November 3, 2025, saying it was updating "the Q&A functionality and user experience" (Google for Developers, Q&A API change log, developers.google.com). Google Maps now lets shoppers type questions into a chat called Ask Maps (Google Maps Help, "Ask questions in Google Maps", support.google.com). If your profile still shows a Q&A box, use it, but don't count on it. Put the answers on your own website first.

About texting. Replying to someone who texted or called you is fine. Marketing texts to people who didn't ask are different: the FCC says commercial texts need written consent, and people can opt out any reasonable way, such as replying STOP (FCC, "Stop Unwanted Robocalls and Texts", fcc.gov). Every text in this guide is a reply to someone who reached out first, or a visit note to a client you already clean for.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. None of them are real clients, cleaners or prices.



Part 1

The price questions

1 How much will it cost?

The idea. "What does a professional cleaning service cost?" is one of the questions on Yelp's list (Yelp, yelp.com). Fixr puts most house cleanings at $150 to $250 (Fixr, house cleaning cost guide, January 2025, fixr.com). Most cleaners won't post a number, so the one who explains how they price gets the message.

Ready answer.

For your website:

"We price by the size of your home and how often we come. A regular clean of a [three-bedroom, two-bath] home runs about [price] every [two weeks]. Weekly visits cost a little less each time, and monthly a little more. Send us your bedrooms, bathrooms and how often you'd like us, and we'll text you a price today."

By text:

"Thanks for asking. How many bedrooms and bathrooms, and how often would you like us? Most [three-bed, two-bath] homes run about [price] every [two weeks]."

Example (sample numbers). A made-up cleaner's pricing line:

> **"Most three-bed, two-bath homes: $160 every two weeks, $150 weekly, $185 monthly. First clean quoted separately."**

Where to put it. At the top of your homepage and your questions page. Keep it off your Google description, which Google wants focused on your business, not prices.

Do it in 24 hours

- [ ] Write your price for your three most common home sizes, at weekly, every-two-weeks and monthly.
- [ ] Fill in the answer and add it to your homepage.
- [ ] Save the text reply as a shortcut.

2 Why does the first clean cost more?

The idea. New clients are often surprised that the first visit costs more than the regular price. Explain it before they see the quote, so it reads as care, not a trick.

Ready answer.

For your website:

"Your first clean is a deep clean. We do everything in a regular visit plus [baseboards, door frames, light switches, inside the microwave and the buildup in showers and around faucets]. It takes about [hours] longer, so it costs [price or "more"]. After that, regular visits keep it there, at your regular price."
By text:
"The first visit is a deep clean, so it takes longer and costs [price]. After that, you pay the regular [price] each visit."

Where to put it. Your questions page, your pricing section and your deep clean page.

Do it in 24 hours

- [ ] Write down exactly what your first clean adds.
- [ ] Fill in the answer and add it to your site.
- [ ] Add one line about the first clean to every quote you send.

3 What's included, and what's extra?

The idea. Yelp's list asks whether you can meet the client's specific needs (Yelp, yelp.com). Most complaints come from a gap between what the client expected and what you do. A plain list fixes that.

Ready answer.
For your website:
"Every regular clean includes: [dusting reachable surfaces, wiping counters and cabinet fronts, cleaning sinks, tubs, showers and toilets, vacuuming and mopping floors, emptying trash and making beds]. Extras you can add: [inside the oven, inside the fridge, inside windows, laundry, inside cabinets], at [price each or "a set price"]. We don't [move heavy furniture, clean outside, or handle biohazards]."
By text:
"Regular cleans cover kitchens, bathrooms, dusting, floors and trash. Inside the oven or fridge is an add-on. Want me to send the full list?"

Where to put it. A room-by-room checklist on your regular clean page, linked from your questions page. Send it with every quote.

Do it in 24 hours

- [ ] Write your included list and your extras list, room by room.
- [ ] Put both on your regular clean page.
- [ ] Save the checklist as a PDF on your phone to send with quotes.

4 Do you bring your own supplies? Can you use mine?

The idea. Yelp tells people to be specific about the products they want used, especially when someone in the house has allergies or chemical sensitivities (Yelp, yelp.com). Parents and pet owners ask this a lot. Say what you bring and that you'll use theirs.

Ready answer.

For your website:
"We bring all our own supplies and equipment, including [a vacuum with a HEPA filter]. We use [the products you use, such as "fragrance-free products" or "products with the EPA Safer Choice label"]. If you'd like us to use your own products, or anyone in your home has allergies, just tell us and we'll use what you choose."
By text:
"We bring everything, and we're happy to use your products instead. Any allergies or products you'd like us to avoid?"

Where to put it. Your questions page and your new-client intake questions.

Do it in 24 hours

- [ ] Write down the products you use, by name.
- [ ] Add an allergies and products question to your intake.
- [ ] Fill in the answer and add it to your site.

or we can do it for you

Free sample: A preview of your new site

Made before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 2

The trust questions

5 Are you insured and bonded?

The idea. "Are you bonded and insured?" is on Yelp's list (Yelp, yelp.com). Clients don't always know the difference, so say what each one does in plain words.

Ready answer.
For your website:
"Yes. We carry general liability insurance, which covers damage to your home or belongings while we're working. [We're also bonded, which covers theft by a member of our team.] [We carry workers' compensation for our cleaners.] Ask and we'll send you our certificate."
By text:
"Yes, we're insured[and bonded]. I'm sending you our certificate now."

Where to put it. Your homepage, your questions page and your website footer. One line in your Google description: "Insured[and bonded]."

Do it in 24 hours

- [ ] Check what your policy covers and get your certificate as a PDF.
- [ ] Fill in the answer with only what's true.
- [ ] Add the one-line version to your Google description.

6 Are your cleaners background-checked?

The idea. It's the question under every other trust question. If you run checks, the FTC says employers who use a background check company must give the person a stand-alone written notice and get their written permission (FTC, ftc.gov). If you clean alone, say so: you are the person they're checking.

Ready answer.
If you have a team:
"Yes. Every cleaner passes a background check through [screening company or "a background check company"] before their first clean. We also check references and meet every new cleaner in person."
If you clean alone:
"I'm the one who cleans your home, every time. I'm happy to meet you first, and you can see my reviews [and my background check] before you book."
By text:
"Yes, every cleaner on our team passes a background check before they ever clean a home."

Where to put it. Your homepage, your questions page and your About page, with photos of your team (with their OK).

Do it in 24 hours

- [ ] If you run checks, make sure you follow the FTC steps for notice and permission.
- [ ] Fill in the matching answer.
- [ ] Add photos and first names of your cleaners to your About page.

7 Will it be the same cleaner each time?

The idea. Clients want to know who's in their home, and they want someone who learns how they like things. Say how you schedule, and what happens when their usual cleaner is out.

Ready answer.
For your website:
"Yes, as much as we can. You'll get a text the day before with the first name and photo of who's coming. If someone new has to cover, we'll tell you first, and they'll have your notes on how you like things done."
By text, the day before:
"Hi [first name], [cleaner's first name] will be there tomorrow around [time]. Here's their photo: [photo]. Anything special this week?"

Where to put it. Your questions page and your Google description ("Same cleaner each visit"). Send the day-before text on every visit.

Do it in 24 hours

- [ ] Fill in the answer with how you really schedule.
- [ ] Save the day-before text as a shortcut.
- [ ] Start a notes file for each client: likes, dislikes, pets, products.

8 What if something gets broken?

The idea. Accidents happen, and clients know it. What they fear is a cleaner who hides it. Tell them what you do before it happens.

Ready answer.
For your website:
"We'll tell you the same day, with a photo. If we break something, we [repair it or replace it / pay up to [amount] per item], and anything bigger goes through our insurance. We ask that you put away anything very valuable or fragile, like [heirlooms or art], or let us know so we can skip it."
By text, if it happens:
"Hi [first name], I'm sorry: [cleaner] knocked over [item] today and it [chipped / broke]. Here's a photo. We'll [repair or replace it]. Can I call you tonight?"

Where to put it. Your questions page and your client agreement.

Do it in 24 hours

- [ ] Write your breakage policy in one or two sentences.
- [ ] Add it to your client agreement and your questions page.
- [ ] Save the "something broke" text, so nobody has to write it in the moment.

9 Do I need to be home? Who has my key and alarm code?

The idea. Most regular clients are at work when you come. They want to know exactly how you get in and who holds their key. Write it down and tell them.

Ready answer.
For your website:
"You don't need to be home. You can give us a key, a door code or a lockbox code. Keys are labeled with a number, never your name or address, and kept [in a locked box]. Alarm codes are kept [in our scheduling app, which only the cleaner going to your home can see]. If you end service, we return your key the same week."
By text, after a visit:
"All done at your place. Door's locked and the alarm is set. Have a good evening."

Where to put it. Your questions page and your new-client welcome text.

Do it in 24 hours

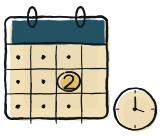
- [ ] Write down how you store keys and codes today.
- [ ] Label any keys with numbers, not names or addresses.
- [ ] Fill in the answer and add it to your site.

or we can do it for you

Free sample: A profile check-up with 10+ fixes

Including a check of your Google description. Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



Part 3

The keeping-it-right questions

10 What about my pets?

The idea. Pets are in most homes you clean. The American Pet Products Association says 95 million US households owned at least one pet in 2025 (APPA, americanpetproducts.org). Owners want to know you're comfortable with their dog, careful with doors, and ready for pet hair.

Ready answer.
For your website:
"We love pets. Tell us their names and anything we should know, like whether the cat sneaks out or the dog stays in the crate. We keep doors closed behind us and never let pets outside. We bring a vacuum made for pet hair. [If your dog is nervous with strangers, we're happy to clean around a closed room.]"
By text:
"We're good with pets. What are their names, and anything we should know, like doors to keep shut?"

Where to put it. Your questions page and your new-client intake questions.

Do it in 24 hours

- [ ] Add pet names and door rules to your intake questions.
- [ ] Fill in the answer and add it to your site.
- [ ] Add pet notes to each client's file.

11 What if I need to cancel or skip a visit?

The idea. Yelp's list asks about your policies and procedures (Yelp, yelp.com), and cancellation is the one clients care about most. A clear rule, said up front, keeps both sides happy.

Ready answer.
For your website:
"Life happens. To skip or move a visit, text us at least [48 hours] ahead and there's no charge. Cancellations with less notice, or if we can't get in, are charged [amount or percent]. You can pause or stop service any time with a text. There's no contract."
By text:
"No problem, we'll skip [day] and see you on [next date]. Just give us [48 hours] notice next time and it's always free."

Where to put it. Your questions page and your client agreement.

Do it in 24 hours

- [ ] Write your notice period and late-cancel fee.
- [ ] Fill in the answer and add it to your site and agreement.
- [ ] Save the "no problem, we'll skip" reply.

12 What if I'm not happy, and should I tip?

The idea. New clients want to know they're not stuck with a bad clean, and many wonder about tipping without asking. Answer both plainly.

Ready answer.
For your website:
"If anything we cleaned isn't right, tell us within [24 hours] and we'll come back and redo it at no charge. Tips are never expected. If you'd like to tip, it goes [straight to your cleaner]."
By text, after the first clean:
"Hi [first name], how did your first clean go? If anything isn't right, tell me by [time tomorrow] and we'll come back and fix it."

Where to put it. Your questions page. Send the first-clean check-in text after every new client's first visit.

Do it in 24 hours

- [ ] Write your redo window and your tipping line.
- [ ] Fill in the answer and add it to your site.
- [ ] Save the first-clean check-in text.



Your first 24 hours, in one list

You won't fill in all 12 today. Start with these:

- [ ] Write your price for your three most common home sizes (section 1).
- [ ] Write your included and extras checklist, room by room (section 3).
- [ ] Check your insurance and background-check answers are true, then add them to your homepage (sections 5 and 6).
- [ ] Save three text shortcuts: the price reply, the day-before text and the first-clean check-in (sections 1, 7 and 12).
- [ ] Put every answer you've finished on one questions page on your site.

Next week, look at your last ten quote requests. If a question came up that isn't on your page, add it.



Where to go next

These questions come from The House Cleaner Marketing Playbook, our free 32-section guide to getting more cleaning clients who stay. Section 5 covers the safety questions, and sections 26 to 28 cover background checks, keys and first cleans in depth.

Want something you can see tomorrow? 5 Wins in 24 Hours for a House Cleaner gives you five small jobs for today.



If you'd rather hand it off

Grow That Local does this work for house cleaners every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where to check it:

1. Fixr, "How much does it cost to hire a house cleaning service?" (updated January 31, 2025): most house cleanings cost $150 to $250. fixr.com (section 1)
2. American Pet Products Association, 2026 State of the Industry report (released March 26, 2026): 95 million US households owned at least one pet in 2025. americanpetproducts.org (section 10)

Where the questions come from:

- Yelp, "Questions to ask before hiring a house-cleaning service" (specific needs, bonded and insured, experience and reputation, policies and procedures, cost, products for allergies): yelp.com (sections 1, 3, 4, 5, 11)
- The House Cleaner Marketing Playbook, section 5 (who's coming, background checks, insurance, breakage, keys, same cleaner). (sections 1 to 12)

Rules and guidance cited (not statistics):

- FTC, "Background Checks: What Employers Need to Know" (stand-alone written notice and written permission before using a background check company): ftc.gov (section 6)
- Google Business Profile Help, "Edit your Business Profile" (description up to 750 characters, no links, focus on the business rather than prices): support.google.com (before you start)
- Google for Developers, Q&A API change log (discontinued November 3, 2025): developers.google.com (before you start)
- Google Maps Help, "Ask questions in Google Maps": support.google.com (before you start)
- FCC, unwanted robocalls and texts, written consent for commercial texts and opting out: fcc.gov (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. Put your answers on your own website first (before you start). Reasoning: Google's questions box is changing and Ask Maps writes its own answers, so your site is the one place you fully control what a new client reads.
2. Most cleaners won't post a number, so the one who explains pricing gets the message (section 1). Reasoning: a shopper comparing three sites with no prices messages the one that gives a range, because it feels like less of a gamble.
3. Most complaints come from a gap between what the client expected and what was cleaned (section 3). Reasoning: "they didn't do the inside of the oven" is a scope problem, not a quality one, and a written list prevents it.
4. Keep every text answer to two or three short sentences (all sections). Reasoning: clients read them between other things, and a short text gets a fast reply.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local