Grow That Local

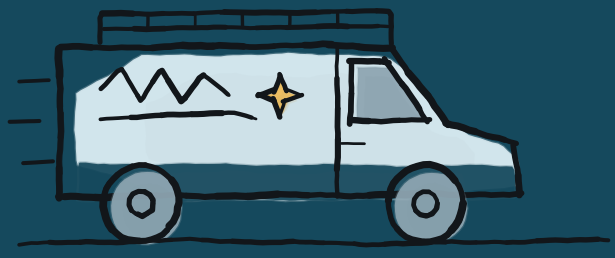
a free guide

The marketing mistakes house cleaners make

The ten that cost cleaning businesses the most, what each one costs you, and the fix for each.

Check these before the next dollar goes out the door.

- 10 short sections in 4 parts
- 41 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 **Mistakes that lose the booking** 3

1 Answering quote requests tomorrow 3
2 "Call for a quote," and a first clean that costs more than they expected 4
3 Buying shared leads and counting bookings instead of regulars 5

Part 2 **Mistakes on your website and Google profile** 6

4 Your home address on the map, and a name stuffed with keywords 6
5 "Background-checked, insured and bonded," with nothing behind it 6
6 Posting photos that show the client's home 7

Part 3 **Mistakes with reviews and regulars** 9

7 Happy regulars who never leave a review 9
8 Doing a beautiful deep clean and never offering a regular plan 9
9 Letting regulars slip away without a word 10

Part 4 **Mistakes that waste money on mail** 11

10 Mailing the whole town, and putting door hangers in mailboxes 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

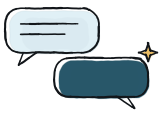
These are the ten marketing mistakes we see cost house cleaning businesses the most money. A cleaning business lives on regulars, so the costliest mistakes are the ones that lose a client who would have booked every other week for years.

Each one has four parts: what the mistake looks like, what it costs, the fix, and a short checklist you can finish in 24 hours. Read the list, find the two or three you're making, and fix those first.

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 results.

One note on texting. Several fixes below use texts to clients. A marketing text needs the client's OK first, should say who it's from, and must stop when they reply STOP. Section 9 has the details.



Part 1

Mistakes that lose the booking

1 Answering quote requests tomorrow

What it looks like. Someone fills in your quote form at 9pm after looking at a messy kitchen. You see it the next afternoon, between houses, with gloves on. By the time you reply, they've booked the cleaner who answered first.

What it costs. Speed decides who gets the client. In a well-known Harvard Business Review study, companies that contacted a lead within an hour were nearly seven times more likely to qualify it than companies that waited longer, and 23% never responded at all (HBR, "The Short Life of Online Sales Leads," 2011, hbr.org). The study is older and wasn't about cleaning, but the lesson fits. GTL estimate: shoppers ask two or three cleaners at once, and the first clear price with an open date tends to win before the others reply.

Example (sample numbers). A made-up cleaner loses four quote requests a month to slow replies. If two of those would have become every-other-week clients at $150 a clean, that's $7,800 a year in recurring work, lost to a reply that came a day late.

The fix. Reply within minutes in work hours, and first thing in the morning for anything after hours. Make the first reply useful: a price range for their home size and two open dates. Turn on missed-call text-back for calls you can't take mid-clean.

Do it in 24 hours

- [ ] Turn on missed-call text-back with: "Thanks for reaching out, we're mid-clean. How many bedrooms and bathrooms, and how often? We'll text you a price and two open dates today."
- [ ] Save a price-range reply for your three most common home sizes.
- [ ] Turn on phone alerts for new form requests.
- [ ] Reply to every unanswered request from the last two weeks today.

2 "Call for a quote," and a first clean that costs more than they expected

What it looks like. Your site says "Call for a free quote" and nothing else. The client books, and at the door learns the first clean costs more than the price you mentioned on the phone. Nobody told them why.

What it costs. "Call for a quote" makes shoppers nervous the price will be high or will change at the door, so many never call. The ones who do and get surprised write the review that scares off the next client.

Example (sample numbers). A made-up cleaner's site gets 200 visits a month. If a clear pricing section turns 2% more of them into requests, that's four more a month. If just one becomes an every-other-week client at $150, that's $3,900 a year from one paragraph.

The fix. You don't need a fixed price list. Show the four or five things that set the price: size, bathrooms, how often, pets, and the state of the home. Say plainly that the first clean costs more than the ones after it, and why: it's the one that gets the house to a level that's easy to keep.

Example. A plain-words pricing answer on a made-up cleaner's site:

> **Why does the first clean cost more?**
> **The first visit takes longer, because we're getting everything to a level that's easy to keep: baseboards, inside the microwave, the spots that build up. After that, regular visits are shorter, so they cost less.**

Do it in 24 hours

- [ ] Write a "What sets your price" section with your four or five factors.
- [ ] Add one paragraph on why the first clean costs more.
- [ ] Add it to your site and save it as a text reply for quote requests.
- [ ] Read your reviews for "price" and "surprise," and reply calmly to each.

3 Buying shared leads and counting bookings instead of regulars

What it looks like. You buy cleaning leads from a lead site. Many are one-time move-out cleans with a deadline, shopping for the lowest price. You win some, do the clean, and never see them again. At month's end you count bookings and feel fine.

What it costs. On Angi, for example, "each time a homeowner submits a project request, we will match them with no more than five pros" (Angi pro help, intercom.help). So you pay to race up to four other cleaners, and the price shopper who picked you for one clean leaves just as fast.

Example (sample numbers). A made-up cleaner spends $800 a month on 25 leads and books 8 cleans. Only 1 turns into a regular. That's $800 for one recurring client, plus seven one-time cleans at thin margins. Once they wrote it down, they could compare it with what a referral or a postcard on their own streets cost per regular.

The fix. Shared leads can pay, but only if you count what matters: cost per client who's still booking three months later. Reply within minutes, since you're one of several. Angi says "in some cases, you can request a lead credit" (same page), so ask for one on leads outside your area or for work you don't do.

Do it in 24 hours

- [ ] Make a sheet with one row per lead: date, source, cost, minutes to reply, booked, one-time or recurring, still booking at 90 days.
- [ ] Fill it in for every lead from the last 90 days.
- [ ] Work out cost per recurring client for each source.
- [ ] Request credits on every lead that doesn't fit.

or we can do it for you

Free sample: Your first 25 customers texted

Win-back texts is $100 a month, with a 7-day full refund.

Win-back texts: growthatlocal.com/services/win-back-texts



Part 2

Mistakes on your website and Google profile

4 Your home address on the map, and a name stuffed with keywords

What it looks like. You run the business from home. Your Google profile shows your home address on the map, and the name reads "(Your Name) Cleaning | Maid Service | Deep Cleaning (Town)."

What it costs. Both break Google's rules. Google says "if you're a service-area business, you should hide your business address from customers," and "including unnecessary information in your business name isn't permitted" (Google Business Profile guidelines, support.google.com). A profile that breaks them can be suspended and drop out of the map. Your home address on the map is also a privacy risk for you and your family.

Example (sample numbers). A made-up cleaner's profile is suspended for a month in early spring. They usually get 15 map requests a month. If three would have become regulars at $150 every other week, that's $11,700 a year of recurring work missed in one month.

The fix. Hide the address and set a service area of the towns you really drive to. Use your real name only. Pick the primary category that names house cleaning, and put deep cleaning, move-out cleaning and rental turnovers in your services list. Google says not to "select a category for every product or service" (Google Business Profile Help, support.google.com).

Do it in 24 hours

- [ ] Take screenshots of your profile today, so you have a record.
- [ ] Hide your home address and set your service area.
- [ ] Remove every keyword from your business name.
- [ ] Add every kind of clean you offer as a service, with a one-line description.
- [ ] Make one change at a time, a day or two apart.

5 "Background-checked, insured and bonded," with nothing behind it

What it looks like. Your site says "background-checked, insured and bonded" because every other cleaning site does. You couldn't say what the bond covers. Nothing says how you handle keys, door codes or pets.

What it costs. A cleaner is a stranger in someone's home, often when nobody's there. The client notices when the trust words are copied and the details are missing, and books the cleaner who explained it. And a claim you can't back up is the worst thing to have in writing on the day something goes wrong.

Example (sample numbers). A made-up cleaner gets 20 callers a year who ask how keys and codes are handled, and gives a vague answer. If four of them book someone else, that's four regulars at $150 every other week, about $15,600 a year.

The fix. Only say what's true, and explain it plainly: what your insurance covers, what a bond is and whether you have one, how you screen the people you send. Add a short written plan for access: how keys are labeled and stored, who knows the alarm code, and what you do with pets.

Example. A made-up cleaner's access promise:

> **Keys are tagged with a number, never your address, and kept in a locked box. Only your regular cleaner and the owner know your alarm code. Tell us about your pets and we'll follow your rules every visit.**

Do it in 24 hours

- [ ] Call your insurer and write down, in one sentence each, what your policy and bond cover.
- [ ] Rewrite your trust line so it only says what's true.
- [ ] Write your key, code and pet plan in five sentences and add it to your site.
- [ ] Switch any key tags that show an address to numbers.

6 Posting photos that show the client's home

What it looks like. You post a gorgeous before-and-after of a living room. In the background: family photos, a child's name on the wall, mail with the address, a jewelry box on the dresser.

What it costs. One post like that can lose the client, and the next one who sees it wonders what you'd post of their home. Clients let you in because they trust you with privacy.

Example (sample numbers). A made-up cleaner loses one regular over a post that showed a client's family photos. At $150 every other week, with two more years expected, that one photo cost $7,800.

The fix. Shoot tight: the sink, the stovetop, the grout, the inside of the fridge. Those are the spots people are embarrassed about anyway, and they make the best posts. Never show faces, names, mail, art or anything worth stealing. Ask before you post anything from a client's home.

Do it in 24 hours

- [ ] Scroll your Google profile, Facebook and Instagram. Delete any photo that shows a face, a name, an address or valuables.
- [ ] Make a tight-shot list for the crew: sink, stovetop, tub, grout, fridge shelf, oven door.
- [ ] Add "OK to post close-up photos, no faces or rooms?" to your booking form.
- [ ] Post one tight before-and-after today.

or we can do it for you

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

Google Business Profile is $200 a month, with a 7-day full refund.

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



Part 3

Mistakes with reviews and regulars

7 Happy regulars who never leave a review

What it looks like. Your regulars love you. You see them every two weeks. None of them has ever written a review, because nobody asked. Or you try to catch up with "a discount on your next clean for a review," or ask only the clients who seem happiest.

What it costs. In BrightLocal's 2026 survey, 97% of consumers said they read reviews for local businesses, and 74% look for reviews written in the last three months (BrightLocal Local Consumer Review Survey 2026, brightlocal.com). Paying for reviews is worse than not asking. Google bans offering "payment, discounts, free goods and/or services" in exchange for a review, asking only happy clients, giving staff review quotas, and asking staff to get reviews with specific content, including a staff member's name (Google Maps content policy, support.google.com). The FTC's rule on fake reviews has applied since October 21, 2024 (FTC, ftc.gov).

The fix. Ask every new client after the first clean, and every regular once, around the third month. Ask everyone the same way, offer nothing for it, and let them say whatever they like. GTL estimate: aim for at least two new reviews a month, so you always have fresh ones in the last three months.

Do it in 24 hours

- [ ] Get your Google review link from your profile (look for "Ask for reviews").
- [ ] Text it to every regular who has never left a review.
- [ ] Remove any discount, gift or cleaner bonus tied to reviews.
- [ ] Add "send the review link" to your checklist after every first clean.

8 Doing a beautiful deep clean and never offering a regular plan

What it looks like. A one-time client books a deep clean before a party. You make the house shine. They pay, say thanks, and you never mention regular visits. Two months later the house is back where it was, and they don't remember your name.

What it costs. A deep clean is the best sales visit you'll get, and most cleaners waste it. GTL estimate: make the recurring offer within 48 hours, while the house still feels new; within a week or so it starts to slip back, and the memory of the clean fades with it.

Example (sample numbers). A made-up cleaner does ten one-time deep cleans a month at $300. If a same-week offer turns just two into every-other-week regulars at $150, that's $7,800 a year in new recurring work, from clients who already said yes once.

The fix. Before you leave, tell them what regular visits would cost and what they'd cover. The next day, text the offer with two open dates. Make it easy to say yes.

Do it in 24 hours

- [ ] List every one-time client from the last 60 days.
- [ ] Text each one who agreed to texts: "Hi, it's (your name) from (business). Want to keep the house this way? Every other week is (price). I have (day) or (day) open. Reply STOP to opt out."
- [ ] Write a short "keep it this way" card to leave after every deep clean.
- [ ] Add "send the plan offer" to your checklist for the day after each deep clean.

9 Letting regulars slip away without a word

What it looks like. A regular skips a clean, then asks to push the next one. You shrug and fill the slot. A month later you get the goodbye text. Clients who left last year never hear from you again.

What it costs. For a business built on regulars, the clients who quietly leave matter as much as the ones you win. GTL estimate: most recurring clients who leave do it within their first few cleans, and two skipped cleans in a row is the clearest warning sign. Texting past clients carelessly has a cost too. Federal law lets people sue for $500 per violation for some unwanted texts, and up to three times that when it's willful or knowing (47 U.S.C. 227, law.cornell.edu).

The fix. After a second skipped clean, call and ask what would make it easier: a different day, a lighter plan, a different cleaner. Text past clients who agreed to hear from you at moments that change things: a new baby, a move, spring cleaning, the holidays. Say who it's from, and stop when anyone replies STOP: the FCC's rule treats replies like "stop," "quit" and "unsubscribe" as an opt-out that must be honored within ten business days (47 CFR 64.1200, law.cornell.edu).

Do it in 24 hours

- [ ] List every regular who skipped two cleans in a row this year, and call them this week.
- [ ] List past clients who left in the last 12 months and agreed to texts.
- [ ] Send a friendly win-back text: "Hi, it's (your name) from (business). We'd love to have you back. Want a spot before the holidays? Reply STOP to opt out."
- [ ] Count clients who left this year. That number belongs on your monthly sheet.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Part 4

Mistakes that waste money on mail

10 Mailing the whole town, and putting door hangers in mailboxes

What it looks like. You mail postcards across the whole county once, and the clients who call live 25 minutes from your other homes. Or, to save postage, your crew tucks flyers into mailboxes on the streets you clean.

What it costs. A client across town costs unpaid drive time every visit. Two clients on the same street on the same morning can mean one more clean a day. And the mailbox shortcut breaks federal law: it's an offense to knowingly put unstamped "circulars, sale bills" or similar items into a mailbox to avoid postage, punishable by a fine for each offense (18 U.S.C. 1725, law.cornell.edu).

Example (sample numbers). A made-up cleaner spends $3,000 on one county-wide mailing and signs three regulars, two of them far from any route. The next year they spend the same on the streets they already clean, three times each, and every new client fits into an existing morning.

The fix. Mail the streets you already drive, more than once. When you finish a clean, hang a door hanger on the door handles (never the mailbox) of the two homes on each side, if your town allows it. Make your car readable while it sits on the street for three hours.

Do it in 24 hours

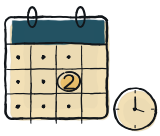
- [ ] Map your regulars and circle the streets with two or more clients.
- [ ] Write a two-line card: "We clean homes on your street every week. Want the same day?"
- [ ] Tell everyone who hands out flyers: door handles only, never mailboxes.
- [ ] Get a quote from a local printer or the post office's Every Door Direct Mail service, and plan three mailings.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Your first 24 hours, in one list

If you only fix five things this week, fix these:

- [ ] Turn on missed-call text-back and save your price-range replies (section 1).
- [ ] Add "What sets your price" and "Why the first clean costs more" to your site (section 2).
- [ ] Hide your home address on Google and clean up your name (section 4).
- [ ] Text your review link to every regular who has never left one (section 7).
- [ ] Text a regular-plan offer to every one-time client from the last 60 days (section 8).

Next week, check three numbers: new regulars, regulars who skipped or left, and new reviews.



Where to go next

Every fix here comes from The House Cleaner Marketing Playbook, our free 32-section guide to the whole job of getting more cleaning clients who stay: your website, your Google profile, reviews, posts, email, search, follow-up, keys and trust, first cleans, move-outs, rentals and tracking.

Happy regulars who don't review are the cleaner's most common gap, so that's where we'd start.

or we can do it for you

Free sample: Your first 10 requests sent

Made before you pay anything. Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



If you'd rather hand it off

Grow That Local fixes these 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: Win-back texts. Free sample: your first 25 customers texted. Win-back texts is $100 a month, with a 7-day full refund.

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.

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.

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. Harvard Business Review, "The Short Life of Online Sales Leads" (2011): contacting within an hour made qualifying a lead nearly 7 times more likely. hbr.org (section 1)
2. Same study: 23% of companies never responded to the lead. (section 1) (hbr.org)
3. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published February 11, 2026): 97% of consumers read reviews for local businesses. brightlocal.com (section 7)
4. Same survey: 74% seek reviews written in the last three months. (section 7) (brightlocal.com)

Rules and platform terms cited (checked 2026-11-12):

- Angi pro help, opportunities and leads FAQ: a request is matched with no more than five pros; lead credits in some cases. intercom.help (section 3)
- Google Business Profile guidelines (hide the address for service-area businesses; no unnecessary information in the name): support.google.com (section 4)
- Google Business Profile Help, choose a business category: support.google.com (section 4)
- Google Maps prohibited and restricted content (bans incentives, asking only happy customers, staff quotas and asking staff to get reviews naming them): support.google.com (section 7)
- FTC, questions and answers on its rule against fake reviews (in effect since October 21, 2024): ftc.gov (section 7)
- 47 U.S.C. 227(b)(3), private right of action, $500 per violation, up to three times for willful or knowing violations: law.cornell.edu (section 9)
- 47 CFR 64.1200(a)(10), revoking consent by any reasonable means, honored within ten business days: law.cornell.edu (section 9)
- 18 U.S.C. 1725, postage unpaid on items put in a mailbox: law.cornell.edu (section 10)

GTL estimates

These are our own judgment, not measured facts:

1. Reply to quote requests within minutes in work hours (section 1). Reasoning: shoppers ask two or three cleaners at once, and the first clear price with a date tends to win.
2. Aim for at least two new reviews a month (section 7). Reasoning: most shoppers look at the last three months, so you need several fresh ones in any three-month window.
3. Make the recurring offer within 48 hours of a deep clean (section 8). Reasoning: the client is happiest while the house still feels new, and that fades within a week or so.
4. Most recurring clients who leave do it within their first few cleans, and two skipped cleans in a row is the clearest warning sign (section 9). Reasoning: the first visits are when expectations get tested, and once a client settles in, the habit tends to hold.

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