Grow That Local

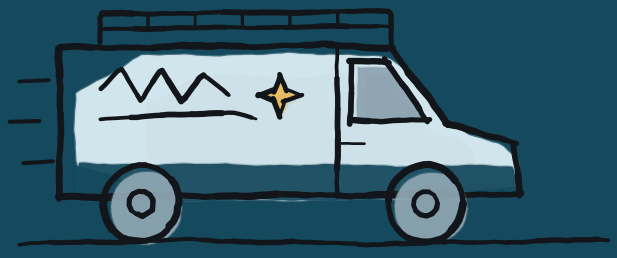
a free guide

The house cleaner storm and season playbook

What to post, text and mail before spring cleaning, through moving season and the holidays, and in the quiet winter weeks.

For cleaning business owners planning their busy and slow months.

- 8 short sections in 6 parts
- 32 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Contents

Before you start: how this guide works 3

Part 1 **Six weeks before spring cleaning** 3

1 Early February: open spring dates before anyone asks 3

Part 2 **Spring and moving season** 5

2 The spring rush: turn deep cleans into regulars 5

3 Moving season: move-outs, move-ins and the people who see moves first 5

Part 3 **After a storm** 7

4 After a storm: the power outage and the muddy week 7

Part 4 **The holiday rush** 8

5 Early October: six weeks before the holidays 8

6 The week before guests arrive 9

Part 5 **The quiet weeks** 10

7 January and February: sick season and the slow weeks 10

Part 6 **Your year on one page** 11

8 A house cleaner's month-by-month plan 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

Cleaning doesn't have hail storms, but it has rushes you can count on: spring cleaning, moving season, the weeks before the holidays. It also has its own kind of storm: a power outage that spoils the fridge, a week of mud, or a house full of sick kids. And it has quiet weeks, usually right after the holidays.

This guide takes you through that year one moment at a time. Each section says what people search for and worry about right then, gives you a post, a text and a postcard to copy, and ends with a checklist you can finish in 24 hours.

Three 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, homes or results.
- Texts go only to clients who've agreed to hear from you by text. Say who it's from, and stop the moment someone replies STOP or asks you to. The FCC says consent is needed for automated texts to cell phones and can be taken back at any time, in any reasonable way (FCC, fcc.gov).

The search phrases in each section are examples of how people word things. To see your own area's pattern, look up "house cleaning" or "deep cleaning" for your state in Google Trends (trends.google.com). It shows interest on a 0 to 100 scale, compared with all searches in that place and time, not a count of searches (Google Trends Help, support.google.com).



Part 1

Six weeks before spring cleaning

1 Early February: open spring dates before anyone asks

The moment. Early February. The holidays are over, the house is back to normal, and spring cleaning feels far off. It isn't for your calendar.

Spring cleaning is a real habit. In the American Cleaning Institute's 2026 survey of 1,000 US adults, 80% said they plan to spring clean (ACI survey, reported by BSM Magazine, bsmmag.com). Many of them will want help with the parts they dread.

GTL estimate: start spring marketing in early February. Our reasoning: people plan spring projects weeks ahead, and a small cleaning business's open dates go well before the week itself.

What people search and worry about. "Spring cleaning service," "deep cleaning near me," "how much is a deep clean." The worry is price, and whether the deep clean will actually reach the baseboards, the inside of the oven and the fridge.

Example: what to text (made up), to past one-time and deep-clean clients.

> Hi [first name], it's [your name] at [business]. Spring deep clean dates open this week, past clients first. Want one in March or April? Reply YES and I'll send times. Reply STOP to opt out.

Example: what to post (made up).

> Spring deep clean dates are open for March and April. Baseboards, inside the oven and fridge, windowsills and the shower glass. We'll send a room-by-room checklist with your price.

Do it in 24 hours

- [ ] Put "spring marketing starts" in your calendar for the first week of February.
- [ ] Decide how many spring deep cleans you can take without dropping a regular.
- [ ] Write your room-by-room spring checklist and post it on your website.
- [ ] Text past one-time and deep-clean clients first, before you post publicly.



Part 2

Spring and moving season

2 The spring rush: turn deep cleans into regulars

The moment. March to May. Spring deep cleans fill the calendar. Most of them are one-time jobs, unless you ask.

What people search and worry about. "Spring cleaning checklist," "house cleaners near me," "recurring cleaning service cost." After the deep clean, the worry is that the house will slide back in two weeks.

Example: what to text (made up), the day after a deep clean.

> **Hi [first name], it's [your name]. Hope the house still feels fresh. Want to keep it that way? Every-other-week visits pick up where the deep clean left off. Want me to hold the same day for you? Reply STOP to opt out.**

Example: what to post (made up).

> **Spring deep cleans this week on the east side. The fridge shelves, the oven door, the shower glass. If you'd like to keep it this way, ask about every-other-week visits.**

Do it in 24 hours

- [ ] Send the "keep it that way" text the day after every spring deep clean.
- [ ] Write a clear price for an every-other-week visit after a deep clean.
- [ ] Ask every spring client for an honest review.
- [ ] Track how many spring deep cleans turn into regulars. That's your best spring number.

3 Moving season: move-outs, move-ins and the people who see moves first

The moment. Late spring through summer, when many households move. Every home sale can mean two cleans: the seller's move-out and the buyer's move-in. Renters want their deposit back.

There are a lot of moves. In 2025, 4.06 million existing homes were sold in the US (National Association of Realtors, reported by NAHB (eyeonhousing.org)). Move-in and move-out cleans commonly run $200 to $400 per visit (Fixr, fixr.com).

GTL estimate: moving season peaks in summer, between the end of the school year and the start of the next. Our reasoning: families with kids time moves around school, and leases often turn over in summer.

What people search and worry about. "Move out cleaning," "move in cleaning near me," "end of lease cleaning checklist." Renters worry about their deposit. Sellers and agents worry about the closing date.

Example: what to text (made up), to real estate agents and property managers you know.

> **Hi [first name], it's [your name] at [business]. Moving season is here. We clean empty homes within two business days and send before-and-after photos you can share. One text books it. Reply STOP to opt out.**

Example: what to post (made up).

> **Moving out this summer? Our move-out clean covers inside cabinets, inside appliances, baseboards and walls spot-cleaned. Book early: end-of-month dates go first.**

Do it in 24 hours

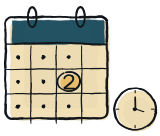
- [ ] Put a move-out checklist on your website.
- [ ] List five agents, property managers or apartment offices you could reach this week.
- [ ] Text or visit two of them and ask what they need from a cleaner.
- [ ] Block a few end-of-month slots for move-outs before they're taken by regular work.

or we can do it for you

Free sample: Two weeks of posts, ready to go

Social media posts is $200 a month, with a 7-day full refund.

Social media posts: growthatlocal.com/services/social-media



Part 3

After a storm

4 After a storm: the power outage and the muddy week

The moment. A storm knocks the power out for a night, or a week of rain and melting snow turns every yard to mud. This is the cleaning version of a storm, and it leaves two jobs behind: a fridge full of spoiled food, and floors that every boot and paw has crossed.

The fridge job has a clear rule behind it. The CDC says a refrigerator keeps food safe for about 4 hours without power if the door stays closed, and to throw out perishable food like meat, fish, eggs, milk, cut fruit and leftovers after 4 hours without power (CDC, cdc.gov). After a long outage, many households have a full fridge to empty and clean, and nobody wants to do it.

What people search and worry about. "Clean fridge after power outage," "fridge smells after power outage," "clean muddy floors," "one-time cleaning near me." The worry is the smell, the mess and the time it takes when the week is already upside down.

Example: what to post (made up), the day the power comes back.

> **Power's back on the east side. The CDC says to toss perishable fridge food after 4 hours without power. If you'd rather not deal with the rest, we're booking fridge and freezer clean-outs this week: emptied, shelves washed, smell gone.**

Example: what to text (made up), to regular clients in the outage area.

> **Hi [first name], [business] here. Hope you're OK after the storm. Want us to add a fridge clean-out or the muddy entryway to your next visit? Reply YES, or STOP to opt out.**

What to mail. Skip it for storm weeks. The moment passes before a card arrives. A saved post and a text do the job.

Do it in 24 hours (after the storm)

- [ ] Save your "power's back" post on your phone, ready for the next outage.
- [ ] Set a simple add-on price for a fridge and freezer clean-out, and for entryways and floors.
- [ ] Text regular clients in the affected area with the add-on offer.
- [ ] Keep two or three one-time slots open in storm weeks if you can.



Part 4

The holiday rush

5 Early October: six weeks before the holidays

The moment. Early October. The holidays feel far away, but people who host are already counting the weeks.

GTL estimate: start holiday marketing in early October. Our reasoning: people plan hosting weeks ahead, and in a small cleaning business the November and December dates go well before the week itself.

What people search and worry about. "Cleaning before Thanksgiving," "house cleaning before guests," "holiday cleaning service." The worry is hosting family and being judged on the house.

Example: what to text (made up), to past and one-time clients.

> **Hi [first name], it's [your name] at [business]. Hosting this year? November dates are open now, past clients first. Want one before your guests arrive? Reply YES, or STOP to opt out.**

Example: what to mail (made up). A postcard to your tightest route clusters: "Guest-ready before the holidays. November dates open now. Book by [date]."

Example: what to post (made up), in November.

> **Looking for a gift for someone who has everything? A clean house for the new year. We have printed gift cards for one clean or a month of visits.**

Do it in 24 hours

- [ ] Put "holiday marketing starts" in your calendar for the first week of October.
- [ ] Decide how many holiday slots you can take without dropping a regular.
- [ ] Set up a gift card, even a simple printed one, before November.
- [ ] Set your holiday hours on your Google profile as special hours, so the map shows when you're working (Google Business Profile Help, support.google.com).

6 The week before guests arrive

The moment. The week before Thanksgiving or the winter holidays. Your calendar is full, and the calls you can't take are the ones that slip away.

What people search and worry about. "Last minute house cleaning," "cleaners available this week," "guest room cleaning." The worry is time: is anyone free before Thursday?

Example: when you're full (made up).

> **We're full for this week, I'm sorry. I can do [date] after the holiday, or put you on our cancellation list in case a spot opens. Which would you like?**

Example: what to text (made up), the day after a holiday clean.

> **Hi [first name], it's [your name]. Hope the visit went well. Want to start the new year with a visit every other week? I'll hold the same day for you. Reply STOP to opt out.**

Do it in 24 hours

- [ ] Start a cancellation list and text it the moment a slot opens.
- [ ] Send the new-year recurring offer the day after every holiday clean.
- [ ] Ask every holiday client for a review in the first week of January.
- [ ] Book your own team's time off now, so January doesn't start short.

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 5

The quiet weeks

7 January and February: sick season and the slow weeks

The moment. After the holidays. Bookings dip, and flu season is at its worst. The CDC says US flu activity most often peaks between December and February (CDC, cdc.gov).

Sick season brings two questions from clients: "Can you still come if someone here is sick?" and "What happens if my cleaner is sick?" Have a plain answer to both before anyone asks.

What people search and worry about. "Cleaning after the flu," "disinfecting cleaning service," "house cleaning near me January." The worry is getting the house back after a sick week, and not bringing illness in or out.

Example: what to post (made up).

> **Rough couple of weeks at your house? We can come in once everyone's back on their feet: bathrooms, kitchen, door handles and remote controls. If someone's still sick on your day, tell us and we'll move you, no fee.**

Example: what to text (made up), to one-time clients from last year.

> **Hi [first name], it's [your name] at [business]. January is our quiet month, so we have more open days than usual. Want a fresh start for the year? Reply YES for times, or STOP to opt out.**

Example: what to mail (made up). A postcard to the streets around your regulars: "New year, clean house. January openings on your street."

Do it in 24 hours

- [ ] Write your sick-day policy for clients and for your cleaners, in two short lines each.
- [ ] Text last year's one-time clients about January openings.
- [ ] Use the quiet weeks to fix your website and Google profile.
- [ ] Put "spring marketing starts" in early February on your calendar (section 1).



Part 6

Your year on one page

8 A house cleaner's month-by-month plan

The moment. Any quiet afternoon. Put the whole year on one sheet so the next text goes out on time.

This one is for a made-up cleaning business with two big peaks. Shift it if your area's moving season or holidays run differently.

Months	What's happening	Post	Text	Mail
Jan to Feb	Quiet, sick season	Sick-day policy, fresh start	January openings, spring dates	New-year postcard
Mar to May	Spring cleaning	Spring checklist	Recurring offer after deep cleans	Route-street postcard
Jun to Aug	Moving season	Move-out checklist	Agents and property managers	Move-out flyer for apartment offices
Sep to Oct	Back to routine, holiday planning	Fall reset	Holiday dates, past clients first	Holiday dates postcard
Nov to Dec	Holiday rush	Gift cards	New-year recurring offer	Thank-you card to regulars

Do it in 24 hours

- [ ] Look at last year's bookings by month. Mark your two busiest and two slowest months.
- [ ] Copy the table and change the months to match yours.
- [ ] Put each row's first action on your calendar, six weeks before that row starts.
- [ ] Share it with your cleaners so everyone knows what's coming.



Your first 24 hours, in one list

If you do these today, your next busy season starts full:

- [ ] Put "spring marketing starts" in early February and "holiday marketing starts" in early October on your calendar (sections 1, 5).
- [ ] Write your "keep it that way" recurring offer text (section 2).
- [ ] Put a move-out checklist on your website (section 3).
- [ ] Write your sick-day policy (section 7).
- [ ] Copy the month-by-month table and fill in your months (section 8).



Where to go next

This guide comes from The House Cleaner Marketing Playbook, our free guide to the whole job of getting more cleaning clients: your website, your Google profile, reviews, posts, follow-up, trust, keys and the seasons.

Two free tools go with it. Is your business ready for busy season? gives you a score and the gaps to close first. Your slow months shows how much work you're short in the quiet weeks and how many cleans fill the gap.

To see the months people near you search for a house cleaner, read When Your Town Searches for a House Cleaner: Your Busy Season Calendar.



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: Social media posts. Free sample: two weeks of posts, ready to go. Social media posts is $200 a month, with a 7-day full refund.

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.

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.

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. American Cleaning Institute survey by Wakefield Research (1,000 US adults, February 4 to 12, 2026; released March 3, 2026), as reported by BSM Magazine: 80% of Americans plan to spring clean. bsmmag.com (section 1)
2. National Association of Realtors, as reported by the National Association of Home Builders (January 15, 2026): 4.06 million existing homes sold in 2025. eyeonhousing.org (section 3)
3. Fixr, house cleaning costs (updated January 31, 2025): move-in and move-out cleaning costs $200 to $400 per visit. fixr.com (section 3)
4. CDC, Keep Food Safe After a Disaster or Emergency: a refrigerator keeps food safe about 4 hours without power with the door closed; throw out perishable fridge food after 4 hours without power. cdc.gov (section 4)
5. CDC, Flu Season: most of the time US flu activity peaks between December and February; February was the most common peak month from 1982 to 2024. cdc.gov (section 7)

Rules, tools and guidance cited (not statistics):

- FCC, Stop Unwanted Robocalls and Texts (consent for automated texts to cell phones; consent can be revoked at any time in any reasonable way): fcc.gov (before you start)
- Google Trends Help, how Trends data is normalized (0 to 100, relative to all searches in that place and time): support.google.com (before you start)
- Google Business Profile Help, special hours for holidays: support.google.com (section 5)

GTL estimates

These are our own judgment, not measured facts:

1. The search phrases in each section are examples of common wording, not measured search volumes (all sections). Reasoning: they're how people describe these jobs; Google Trends shows the real pattern for your area.
2. Start spring marketing in early February and holiday marketing in early October (sections 1, 5). Reasoning: people plan spring projects and hosting weeks ahead, and a small business's open dates go before the week itself.
3. Moving season peaks in summer, between school years (section 3). Reasoning: families with kids time moves around school, and many leases turn over in summer.
4. Send the recurring offer the day after a deep or holiday clean (sections 2, 6). Reasoning: the client is happiest while the house still feels new, and that fades within a week or so.

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