

A hand holding a tablet displaying a financial chart with a blue line and a bar chart.

# CLEANING **BUSINESS** MARKET **ANALYSIS**

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WHAT DO THEY CHARGE?

BY LIZ TROTTER

# Cleaning Business Market Analysis

## Competitive Analysis Report

Your Company Name and Address

### Objective

To understand current competitors in a market so as to better compete and provide superior service in that market.

### Preparation

#### Selection of companies to contact

- All franchises in a 30-mile radius
- Top 3 – 5 non-franchise companies that rank for: “house cleaning your city/town”
- Top 3 – 5 non-franchise companies that rank for: “maid service your city/town”

#### Resources needed before contact is made

- Back stories – 3 per company done on different days/times. See suggestions below
- Name you will use to make calls – yours is preferable, but you will need up to 3 if all back stories are to be used per company
- Return phone number and email address you are going to use
- Address and details gleaned from Zillow in the correct neighborhood – know the cross-streets

# Cleaning Business Market Analysis

- Recording device – Ring Central, computer, pen and paper etc.
- Credit Card if needed for on-line booking

## Phone Calls – Collect Data

### General information

- Collect all data between the 3 separate calls/online bids. Too many questions at 1 time may make the sales person curious/dubious and cause you to get skewed information.
- Do not use industry specific terms i.e. bi-weekly, maintenance clean, initial clean, etc.

### Back Story #1

- You are married with 2 kids. You and your spouse both work a lot and need help keeping up. You have an inside dog and a cat.
- You don't know how often, but maybe every other week or so?
- You don't use your 2 spare bedrooms, so don't really need them cleaned.
- You have blinds, carpet, wood, and tile.
- You had another cleaning company but the people they sent to your home were always different, does this company send the same people?

# Cleaning Business Market Analysis

## Back Story #2

- You are having a party and need the house cleaned for that. You want a deep clean but might have service again after that depending on the price and what it's like. Same family description as above.
- You need a specific day – Friday.
- What time will they get there?
- How long will it take because you need to get food prepared on that day?

## Back Story #3

- You are moving and need a deep cleaning done for the new tenants. It is your home.
- You need to include appliances, windows, carpets, etc. What can they help you with?
- Do they move appliances? Wash walls?
- The house doesn't need to be perfect, but it needs to be clean

# Cleaning Business Market Analysis

## Online Bidding

### general information

- Use the same back stories from above.
- Check to make sure you can get your money back, then complete the booking process.
- Up to 3 online bids are okay if you are just tweaking the number of rooms you want cleaned or whether to have the deep cleaning done. Do NOT use multiple back stories within 1 week of each other.

## Information to be Gathered

### Greeting

- How long did the phone ring?
- Were you transferred?
- Were you put on hold?
- Did they give their name right away?
- Start with pleasantries or get down to business?

# Cleaning Business Market Analysis

## Pricing

- Willing to give pricing over the phone?
- Free In-home estimate offered?
- Questions they ask to determine pricing?
- Confident about pricing?
- Multiple prices for deep clean etc.?
- Range or exact pricing? Details?
- Pricing options easy to understand and choose?

## Sales

- What makes them special?
- Was it special?
- Team Size?
- Consistency of Team?
- Availability? Day? Time?
- Entry?
- Method of payment/deposit?
- Collect payment?
- Close on the call or need follow up contact?

## Additional details

- Mention of damage/breakage?
- Theft?
- Licensed/Bonded?
- Chemicals/equipment?
- Years in the Business?
- References?
- Reviews?

## In-home estimate

- Required?
- Arrive on time?
- Male/Female? Comfort level?
- Professional attire?
- Uniform/name tag?
- Tour first or sit and chat first?
- Ipad or other electronic bidding device?
- Bid complete and given to you before leaving the home?
- Leave behind materials?

# Cleaning Business Market Analysis

## Overall impression

- Professional?
- Friendly?
- Their confidence?
- Ability to build trust?
- Your confidence to hire?
- Reasonableness of the price?

## Materials to Collect

- Bid to include pricing
- Scope of Work
- FAQs
- Policies/Procedures
- Brochures/Fliers
- Business Card

## Social presence

- Google rating?
- Yelp rating?
- Angie's List?
- Facebook Rating?
- In the 3 pack?
- Google Maps?

# Cleaning Business Market Analysis

**Company #1 Name** \_\_\_\_\_

Your fake address \_\_\_\_\_

Your real phone # \_\_\_\_\_

Your fresh email address \_\_\_\_\_

## Greeting

- How long did the phone ring?
- Were you transferred?
- Were you put on hold?
- Did they give their name right away?
- Did they start with pleasantries?

## Backstory #1 or #2

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## Pricing

- Willing to give pricing over the phone?
- Free In-home estimate offered?
- Questions they ask to determine pricing?
- Confident about pricing?
- Initial Clean pricing?
- Multiple prices for deep clean etc.?
- Range or exact pricing?
- Pricing options easy to understand and choose?

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# Cleaning Business Market Analysis

## Sales

- What do they say makes them special?
- Is it special?
- Team Size?
- Consistency of Team?
- Availability? Day?
- Ask for the sale?
- Entry?
- Method of payment/deposit?
- Collect payment?
- Close on the call or need follow up contact?

## Backstory #1 or #2

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# Cleaning Business Market Analysis

## Additional Details Mentioned?

- Damage/Breakage?
- Theft?
- Licensed/Bonded?
- Chemicals/Equipment?
- Years in the Business?
- References?
- Reviews?
- Quality Guarantee?

## In-Home Estimate

- Required?
- Arrive on time?
- Male/Female?
- Professional attire?
- Uniform/name tag?
- Tour first or sit and chat first?
- Ipad or other electronic bidding device?
- Bid complete & given before leaving the home?
- Leave behind materials?

## Backstory #1 or #2

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# Cleaning Business Market Analysis

## Overall Impression

- Professional/True competition?
- Friendly?
- Their confidence?
- Ability to build trust?
- Your confidence to hire?
- Reasonableness of the price?

## Social Presence

- Google rating?
- Yelp rating?
- Angie's List?
- Facebook Rating?
- In the 3 pack?
- Google Maps?

## Backstory #1 or #2

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# Cleaning Business Market Analysis

## Additional Details Mentioned?

- Damage/Breakage?
- Theft? Yes/No
- Licensed/Bonded? Yes/No
- Chemicals/Equipment? Yes/No
- Years in the Business? How many?
- References? Yes/No
- Reviews? Yes/No
- Quality Guarantee? Yes/No

## In-Home Estimate

- Required? Yes/No
- Arrive on time? Yes/No
- Male/Female? Comfort level?
- Professional attire? Yes/No
- Uniform/name tag? Yes/No
- Tour first or sit and chat first?
- Ipad or other electronic bidding device? Yes/No
- Bid complete & given before leaving the home? Yes/No
- Leave behind materials? Yes/No

## Backstory #1 or #2

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# Cleaning Business Market Analysis

## Overall Impression

- Professional? Yes/No
- Friendly? Yes/No
- Their confidence? Yes/No
- Ability to build trust? Yes/No
- Your confidence to hire? Yes/No
- Reasonableness of the price? Yes/No

## Backstory #1 or #2

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## Social Presence

- Google rating?
- Yelp rating?
- Angie's List?
- Facebook Rating?
- In the 3 pack? Yes/No
- Google Maps? Yes/No

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# Cleaning Business Market Analysis

**Company #1 Name** \_\_\_\_\_

Your fake address \_\_\_\_\_

Your real phone # \_\_\_\_\_

Your fresh email address \_\_\_\_\_

## Greeting

- How long did the phone ring?
- Were you transferred? Yes/No
- Were you put on hold? Amount of time
- Did they give their name right away? Name
- Did they start with pleasantries? Yes/No

## Backstory #3

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## Pricing

- Willing to give pricing over the phone? Yes/No
- Free In-home estimate offered? Yes/No
- Questions they ask to determine pricing?
- Confident about pricing? Yes/No
- Initial Clean pricing? Yes/No
- Multiple prices for deep clean etc.? Details
- Range or exact pricing? Details?
- Pricing options easy to understand and choose? Yes/No

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# Cleaning Business Market Analysis

## Sales

- What makes them special?
- Was it special? Yes/No
- Team Size? #
- Consistency of Team? Yes/No
- Availability? Day? Time?
- Ask for the sale? Yes/No
- Entry? Yes/No
- Method of payment/deposit?
- Collect payment? Yes/No
- Close on the call or need follow up contact? Yes/No

## Backstory #3

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# Cleaning Business Market Analysis

## Additional Details Mentioned?

- Damage/Breakage? Yes/No
- Theft? Yes/No
- Licensed/Bonded? Yes/No
- Chemicals/Equipment? Yes/No
- Years in the Business? How many?
- References? Yes/No
- Reviews? Yes/No
- Quality Guarantee? Yes/No

## In-Home Estimate

- Required? Yes/No
- Arrive on time? Yes/No
- Male/Female? Comfort level?
- Professional attire? Yes/No
- Uniform/name tag? Yes/No
- Tour first or sit and chat first?
- Ipad or other electronic bidding device? Yes/No
- Bid complete & given before leaving the home? Yes/No
- Leave behind materials? Yes/No

## Backstory #3

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# Cleaning Business Market Analysis

## Overall Impression

- Professional? Yes/No
- Friendly? Yes/No
- Their confidence? Yes/No
- Ability to build trust? Yes/No
- Your confidence to hire? Yes/No
- Reasonableness of the price? Yes/No

## Social Presence

- Google rating?
- Yelp rating?
- Angie's List?
- Facebook Rating?
- In the 3 pack? Yes/No
- Google Maps? Yes/No

## Backstory #3

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# Cleaning Business Market Analysis

## Additional Details Mentioned?

- Damage/Breakage?
- Theft? Yes/No
- Licensed/Bonded? Yes/No
- Chemicals/Equipment? Yes/No
- Years in the Business? How many?
- References? Yes/No
- Reviews? Yes/No
- Quality Guarantee? Yes/No

## In-Home Estimate

- Required? Yes/No
- Arrive on time? Yes/No
- Male/Female? Comfort level?
- Professional attire? Yes/No
- Uniform/name tag? Yes/No
- Tour first or sit and chat first?
- Ipad or other electronic bidding device? Yes/No
- Bid complete & given before leaving the home? Yes/No
- Leave behind materials? Yes/No

## Backstory #3

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# Cleaning Business Market Analysis

## Overall Impression

- Professional? Yes/No
- Friendly? Yes/No
- Their confidence? Yes/No
- Ability to build trust? Yes/No
- Your confidence to hire? Yes/No
- Reasonableness of the price? Yes/No

## Backstory #3

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## Social Presence

- Google rating?
- Yelp rating?
- Angie's List?
- Facebook Rating?
- In the 3 pack? Yes/No
- Google Maps? Yes/No

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# Cleaning Business Market Analysis

## Additional Thoughts

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# Cleaning Business Market Analysis

**Company #2 Name** \_\_\_\_\_

Your fake address \_\_\_\_\_

Your real phone # \_\_\_\_\_

Your fresh email address \_\_\_\_\_

## Greeting

- How long did the phone ring?
- Were you transferred?
- Were you put on hold?
- Did they give their name right away?
- Start with pleasantries?

## Backstory #1 or #2

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## Pricing

- Willing to give pricing over the phone?
- Free In-home estimate offered?
- Questions they ask to determine pricing?
- Confident about pricing?
- Initial Clean pricing?
- Multiple prices for deep clean etc.?
- Range or exact pricing? Details?
- Pricing options easy to understand and choose?

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# Cleaning Business Market Analysis

## Sales

- What makes them special?
- Was it special?
- Team Size?
- Consistency of Team?
- Availability? Day? Time?
- Ask for the sale?
- Entry?
- Method of payment/deposit?
- Collect payment?
- Close on the call or need follow up contact?

## Backstory #1 or #2

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# Cleaning Business Market Analysis

## Additional Details Mentioned?

- Damage/Breakage?
- Theft?
- Licensed/Bonded?
- Chemicals/Equipment?
- Years in the Business?
- References?
- Reviews?
- Quality Guarantee?

## Backstory #1 or #2

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## In-Home Estimate

- Required?
- Arrive on time?
- Male/Female? Comfort level?
- Professional attire?
- Uniform/name tag?
- Tour first or sit and chat first?
- Ipad or other electronic bidding device?
- Bid complete & given before leaving the home?
- Leave behind materials?

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# Cleaning Business Market Analysis

## Overall Impression

- Professional?
- Friendly?
- Their confidence?
- Ability to build trust?
- Your confidence to hire?
- Reasonableness of the price?

## Social Presence

- Google rating?
- Yelp rating?
- Angie's List?
- Facebook Rating?
- In the 3 pack?
- Google Maps?

## Backstory #1 or #2

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# Cleaning Business Market Analysis

## Additional Details Mentioned?

- Damage/Breakage?
- Theft? Yes/No
- Licensed/Bonded? Yes/No
- Chemicals/Equipment? Yes/No
- Years in the Business? How many?
- References? Yes/No
- Reviews? Yes/No
- Quality Guarantee? Yes/No

## Backstory #1 or #2

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## In-Home Estimate

- Required? Yes/No
- Arrive on time? Yes/No
- Male/Female? Comfort level?
- Professional attire? Yes/No
- Uniform/name tag? Yes/No
- Tour first or sit and chat first?
- Ipad or other electronic bidding device? Yes/No
- Bid complete & given before leaving the home? Yes/No
- Leave behind materials? Yes/No

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# Cleaning Business Market Analysis

## Overall Impression

- Professional? Yes/No
- Friendly? Yes/No
- Their confidence? Yes/No
- Ability to build trust? Yes/No
- Your confidence to hire? Yes/No
- Reasonableness of the price? Yes/No

## Backstory #1 or #2

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## Social Presence

- Google rating?
- Yelp rating?
- Angie's List?
- Facebook Rating?
- In the 3 pack? Yes/No
- Google Maps? Yes/No

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# Cleaning Business Market Analysis

## Additional Thoughts

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# Cleaning Business Market Analysis

**Company #2 Name** \_\_\_\_\_

Your fake address \_\_\_\_\_

Your real phone # \_\_\_\_\_

Your fresh email address \_\_\_\_\_

## Greeting

- How long did the phone ring?
- Were you transferred? Yes/No
- Were you put on hold? Amount of time
- Did they give their name right away? Name
- Did they start with pleasantries? Yes/No

## Backstory #3

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## Pricing

- Willing to give pricing over the phone? Yes/No
- Free In-home estimate offered? Yes/No
- Questions they ask to determine pricing?
- Confident about pricing? Yes/No
- Initial Clean pricing? Yes/No
- Multiple prices for deep clean etc.? Details
- Range or exact pricing? Details?
- Pricing options easy to understand and choose? Yes/No

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# Cleaning Business Market Analysis

## Sales

- What makes them special?
- Was it special? Yes/No
- Team Size? #
- Consistency of Team? Yes/No
- Availability? Day? Time?
- Ask for the sale? Yes/No
- Entry? Yes/No
- Method of payment/deposit?
- Collect payment? Yes/No
- Close on the call or need follow up contact? Yes/No

## Backstory #3

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# Cleaning Business Market Analysis

## Additional Details Mentioned?

- Damage/Breakage? Yes/No
- Theft? Yes/No
- Licensed/Bonded? Yes/No
- Chemicals/Equipment? Yes/No
- Years in the Business? How many?
- References? Yes/No
- Reviews? Yes/No
- Quality Guarantee? Yes/No

## In-Home Estimate

- Required? Yes/No
- Arrive on time? Yes/No
- Male/Female? Comfort level?
- Professional attire? Yes/No
- Uniform/name tag? Yes/No
- Tour first or sit and chat first?
- Ipad or other electronic bidding device? Yes/No
- Bid complete & given before leaving the home? Yes/No
- Leave behind materials? Yes/No

## Backstory #3

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# Cleaning Business Market Analysis

## Overall Impression

- Professional? Yes/No
- Friendly? Yes/No
- Their confidence? Yes/No
- Ability to build trust? Yes/No
- Your confidence to hire? Yes/No
- Reasonableness of the price? Yes/No

## Social Presence

- Google rating?
- Yelp rating?
- Angie's List?
- Facebook Rating?
- In the 3 pack? Yes/No
- Google Maps? Yes/No

## Backstory #3

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# Cleaning Business Market Analysis

## Additional Details Mentioned?

- Damage/Breakage?
- Theft? Yes/No
- Licensed/Bonded? Yes/No
- Chemicals/Equipment? Yes/No
- Years in the Business? How many?
- References? Yes/No
- Reviews? Yes/No
- Quality Guarantee? Yes/No

## In-Home Estimate

- Required? Yes/No
- Arrive on time? Yes/No
- Male/Female? Comfort level?
- Professional attire? Yes/No
- Uniform/name tag? Yes/No
- Tour first or sit and chat first?
- Ipad or other electronic bidding device? Yes/No
- Bid complete & given before leaving the home? Yes/No
- Leave behind materials? Yes/No

## Backstory #3

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# Cleaning Business Market Analysis

## Overall Impression

- Professional? Yes/No
- Friendly? Yes/No
- Their confidence? Yes/No
- Ability to build trust? Yes/No
- Your confidence to hire? Yes/No
- Reasonableness of the price? Yes/No

## Backstory #3

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## Social Presence

- Google rating?
- Yelp rating?
- Angie's List?
- Facebook Rating?
- In the 3 pack? Yes/No
- Google Maps? Yes/No

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# Cleaning Business Market Analysis

## Additional Thoughts

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# Cleaning Business Market Analysis

**Company #3 Name** \_\_\_\_\_

Your fake address \_\_\_\_\_

Your real phone # \_\_\_\_\_

Your fresh email address \_\_\_\_\_

## Greeting

- How long did the phone ring?
- Were you transferred?
- Were you put on hold?
- Did they give their name right away?
- Start with pleasantries?

## Backstory #1 or #2

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## Pricing

- Willing to give pricing over the phone?
- Free In-home estimate offered?
- Questions they ask to determine pricing?
- Confident about pricing?
- Initial Clean pricing?
- Multiple prices for deep clean etc.?
- Range or exact pricing? Details?
- Pricing options easy to understand and choose?

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# Cleaning Business Market Analysis

## Sales

- What makes them special?
- Was it special?
- Team Size?
- Consistency of Team?
- Availability? Day? Time?
- Ask for the sale?
- Entry?
- Method of payment/deposit?
- Collect payment?
- Close on the call or need follow up contact?

## Backstory #1 or #2

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# Cleaning Business Market Analysis

## Additional Details Mentioned?

- Damage/Breakage?
- Theft?
- Licensed/Bonded?
- Chemicals/Equipment?
- Years in the Business?
- References?
- Reviews?
- Quality Guarantee?

## Backstory #1 or #2

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## In-Home Estimate

- Required?
- Arrive on time?
- Male/Female? Comfort level?
- Professional attire?
- Uniform/name tag?
- Tour first or sit and chat first?
- Ipad or other electronic bidding device?
- Bid complete & given before leaving the home?
- Leave behind materials?

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# Cleaning Business Market Analysis

## Overall Impression

- Professional?
- Friendly?
- Their confidence?
- Ability to build trust?
- Your confidence to hire?
- Reasonableness of the price?

## Social Presence

- Google rating?
- Yelp rating?
- Angie's List?
- Facebook Rating?
- In the 3 pack?
- Google Maps?

## Backstory #1 or #2

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# Cleaning Business Market Analysis

## Additional Details Mentioned?

- Damage/Breakage?
- Theft? Yes/No
- Licensed/Bonded? Yes/No
- Chemicals/Equipment? Yes/No
- Years in the Business? How many?
- References? Yes/No
- Reviews? Yes/No
- Quality Guarantee? Yes/No

## In-Home Estimate

- Required? Yes/No
- Arrive on time? Yes/No
- Male/Female? Comfort level?
- Professional attire? Yes/No
- Uniform/name tag? Yes/No
- Tour first or sit and chat first?
- Ipad or other electronic bidding device? Yes/No
- Bid complete & given before leaving the home? Yes/No
- Leave behind materials? Yes/No

## Backstory #1 or #2

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# Cleaning Business Market Analysis

## Overall Impression

- Professional? Yes/No
- Friendly? Yes/No
- Their confidence? Yes/No
- Ability to build trust? Yes/No
- Your confidence to hire? Yes/No
- Reasonableness of the price? Yes/No

## Backstory #1 or #2

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## Social Presence

- Google rating?
- Yelp rating?
- Angie's List?
- Facebook Rating?
- In the 3 pack? Yes/No
- Google Maps? Yes/No

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# Cleaning Business Market Analysis

## Additional Thoughts

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# Cleaning Business Market Analysis

**Company #3 Name** \_\_\_\_\_

Your fake address \_\_\_\_\_

Your real phone # \_\_\_\_\_

Your fresh email address \_\_\_\_\_

## Greeting

- How long did the phone ring?
- Were you transferred? Yes/No
- Were you put on hold? Amount of time
- Did they give their name right away? Name
- Did they start with pleasantries? Yes/No

## Backstory #3

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## Pricing

- Willing to give pricing over the phone? Yes/No
- Free In-home estimate offered? Yes/No
- Questions they ask to determine pricing?
- Confident about pricing? Yes/No
- Initial Clean pricing? Yes/No
- Multiple prices for deep clean etc.? Details
- Range or exact pricing? Details?
- Pricing options easy to understand and choose? Yes/No

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# Cleaning Business Market Analysis

## Sales

- What makes them special?
- Was it special? Yes/No
- Team Size? #
- Consistency of Team? Yes/No
- Availability? Day? Time?
- Ask for the sale? Yes/No
- Entry? Yes/No
- Method of payment/deposit?
- Collect payment? Yes/No
- Close on the call or need follow up contact? Yes/No

## Backstory #3

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# Cleaning Business Market Analysis

## Additional Details Mentioned?

- Damage/Breakage? Yes/No
- Theft? Yes/No
- Licensed/Bonded? Yes/No
- Chemicals/Equipment? Yes/No
- Years in the Business? How many?
- References? Yes/No
- Reviews? Yes/No
- Quality Guarantee? Yes/No

## In-Home Estimate

- Required? Yes/No
- Arrive on time? Yes/No
- Male/Female? Comfort level?
- Professional attire? Yes/No
- Uniform/name tag? Yes/No
- Tour first or sit and chat first?
- Ipad or other electronic bidding device? Yes/No
- Bid complete & given before leaving the home? Yes/No
- Leave behind materials? Yes/No

## Backstory #3

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# Cleaning Business Market Analysis

## Overall Impression

- Professional? Yes/No
- Friendly? Yes/No
- Their confidence? Yes/No
- Ability to build trust? Yes/No
- Your confidence to hire? Yes/No
- Reasonableness of the price? Yes/No

## Social Presence

- Google rating?
- Yelp rating?
- Angie's List?
- Facebook Rating?
- In the 3 pack? Yes/No
- Google Maps? Yes/No

## Backstory #3

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# Cleaning Business Market Analysis

## Additional Thoughts

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