

House-cleaning price worksheet

Print and complete by hand. The separate XLSX calculates automatically. Keep this internal cost worksheet separate from the client quote. Enter 0 for a real zero; do not treat a missing cost as zero.

Job reference: _____ Date: _____ Currency: _____

Scope / service / rooms / starting condition: _____

Excluded tasks and separately approved extras: _____

1. Count paid worker-hours

Enter each person separately. Two cleaners for two hours = four on-site worker-hours. Allocate paid travel once. Hourly cost includes your applicable employer costs. Enter owner cleaning work once, using your chosen allowance.

Person	On-site hours	Travel hours	Cost/hour	(Hours + travel) x rate
Worker 1	_____	_____	_____	_____
Worker 2	_____	_____	_____	_____
Worker 3	_____	_____	_____	_____
Owner	_____	_____	_____	_____

A. Total labor cost: _____

2. Add other visit costs

Cost category	Amount
B. Vehicle / parking (exclude paid travel labor)	_____
C. Supplies used on this visit	_____
D. Allocated business overhead	_____
E. Other cost not already included	_____
F. Base cost = A + B + C + D + E	_____

Use a consistent overhead allocation. Do not include the same supplies, owner work or travel twice. Reconcile allocated overhead against actual monthly bills.

Choose and check the selling price

Job reference: _____ Currency: _____

Carry base cost F from page 1: _____

3. Enter margin and transaction fees

Input	Your value
G. Desired margin as a decimal (25% = 0.25)	_____
H. Percentage transaction fee as a decimal	_____
I. Fixed transaction fee for this sale	_____

The fee must apply to the same before-tax selling price. If a provider charges on tax, splits the sale into several transactions, or uses another basis, adapt the calculation. These fields do not promise any provider's current rate.

4. Calculate the price for that margin

Target price = $(F + I) / (1 - G - H)$

Calculation: $(\text{_____} + \text{_____}) / (1 - \text{_____} - \text{_____}) = \text{_____}$

Round UP to the next cent: _____

Use nonnegative costs and percentages. G + H must be below 1. A 0% target is valid. Do not issue a price when required inputs are missing.

5. Review your chosen price

Measure	Calculation / result
J. Chosen price before sales tax	_____
K. Payment fees at chosen price	$(J \times H) + I = \text{_____}$
L. All listed costs	$F + K = \text{_____}$
M. Amount left	$J - L = \text{_____}$
Margin on chosen price	$M / J = \text{_____} \% \text{ (n.a. if } J = 0)$
Markup on listed costs	$M / L = \text{_____} \% \text{ (n.a. if } L = 0)$

This result is money left after the listed costs, not guaranteed net profit. Check missing expenses, service scope and applicable tax treatment. Keep your cost assumptions out of the client copy.

Reviewed by: _____ Action / change: _____

Three fictional worked examples

USD per visit before sales tax. All examples use \$24 per paid worker-hour and zero transaction fees. These are teaching assumptions, not local market prices or recommended wages.

Small repeat visit

Labor: $(2 \text{ on-site} + 0.25 \text{ paid travel hours}) \times \$24 = \$54.00$. Add vehicle \$6, supplies \$4 and allocated overhead \$12. Other cost is \$0.

Base cost: \$76. Chosen price: \$105. Amount left: \$29.

Margin: $(105 - 76) / 105 = 27.6\%$.

1800 sq ft home, 3 bedrooms, 2 bathrooms, repeat visit

Labor: $(4 \text{ on-site} + 0.5 \text{ paid travel hours}) \times \$24 = \$108.00$. Add vehicle \$8, supplies \$6 and allocated overhead \$18. Other cost is \$0.

Base cost: \$140. Chosen price: \$190. Amount left: \$50.

Margin: $(190 - 140) / 190 = 26.3\%$.

Same home, first clean

Labor: $(6 \text{ on-site} + 0.5 \text{ paid travel hours}) \times \$24 = \$156.00$. Add vehicle \$8, supplies \$10 and allocated overhead \$24. Other cost is \$0.

Base cost: \$198. Chosen price: \$265. Amount left: \$67.

Margin: $(265 - 198) / 265 = 25.3\%$.

The repeat 1,800 sq ft example assumes 3 bedrooms, 2 bathrooms, kitchen surfaces, accessible dusting and floors. Two cleaners each work 2 on-site hours plus 0.25 paid travel hours. Oven interiors are excluded. The first clean uses a separate estimate of 6 on-site worker-hours, not a universal multiplier.

Margin, markup and payment fees

At \$190 price and \$140 cost, \$50 remains. Margin = $50 / 190 = 26.3\%$. Markup = $50 / 140 = 35.7\%$. Adding 25% to cost would give \$175, which has a 20% margin before fees.

With \$140 base cost, a 25% target margin, an assumed 3% fee on the selling price and \$0.30 fixed fee: $(140 + 0.30) / (1 - 0.25 - 0.03) = \194.8611 . Round up to **\$194.87** to retain at least the target margin. These fee inputs are fictional.

Check what happened after the visit

If the repeat job takes 5 on-site worker-hours and uses \$7 supplies, its cost becomes \$165. At the same \$190 price, \$25 remains, a 13.2% margin. Find the reason before changing the next estimate. A \$220 price would leave 25% after those costs with zero payment fees.

Cost-planning reference: SBA, <https://www.sba.gov/counseling/plan-your-business/>

Example source: CleanerHQ fictional assumptions, September 23, 2026.