

upflip



AIRBNB & VRBO

BUSINESS CHECKLIST

The UpFlip Airbnb and Vrbo Cleaning Business Checklist will cover the following sections:

1. Create a Plan Checklist
2. Name Your Cleaning Business Checklist
3. Form the Cleaning Business Structure Checklist
4. Get the Financial Tools to Run Your Cleaning Business Checklist
5. Get the Insurance to Run Your Cleaning Business
6. Get Equipment to Operate Your Cleaning Business Checklist
7. Get the Software to Run Your Cleaning Business Checklist
8. Marketing Tools for a Cleaning Service Checklist
9. Cleaning Company Supplies Checklist

Planning

- Cleaning business ideas
- Goals for your cleaning business
- Your budget
- Your pricing strategy
- Your marketing plan

Name Your Cleaning Business

- Make the name easy to spell
- Purchase a domain
- Register and pay DBA fee (if not included with the business structure)
- Trademark the business name and logo

Business Structure

- Register your business with the state (choose one).
 - Sole Proprietorship
 - Limited Liability Company
 - Corporation
 - Partnership
- Get a DBA if you will operate under a different name.
- Apply for an EIN on the IRS website.
- Get county and city licenses.
- Apply for the required insurance.
- Get a seller's permit (state tax ID).

Financial Tools

- Set up a business bank account.
- Apply for a business credit card.
- Consider getting business loans.
- Find a payroll solutions provider.
- Get a payment processor.
- Choose and set up accounting software.
- Decide whether you want to set up a 401K.

Insurance

- General liability insurance
- Worker compensation insurance (if you hire employees)
- Bond insurance
- Unemployment (if you hire employees)

- Professional liability insurance
- Cybersecurity insurance
- Commercial vehicle insurance
- Health insurance (if required by law or if you want to be an awesome boss)

Business Equipment

- Company vehicle
- Laptop or PC
- Smartphone
- Business phone number
- Internet
- Point-of-Sale machine or credit card reader

Software

- Payroll solutions
- Payment processor
- Accounting solutions
- Scheduling software
- Professional website (domain from GoDaddy and hosting)
- Online booking software
- Marketing tools (We have a complete list for them.)

Marketing

You'll need marketing tools to help your cleaning business grow and find prospective clients. Small business owners will benefit from the following brand assets:

- A logo
- Business cards

- Signs on location (if you run a dry cleaner or another cleaning shop)
- Signs on vehicles (for a mobile business model)
- Click Funnels

Create Business Directories on:

- Google My Business
- Google Local Ads
- Facebook
- LinkedIn
- Siri and Apple Maps
- Angi.com
- Yelp for Business
- Thumbtack
- Alexa
- Blanket

Submit your site map to the following companies for indexing:

- Google
- Bing
- Baidu
- Yahoo
- Yandex
- Ask.com
- DuckDuckGo

AirBnb & Vrbo Cleaning Supplies

Serving an Airbnb, Vrbo, and other short-term rentals, you'll need the same cleaning supplies as you would for a home or apartment:

- Glass cleaner (Windex or similar)
- Aprons
- Vacuum cleaner
- Microfiber mop (Optional)
- Regular mop
- Gloves
- Toilet bowl brush
- Bags for dirty rags
- Bags to carry clean rags
- Booties for shoes
- Neutral floor cleaner (Bona or similar)
- Disinfectant cleaner
- Cleaning bucket
- Mini grout brush

Consider having a partnership with a laundromat or a way to offer turnover service. If you provide this service, you'll need:

- Spare sheets
- A deal with a local laundromat
- Dish soap
- Shampoo
- Conditioner
- Body wash
- Towels