upflip
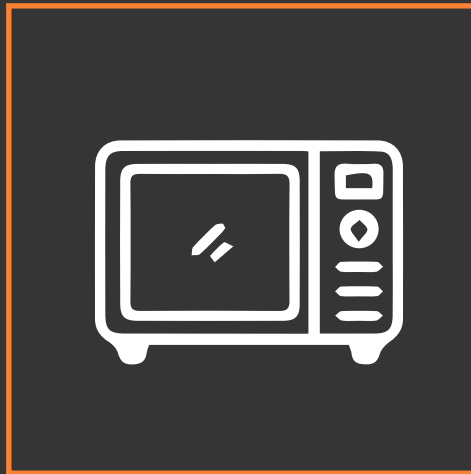
MOVE-IN, MOVE-OUT CLEANING

The UpFlip Move-In, Move-Out 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 the 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

Move-In, Move-Out Cleaning Supplies

You'll need the following supplies:

- ☐ Glass cleaner (Windex or similar)
- ☐ Aprons
- ☐ Vacuum cleaner
- ☐ Indoor, outdoor vacuum
- ☐ Booties for shoes
- ☐ Microfiber mop (optional if you are just starting)
- ☐ Regular mop
- ☐ Gloves
- ☐ Toilet bowl brush
- ☐ Bags for dirty rags
- ☐ Bags to carry clean rags
- ☐ Neutral floor cleaner
- ☐ Disinfectant cleaner
- ☐ Cleaning bucket
- ☐ Mini grout brush
- ☐ Degreaser
- ☐ Putty to help fill holes
- ☐ Putty application tool