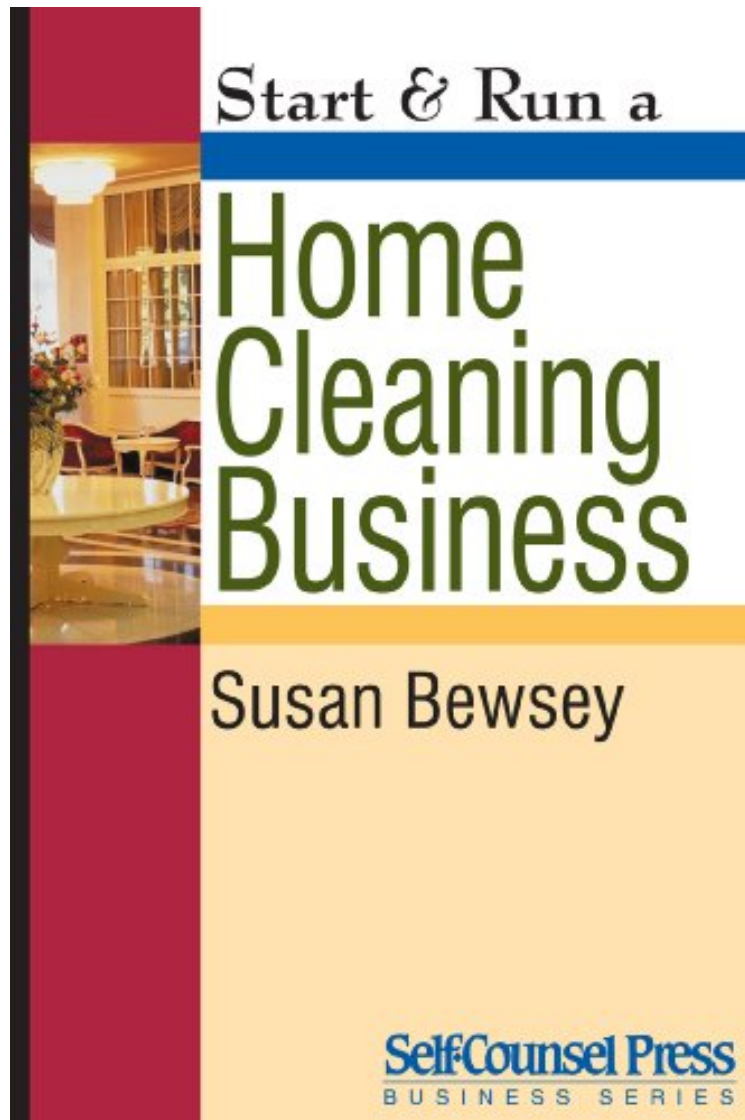


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Start Run a Home Cleaning Business (Start Run Business Series)

Susan Bewsey

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Susan Bewsey : Start Run a Home Cleaning Business (Start Run Business Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Start Run a Home Cleaning Business (Start Run Business Series):

2 of 2 people found the following review helpful. greatBy Elfreally opens your eyes to things you may not have thought of. Gives you examples of documents, forms, and letters. Helps you estimate your opening costs.This in itself is not enough to let you start up a company. But it is a great read to help you learn where to start your research.Worth Every Penny.18 of 19 people found the following review helpful. Well Written - Very HelpfulBy M. JohnsonThis book is very well written and an excellent guide if the reader is looking to build a successful, profitable home cleaning

business. Susan Bewsey does a good job of outlining the steps you need to take to get this business off the ground, and to maintain the business. She also gives a good general idea of what all the business involves. As far as holding your hand to go get the license, bonding and insurance...no, she doesn't do that. But she does tell you what you need, and where and who to check with to obtain them, and to get more information on them. After all, different country's, states, and even city's requirements differ. If you're going to make it in a business of your own, you need to be able to do some things for yourself. 1 of 1 people found the following review helpful. Great GuidelineBy TrishOthers have written that this was a disappointment. I disagree. This book is the perfect guideline for someone who has never started a business before. It gives you the ideas of where to start, and then you make your own path from there.

Home cleaning is one of the fastest-growing service businesses in North America. A good cleaning service brings comfort and order into peoplerequo;s lives and in todayrsquo;s world, these are highly sought-after commodities. A home cleaning service can start out small, but it has the potential to grow to be a multi-million dollar business with branch offices and franchises. Your business can grow to the point where you need to lease office space, hire staff, purchase a fleet of vehicles, and develop your own products and customized services. With the help of this book, you can get your business up and running, and survive that essential first year.

From the Back CoverHome cleaning is one of the fastest-growing service businesses in North America. A good cleaning service brings comfort and order into peoplerequo;s lives. In todayrsquo;s busy world, these are highly sought commodities. A home cleaning service might start out small, but it has the potential to grow to be a multi-million dollar business with branch offices and franchises. Your business can grow to the point where you need to lease office space, hire staff, purchase a fleet of vehicles, and develop your own products and customized services. With the help of this book, you can get your business up and running, and survive that essential first year. This book answers questions such as mdash; - Do I have what it takes to run my own business? - What are the legal requirements for running a business like mine? - How do I find and keep clients? - How much should I charge? - What equipment do I need? - What other services can I offer? - How do I hire and train staff? - How does commercial cleaning differ from home cleaning? Recently updated, this edition comes with numerous forms to get you started and keep you organized, now all included on cd-rom.About the AuthorIn 1981, armed with a secondhand vehicle, a small staff, and a dramatic advertising campaign, Susan Bewsey launched her first cleaning business. Within three months, the little cleaning service that couldrdquo; was a success, and Bewsey sold her first franchise shortly after. By 1988, she had sold and resold 157 franchises and managed a fleet of more than 80 vehicles. After five more successful years, she parted with her latest home cleaning venture and is now a development and planning consultant for small business, primarily in the cleaning service industry.Excerpt. copy; Reprinted by permission. All rights reserved.1. BEFORE YOU GET STARTED Starting a home cleaning business is an attractive idea, but before you plunge ahead, consider carefully whether you have the proper skills and attitude. Being your own boss and setting your own hours sounds fun, but the reality is that when things go wrong, you are responsible for putting things right. The early stages of a business venture always require long hours from the boss. Depending on your financial goals for your business, other personal goals may never be realized because you may have to commit so much time to running the business. To find out if you have the right attitude, examine your reasons for wanting to get into business for yourself. I want to start a home cleaning business because: - I just want to make money. - I need to have more time with my family. - I just got fired. - I need more personal achievement. - I hate my boss. - I just think it would be fun. - I need a more fulfilling lifestyle. - I need a challenge. - I just want to work alone. - I believe I can provide excellent service. - I need to control as much of my life as possible. - I believe I can better use my skills on my own. If you picked reasons that started with "I just," you are headed in the wrong direction. However, if you were attracted to reasons that started with "I believe" and "I need," you are on the right track. These are the reasons to get into this business: to challenge yourself, to provide the best service, to improve your personal and working life. If you start out thinking negatively, you wonrsquo;t have the proper motivation to make things happen. Be realistic and do it because itrquo;s what you want to do. In Worksheet 1, write down your wants and needs for starting your business. Itrquo;s okay to have "wants"; they are the fuel that sustains you on your journey. 2. IS THIS THE BUSINESS FOR YOU? You donrsquo;t have to love housework and cleaning to start up in this business, but if you do, thatrsquo;s an added bonus. What you do need are top-notch cleaning skills and the will to do the job well. The ability to be an efficient organizer is also a plus. You donrsquo;t have to be a "neat freak," but you do have to have the energy and the desire to make order out of other peoplerequo;s chaos. Itrquo;s a hard job, but it is one that people appreciate and will pay for. If yoursquo;re going to be successful at providing a cleaning service for peoplerequo;s homes, yoursquo;ve got to be able to deal with your clients. This is a demanding service that depends on repeat customers. If your customers donrsquo;t like what you do, theysquo;ll let you know. If you canrsquo;t provide what they want, they will go elsewhere. Sometimes, wearing more than one hat in a business is extremely difficult, especially when yoursquo;re starting out. Can you be the person who cleans and the person who handles customersrsquo; complaints and concerns, as well as the person who follows up and makes sure the bills get paid? Being your own boss is great, but your cleaning skills and experience only get you so far. If

you're really determined to go ahead, consider getting further training to help beef up your entrepreneurial side, or find a partner who can handle the customer-relations side of things. Community colleges and small business centers often have courses and seminars on customer service and bookkeeping. Starting a home cleaning business requires an investment of both your time and your money. You'll need to assess the potential market, purchase equipment, and advertise. Consider whether your location is one that can support a home cleaning business. Is there any competition? For more about assessing market possibilities, see chapter 5 on marketing. Have you got what it takes to get your cleaning business up and running? Worksheet 2 will help you decide.

3. FILLING IN THE VACUUM

Cleaning services come in all sizes: there are independents, agencies, franchises, and corporations. There are those who dabble and those who devote their lives to this market. How far you want to go in this industry depends on your ambition. Remember, demand is high due to overworked, dual-income couples, homes being built, and an aging population in search of less work and more leisure time. American figures compiled in 1991 indicate there are over 102 million homes and 476,349 cleaning services registered with the census bureau. For Canada, there were over ten million dwellings and 6,312 cleaning services. Not included in these figures are the countless people in hotels and motels performing cleaning functions. Also missing from the above figures is the underground economy servicing homes and offices throughout North America. Many services are included in the home-care cleaning industry and new ones are added all the time. The following is a general list of services offered:

- General house cleaning
- Spring cleaning
- Window cleaning
- Blind cleaning
- Chimney cleaning
- Wall and ceiling washing
- Post-disaster cleaning (fires, floods)
- Post-construction cleaning
- Post- and pre-party preparation
- House watch
- Pet watch
- Garden and outside patio maintenance
- Laundry and valet service
- Party hosting, reception
- Office cleaning
- Estate sale preparation
- Boat and yacht cleaning
- Property management

Your business can offer many special services besides cleaning. Use the services above as a starting point. Some may be immediately attractive because they fit your vision of the business and what you see yourself providing. Use Worksheet 3 to help you pinpoint the services you want to offer.