SAMPLE · FICTIONAL COMPANY, NOT A REAL BUSINESS

BUSINESS HEALTH CHECK

Example Cleaning Ltd (fictional)

Six cleaners, about 55 domestic regulars (weekly and fortnightly) and around eight end-of-tenancy cleans a month, mostly for three local letting agents. You run the rota, quotes and invoicing yourself, largely in the evenings.

6	≈55	£45	≈8 / month
CLEANERS	REGULAR CLIENTS	REGULAR CLEAN (3 H)	END-OF-TENANCY

1 What's working

- ✓ **A loyal regular book.** Most regulars have been with you over a year, and usually get the same cleaner each visit.
- ✓ **Agent work without advertising.** Three letting agents send you end-of-tenancy cleans on repeat.
- ✓ **Reviews that mention reliability.** 4.7★ on Google, with clients naming their cleaner.

2 Your biggest opportunity

Your clients and agents are solid. The leaks sit between booking and payment: late cancellations you can't charge for, end-of-tenancy dates held with no deposit, ad hoc re-cleans and slow agent invoices. Three written rules and a proper key system would fix most of it.

> *"No more 10pm texts rearranging tomorrow's rota, and no more chasing agents for money."*

3 What we found

AREA	WHAT'S HAPPENING	WHY IT MATTERS
Late cancellations	About 2 regular cleans a week cancel the night before or on the day. Your terms have no cancellation fee, so you charge nothing.	The cleaner loses the hours, and the slot can't be refilled at that notice. Illustration: if 2 regular cleans a week cancel late at £45, that's £90 a week, or £4,320 over 48 weeks.
No end-of-tenancy deposit	Private tenants and landlords pay no deposit. You had two no-access days in the last three months.	Each one leaves one or two cleaners with half a day and nothing to invoice.
Re-cleans done ad hoc	Complaints come by text, up to a week later, and you send whoever is free. No time limit, no photos.	You can't tell a genuine miss from later mess, and re-cleans land on busy days.
Keys and alarm codes	Keys are labelled with surnames. Alarm codes sit in the team WhatsApp, which still includes a cleaner who left.	A named key that goes missing, or an old code on an ex-cleaner's phone, puts clients at risk.
Idle Tuesdays and Wednesdays	End-of-tenancy work bunches at month-end. Mid-month, two cleaners are light on Tuesdays and Wednesdays.	Paid idle time if they're on guaranteed hours; a risk of losing them if not.
Slow agent payments	Agents pay by transfer on 30 to 45-day terms. You invoice at month-end, then check the bank and chase.	Your cash is tied up for weeks after the work is done. Illustration: a clean on 2 October, invoiced 31 October on 45 days, falls due mid-December, about 10 weeks later.

From your answers and your public website and Google listing. Lines marked 'Illustration' are simple arithmetic on your own answers to show scale, not forecasts or promised savings. Next-day quote replies, late-night rota texts and supplies costs are covered on page 2.

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4 Three priorities for this month

1 Add three rules to your terms: late cancellation, deposit, re-clean

About 3 hours, plus 30 min to send

1. Put the wording below into one page of terms, and add it to your website as a 'Terms' page.
2. Email it to every regular with 30 days' notice, and link it in every booking confirmation.
3. Confirm private end-of-tenancy dates only once the deposit is in. Agents on account stay as they are.

WORDING YOU CAN COPY

"Please give us 48 hours' notice to cancel or move a clean. Later cancellations are charged at 50%. If we've missed something, tell us within 24 hours with a photo and we'll put it right free of charge within 2 working days. End-of-tenancy dates are confirmed once a 25% deposit is paid."

2 Finish every clean with a checklist and photos

About 1 hour to set up, 2 min per clean

1. Write a room-by-room checklist for regulars, and a longer one for end-of-tenancy (oven, cupboards, limescale).
2. Cleaners add 4 to 6 photos to the client's shared album before leaving. No people, post or papers in shot.
3. On a complaint, check the photos first, then apply the 24-hour rule. Send end-of-tenancy photos with the invoice.

3 Get keys and alarm codes out of WhatsApp

About half a day

1. Today: remove the former cleaner from the group, and tell the clients affected so they can change their codes.
2. Label keys by number only (e.g. K07), in a locked key safe with a sign-out sheet. Keep the client list elsewhere.
3. Keep codes in a password manager only you can open, and share one only for that day's job. Check your insurer's key-holding conditions.

WORDING YOU CAN COPY

"A former team member had access to your alarm code, so as a precaution you may wish to change it. Your key is now labelled with a number, never your name or address."

5 Next on the list

Next-day quotes	Reply the same day with a saved message and a price guide by bedrooms.	2–3 hours
Rota texts at night	One shared rota the whole team can check, and a 6pm cut-off for next-day changes.	2 hours
Agent payments	Ask for 14-day terms; invoice on the day, with the property address as the reference.	1–2 hours
Midweek gaps	Offer Tuesday and Wednesday slots to your waiting list; ask agents for void cleans.	1 hour
Supplies not in prices	Cost a month of products per clean and build it into your next price review.	2 hours
Google listing	Add a service area and 10 job photos; ask 10 long-standing regulars for a review.	1–2 hours

6 Website & Google listing checks

- ✗ No service area set on the Google listing
- ✗ Latest of 19 Google reviews is 7 months old
- ✗ No terms or cancellation page on the website
- ✗ Only 2 photos on the Google listing
- ✓ Phone and hours match website and Google
- ✗ Quote form doesn't ask bedrooms, bathrooms or oven

This report is based on your answers and on public information about your business. It's yours to keep and use however you like. Questions? Just reply to the email it came with.