

Cleaning Business Brochure Template

Practical cleaning business template • Customize fields before use

Brand customization: This TidyOps-branded example shows a finished presentation. Replace the logo, colors, company details, and placeholders with your own brand before use.

designed to generate one quick action; the brochure is the more detailed sales piece a cleaning company can send after an inquiry, leave after a walkthrough, give to property managers or Realtors, or attach to a commercial proposal.

I'd structure this as a flexible tri-fold brochure with residential and commercial variations.

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Provided by TidyOps

FRONT COVER

PROFESSIONAL CLEANING THAT FITS YOUR LIFE

[Company Name]

Professional cleaning services for homes and businesses in [Service Area].

[Primary Value Proposition]

Examples:

Reliable cleaning. Clear expectations. More time for you.

Professional cleaning without the hassle.

Consistent cleaning for your home or workplace.

GET A CLEANING ESTIMATE

[QR CODE]

[Website]

[Phone Number]

INSIDE PANEL 1 — ABOUT US

CLEANING YOU CAN COUNT ON

At [Company Name], we help customers keep their homes and properties clean without adding another task to an already busy schedule.

We serve customers throughout:

[City]

[City]

[Neighborhood / Area]

[Additional Service Area]



Our goal is simple:

Provide a clearly defined cleaning service with dependable scheduling, professional communication, and consistent quality.

INSIDE PANEL 2 — RESIDENTIAL SERVICES

HOUSE CLEANING SERVICES

Recurring Cleaning

Routine cleaning designed to help maintain your home on a consistent schedule.

Available frequencies may include:

- ✓ Weekly
- ✓ Every Two Weeks
- ✓ Every Four Weeks
- ✓ [Other Frequency]

Deep Cleaning

A more detailed service for homes that need additional attention beyond routine maintenance cleaning.

Common deep-cleaning tasks may include:

- ✓ Detailed dusting
- ✓ Baseboards
- ✓ Doors and frames
- ✓ Cabinet fronts
- ✓ Detailed kitchen cleaning
- ✓ Detailed bathroom cleaning
- ✓ Additional buildup removal

Exact scope should match your company's service checklist.

Move-In Cleaning

Start fresh before settling into a new home.

Move-Out Cleaning

Professional cleaning for an empty home, apartment, or rental property.

Additional Services

[Inside Refrigerator]

[Inside Oven]

[Interior Windows]

[Cabinet Interiors]

[Other Add-On]

INSIDE PANEL 3 — HOW IT WORKS

GETTING STARTED IS SIMPLE

1. TELL US WHAT YOU NEED



Request an estimate online or contact our team.

[Estimate URL]

2. REVIEW YOUR CLEANING PLAN

We'll determine the appropriate service, scope, frequency, and pricing.

3. SCHEDULE YOUR CLEANING

Choose from available service dates or recurring schedules.

4. WE CLEAN

Our team follows the service instructions and cleaning checklist assigned to your job.

5. QUALITY FOLLOW-UP

[Describe your actual quality-control process.]

Examples:

Our team completes a final quality check before leaving.

or

Selected jobs may receive supervisor quality inspections.

Only describe processes the company actually follows.

INSIDE PANEL 4 — WHY CUSTOMERS CHOOSE US

WHY [COMPANY NAME]?

Choose the claims that are actually true for your business.

- ☐ Locally Owned
- ☐ Insured
- ☐ Trained Cleaning Team
- ☐ Defined Cleaning Checklists
- ☐ Quality-Control Process
- ☐ Easy Estimates
- ☐ Recurring Scheduling
- ☐ Online Payments
- ☐ Customer Support
- ☐ Commercial Cleaning Available
- ☐ Background-Check Process
- ☐ Satisfaction / Reclean Policy
- ☐ Other:

DON'T USE GENERIC CLAIMS JUST TO FILL SPACE

Instead of:

"We provide the highest-quality cleaning in town."

Use something specific:

"Every standard cleaning follows our defined room-by-room checklist."

Instead of:



"Our cleaners are the best."

Use:

"New cleaners complete our onboarding and field-training process before independent assignment."

Specific claims are more credible and easier to support.

INSIDE PANEL 5 — WHAT TO EXPECT

BEFORE YOUR CLEANING

We'll confirm:

Service Date: [Process]

Arrival Window: [Process]

Access Instructions: [Process]

Special Requests: [Process]

DURING YOUR CLEANING

Our team follows the service scope assigned to your property.

If we discover a condition that materially changes the work required, we'll follow our company's process for documenting and addressing it.

AFTER YOUR CLEANING

[Describe customer follow-up.]

Examples:

Service completion notification

Quality check

Receipt / invoice

Feedback request

Next recurring appointment

BACK PANEL — CONTACT

READY FOR A CLEANER HOME?

Request your estimate today.

[COMPANY NAME]

Phone: [Phone]

Email: [Email]

Website: [Website]

GET AN ESTIMATE

[QR CODE]

FOLLOW US

[Facebook]

[Instagram]

[Other Appropriate Channel]



SERVICE AREA

[Service Area]

COMMERCIAL BROCHURE VERSION

The same brochure framework can be adapted for commercial prospects.

COMMERCIAL FRONT COVER

PROFESSIONAL CLEANING FOR YOUR FACILITY

[Company Name]

Commercial and janitorial cleaning in [Service Area].

Request a Facility Walkthrough

[QR CODE]

[Phone]

[Commercial Website]

COMMERCIAL SERVICES

COMMERCIAL CLEANING

We provide cleaning services for facilities such as:

- ✓ Offices
- ✓ Professional Buildings
- ✓ Retail Locations
- ✓ Property Management
- ✓ Common Areas
- ✓ [Applicable Facility Type]

COMMON SERVICE AREAS

Services may include:

Offices

Restrooms

Break Rooms

Conference Rooms

Lobbies

Common Areas

Trash & Recycling

Carpet Care

Hard Floors

High-Touch Surfaces

Consumable Restocking

Periodic Services

Actual scope is established for each facility.

CUSTOMIZED SCOPE OF WORK



Commercial cleaning should not be sold as a vague promise to "clean the building."

We develop the service around factors such as:

Facility Size

Service Areas

Required Frequencies

Operating Hours

Restroom Volume

Flooring

Consumables

Security Requirements

Periodic Services

Special Facility Requirements

COMMERCIAL PROCESS

6. FACILITY WALKTHROUGH

We assess the property and discuss your requirements.

7. SCOPE & FREQUENCIES

We document the proposed cleaning tasks and service schedule.

8. PROPOSAL

You receive pricing and the proposed service plan.

9. IMPLEMENTATION

If approved, we coordinate access, scheduling, supplies, and service startup.

10. QUALITY MANAGEMENT

[Describe actual inspection / communication / corrective-action process.]

COMMERCIAL TRUST SECTION

Depending on your actual business:

☐ Certificate of Insurance Available

☐ Defined Scope of Work

☐ Cleaning Checklists

☐ Supervisor Inspections

☐ Issue Tracking

☐ Employee Training

☐ Security Procedures

☐ Background-Check Process

☐ Safety Program

☐ Commercial References Available

Do not check or advertise items that are not actually provided.

PROPERTY MANAGER VERSION



CLEANING SUPPORT FOR PROPERTY MANAGERS

Services may include:

- ✓ Turnover Cleaning
- ✓ Move-Out Cleaning
- ✓ Make-Ready Cleaning
- ✓ Common-Area Cleaning
- ✓ Recurring Property Cleaning
- ✓ Post-Construction Cleaning
- ✓ [Additional Service]

NEED A PROPERTY CLEANED?

[Property Manager QR Code]

[Contact Information]

REALTOR VERSION

CLEANING FOR LISTINGS, MOVES & CLOSINGS

Help prepare properties for:

- ✓ Listing Photos
- ✓ Showings
- ✓ Move-Out
- ✓ Move-In
- ✓ Closing
- ✓ Post-Renovation Cleanup

NEED A CLEANING PARTNER?

[Realtor Contact / QR Code]

VACATION RENTAL VERSION

TURNOVER CLEANING FOR SHORT-TERM RENTALS

Turnover services may include:

- ✓ Cleaning
- ✓ Linen Change
- ✓ Amenities / Restocking
- ✓ Damage Observations
- ✓ Staging
- ✓ Final Turnover Check

ASK ABOUT VACATION RENTAL SERVICE

[QR CODE]

CUSTOMER TESTIMONIAL PANEL

WHAT CUSTOMERS SAY

— [Customer Name / Initial, as appropriate]



— [Customer Name / Initial]

Only use genuine customer feedback with appropriate permission and disclosure.

REVIEW PROOF

Optional:

"[Short Customer Testimonial]"

"[Short Customer Testimonial]"

[Rating] average from [Number] reviews on [Platform]

or

More than [Number] customer reviews

Only use current, supportable figures.

Avoid printing ratings that will quickly become inaccurate unless the brochure will be updated regularly.

OPTIONAL PRICING PANEL

For companies that publish starting prices:

CLEANING OPTIONS

Service

Starting At

Standard Cleaning

\$

Deep Cleaning

\$

Move-Out Cleaning

\$

Recurring Cleaning

\$

Pricing Note

Final pricing may depend on property size, condition, service scope, frequency, add-ons, location, and other job requirements.

Only advertise "starting at" prices when customers can realistically obtain the advertised price under the disclosed conditions.

OPTIONAL SERVICE COMPARISON

Included

Standard

Deep

Move-Out

Kitchen Surfaces

✓

✓

✓

Bathrooms

✓

✓

✓

Dusting

✓

✓

✓

Floors

✓

✓

✓

Included

Standard

Deep

Move-Out

Baseboards

—

✓

✓

Detailed Doors

—

✓

✓

Cabinet Interiors

Add-On

Add-On

✓*

Appliance Interiors

Add-On

Add-On

✓*

*Customize this table to your actual service definitions.

This is particularly useful because it helps prevent customers from assuming every cleaning package includes every task.



BROCHURE CTA OPTIONS

Use one primary CTA per brochure.

Residential

GET MY CLEANING ESTIMATE

Commercial

REQUEST A FACILITY WALKTHROUGH

Property Management

REQUEST TURNOVER PRICING

Realtor

REQUEST CLEANING AVAILABILITY

Vacation Rental

DISCUSS TURNOVER SERVICE

QR CODE STRATEGY

Don't send every brochure to the homepage.

Use a destination that matches the audience.

Residential Brochure

[Website]/estimate

Commercial Brochure

[Website]/commercial-walkthrough

Realtor Brochure

[Website]/realtor

Property Manager Brochure

[Website]/property-management

Vacation Rental Brochure

[Website]/vacation-rental

Add campaign attribution where possible.

BROCHURE CAMPAIGN TRACKING

Brochure

Audience

Campaign

Leads

Estimates

Customers

Revenue

Residential

Homeowners

Commercial
Businesses

Realtor
Realtors

PM
Property
Managers

Track:
Lead Conversion Rate
Estimate Conversion Rate
Customer Acquisition Cost
Revenue
Recurring Revenue
Revenue by Brochure / Partner
PRINT PREPARATION CHECKLIST
Before printing:
☐ Company logo correct
☐ Brand colors correct
☐ Phone number tested
☐ Email correct
☐ Website correct
☐ QR code tested from printed proof
☐ Services accurate



- ☐ Service area accurate
- ☐ Claims verified
- ☐ Pricing current
- ☐ Offer terms current
- ☐ Photos licensed / approved
- ☐ Testimonials approved
- ☐ Spelling checked
- ☐ Fold positions reviewed
- ☐ Safe margins checked
- ☐ Bleed configured if required by printer

DIGITAL BROCHURE CHECKLIST

Before emailing or publishing:

- ☐ Links clickable
- ☐ QR code works
- ☐ File size reasonable
- ☐ Mobile readability checked
- ☐ Contact information current
- ☐ Accessibility considered
- ☐ Filename professional

Suggested filename:

[Company-Name]-Cleaning-Services.pdf

DESIGN GUIDANCE

A brochure should be easy to scan.

Prioritize:

Large headings

Short paragraphs

Service icons

Real company photography where appropriate

White space

Clear hierarchy

One primary CTA

Consistent branding

Avoid filling every available inch with text.

PHOTO & PRIVACY NOTICE

Do not assume permission to clean a customer's property includes permission to use photographs of that property in marketing.

Obtain appropriate authorization for customer-property photographs, testimonials,



employee photographs, logos, or other third-party content.

Review images for sensitive information before publication.

ADVERTISING NOTICE

Advertising claims should be accurate and supportable.

Insurance, bonding, background checks, certifications, environmental claims, guarantees, years in business, customer counts, review ratings, and similar claims should reflect the company's actual current practices and credentials.

TEMPLATE NOTICE

This brochure template is a general marketing resource and is not legal, advertising, privacy, intellectual-property, accessibility, or consumer-protection advice.

Customize it for your company's actual services, policies, qualifications, service area, and applicable requirements.

Template Version: 1.0

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For the library metadata:

For the eventual downloadable asset, I'd make the editable visual version the primary download, with the DOCX acting as the copy source. A brochure is one of the templates where visual quality really matters.

There's also a useful acquisition feature for TidyOps: give each brochure or partner its own QR destination and campaign ID. A cleaning company could then see Brochure → Lead → Estimate → Customer → Revenue → Recurring Revenue rather than treating offline marketing as an unmeasurable expense.

Template ID: TPL-MKT-007

Slug: cleaning-business-brochure-template

SEO Title: Cleaning Business Brochure Template | Free Editable Download

Meta Description: Download a free cleaning business brochure template for house cle

Category: Sales & Marketing

Formats: Editable Design, DOCX, PDF

Version: 1.0

Updated: 2026-09

Legal Review Flag: Advertising / privacy / claims disclaimer

Primary CTA: Turn Cleaning Inquiries Into Customers with TidyOps

Product Route: Leads / Estimates / Customers / Reporting