

Cleaning Estimate Follow Up Email And Text Templates

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.

CLEANING ESTIMATE FOLLOW-UP TEMPLATES

[YOUR COMPANY NAME]

[Phone Number]

[Email Address]

[Website]

Use these templates to follow up with prospective cleaning customers after sending an estimate or quote.

Replace all bracketed fields before sending.

RECOMMENDED FOLLOW-UP SEQUENCE

A simple starting sequence:

Day 0: Estimate sent

Day 1-2: Confirm receipt

Day 4-5: Helpful follow-up

Day 7-10: Decision follow-up

Before Expiration: Estimate-expiration reminder

Final Follow-Up: Close the loop

Adjust the timing to fit your sales cycle and customer preferences.

TEMPLATE 1 — ESTIMATE SENT

Subject

Your cleaning estimate from [Company Name]

Email

Hi [First Name],

Thanks for the opportunity to provide an estimate for cleaning your [home/property/office].

Your estimate for [Service Type] is ready.

Estimated Price: [Price]



Service Frequency: [Frequency]

Preferred Start Date: [Date, if applicable]

You can review the estimate here:

[Estimate Link]

If you have any questions about the scope, pricing, or scheduling, just reply to this email or contact us at [Phone Number].

Thank you,

[Sender Name]

[Company Name]

TEMPLATE 2 — CONFIRM RECEIPT

Subject

Did you receive your cleaning estimate?

Email

Hi [First Name],

I wanted to make sure you received the cleaning estimate we sent for [Service Type] at [Property / Address].

If you have any questions about what is included, pricing, or scheduling, I'd be happy to help.

You can review the estimate here:

[Estimate Link]

Thanks,

[Sender Name]

[Company Name]

TEMPLATE 3 — SHORT TEXT MESSAGE

Hi [First Name], this is [Sender Name] with [Company Name]. I wanted to make sure you received the cleaning estimate we sent. Let me know if you have any questions about the service or pricing. [Estimate Link]

TEMPLATE 4 — HELPFUL FOLLOW-UP

Subject

Any questions about your cleaning estimate?

Email

Hi [First Name],

I wanted to follow up on the estimate for your [Service Type].

If you're comparing options, one thing worth checking is exactly what each cleaning service includes. Our estimate covers:

[Key Service / Benefit 1]

[Key Service / Benefit 2]

[Key Service / Benefit 3]

If you want to change the service scope, frequency, or add-ons, let me know and we can update the estimate.

[Estimate Link]

Best,

[Sender Name]

[Company Name]

TEMPLATE 5 — RECURRING CLEANING FOLLOW-UP

Subject

Ready to set up your recurring cleaning?

Email

Hi [First Name],

I wanted to check in about the recurring cleaning estimate we sent.

Your proposed service is:

Frequency: [Weekly / Every 2 Weeks / Every 4 Weeks]

Price Per Visit: [Price]

Service: [Service Type]

If you'd like to move forward, we can confirm your first cleaning and reserve your recurring schedule.

[Accept Estimate / Schedule Service Link]

If you have questions or would like to compare another frequency, just let me know.

Thanks,

[Sender Name]

[Company Name]

TEMPLATE 6 — OFFER ALTERNATIVE FREQUENCIES

Subject

Would another cleaning schedule work better?

Email

Hi [First Name],

I wanted to follow up on your cleaning estimate.

If the original service frequency isn't quite right, we may be able to adjust the schedule.

For example:

Weekly: [Price] per visit

Every 2 Weeks: [Price] per visit

Every 4 Weeks: [Price] per visit

The exact options available will depend on your property and service needs.

If you'd like, reply with the schedule you're considering and we can update the estimate.

Thanks,

[Sender Name]

TEMPLATE 7 — CUSTOMER HAS PRICE CONCERNS

Subject

A few options for your cleaning service

Email

Hi [First Name],

Thanks for letting me know you're reviewing the price.

If you'd like, we can look at the service scope together and see whether another option would better fit what you need.

Possible adjustments could include:

- Changing the cleaning frequency
- Removing optional add-ons
- Prioritizing specific areas
- Separating deep-cleaning work from recurring service
- Adjusting the initial service scope

We want the service to be clear before you book rather than surprising you later.

Let me know if you'd like us to revise the estimate.

Best,

[Sender Name]

TEMPLATE 8 — DEEP CLEAN FOLLOW-UP

Subject

Your deep cleaning estimate

Email

Hi [First Name],

I wanted to follow up on the deep cleaning estimate we prepared for your property.

Deep cleaning generally involves more detailed work than routine maintenance cleaning, so the estimate reflects the additional time required for the agreed scope.

Your estimate includes:

[Deep Cleaning Item]

[Deep Cleaning Item]

[Deep Cleaning Item]

If there are areas you'd like to add or remove, we can update the scope before scheduling.

[Estimate Link]

Thanks,

[Sender Name]

TEMPLATE 9 — MOVE-OUT CLEANING FOLLOW-UP

Subject

Your move-out cleaning estimate

Email

Hi [First Name],

I'm following up on your move-out cleaning estimate for [Service Address].

Your requested service date is [Date].

If you'd like to reserve that date, please review and approve the estimate here:

[Estimate Link]

Availability can change as the date approaches, so confirming early helps us plan the appropriate crew and service time.

If your move-out schedule has changed, let us know and we'll check availability.

Thanks,
[Sender Name]

TEMPLATE 10 — COMMERCIAL ESTIMATE FOLLOW-UP

Subject

Following up on the cleaning proposal for [Facility Name]

Email

Hi [First Name],

I wanted to follow up on the cleaning proposal we submitted for [Facility Name].

The proposed scope includes:

[Service Frequency]

[Primary Scope Item]

[Primary Scope Item]

[Periodic Service, if applicable]

If your team has questions about the scope, service schedule, consumables, pricing, or implementation, I'd be happy to review the proposal with you.

Please let me know if there is anything else you need from us during your evaluation.

Regards,

[Sender Name]

[Title]

[Company Name]

TEMPLATE 11 — COMMERCIAL DECISION-DATE FOLLOW-UP

Subject

Cleaning proposal follow-up — [Facility Name]

Email

Hi [First Name],

I'm checking in regarding our proposal for [Facility Name].

When we last spoke, you expected to review cleaning proposals around [Decision Date].

Is that timing still accurate?



If you need revised pricing, an updated scope, insurance documentation, references, or another walkthrough, let me know and we'll provide what we can.

Thank you,

[Sender Name]

TEMPLATE 12 — ESTIMATE EXPIRING SOON

Subject

Your cleaning estimate expires on [Date]

Email

Hi [First Name],

Just a quick reminder that the cleaning estimate we prepared for you is currently valid through [Expiration Date].

If you'd like to move forward under the current estimate, you can review it here:

[Estimate Link]

If you need more time or your cleaning needs have changed, reply and we can review the estimate with you.

Thanks,

[Sender Name]

TEMPLATE 13 — SHORT EXPIRATION TEXT

Hi [First Name], just a reminder from [Company Name] that your cleaning estimate is valid through [Date]. You can review it here: [Estimate Link]. Let us know if you have any questions.

TEMPLATE 14 — NO RESPONSE FOLLOW-UP

Subject

Still considering cleaning service?

Email

Hi [First Name],

I wanted to check whether you're still considering cleaning service for [Property / Service Type].

If you're still interested, we'd be happy to answer questions or update the estimate if anything has changed.



If you've decided not to move forward, that's completely fine too. A quick reply helps us keep our records current.

Your estimate:

[Estimate Link]

Thanks,

[Sender Name]

TEMPLATE 15 — FINAL FOLLOW-UP

Subject

Closing the loop on your cleaning estimate

Email

Hi [First Name],

I haven't heard back regarding the cleaning estimate we sent, so I'll close out our follow-up for now.

If you still need cleaning service later, you're welcome to reach back out. We can review availability and update the estimate if needed.

Thanks again for considering [Company Name].

Best,

[Sender Name]

TEMPLATE 16 — FINAL FOLLOW-UP TEXT

Hi [First Name], this is [Sender Name] from [Company Name]. I'm closing the loop on the cleaning estimate we sent. If you still need service later, feel free to reach out and we'll be happy to help.

TEMPLATE 17 — ESTIMATE ACCEPTED

Subject

You're booked with [Company Name]

Email

Hi [First Name],

Thank you for accepting your cleaning estimate.

Here's what happens next:

Service: [Service Type]



Date: [Service Date]

Arrival Window: [Arrival Window]

Price: [Price]

Before your service, we'll send any additional arrival or preparation information you need.

If anything changes before your appointment, contact us at [Phone / Email].

We look forward to helping you.

[Company Name]

TEMPLATE 18 — ACCEPTED, SCHEDULING STILL NEEDED

Subject

Let's schedule your cleaning

Email

Hi [First Name],

Thank you for accepting your estimate.

The next step is choosing your service date.

Current availability includes:

[Option 1]

[Option 2]

[Option 3]

Reply with your preferred option or use this link:

[Scheduling Link]

Once the date is confirmed, we'll send your booking details.

Thanks,

[Sender Name]

TEMPLATE 19 — LOST TO COMPETITOR

Subject

Thank you for considering [Company Name]

Email

Hi [First Name],

Thanks for letting us know.



We appreciate the opportunity to provide an estimate, and I hope your cleaning service works out well.

If your needs change in the future, feel free to reach back out. We'd be happy to prepare an updated estimate based on your needs at that time.

Best,

[Sender Name]

TEMPLATE 20 — NOT READY YET

Subject

We'll check back later

Email

Hi [First Name],

Thanks for the update.

I've noted that you're not ready to schedule cleaning service yet.

If it's helpful, we can follow up around [Month / Date]. If your plans change before then, just contact us anytime.

Thanks,

[Sender Name]

FOLLOW-UP PERSONALIZATION FIELDS

Useful fields include:

[First Name]

[Company Name]

[Service Type]

[Service Address]

[Estimate Amount]

[Estimate Number]

[Estimate Link]

[Expiration Date]

[Requested Date]

[Frequency]

[Price Per Visit]

[Sender Name]

[Scheduling Link]

FOLLOW-UP BEST PRACTICES

Keep messages short and useful.

Avoid sending repeated messages that say only “just following up.”

Each follow-up should ideally provide a reason to respond, such as:

- Answering questions
- Clarifying scope
- Offering schedule options
- Reviewing frequency
- Updating an estimate
- Reminding the customer of an expiration date

Stop routine sales follow-up when a customer asks not to be contacted.

COMMUNICATION & MARKETING NOTICE

These templates are general business examples and are not legal or marketing-compliance advice.

Email, SMS, telephone, automated messaging, and marketing communications may be subject to consent, identification, opt-out, telemarketing, privacy, recordkeeping, and other requirements depending on jurisdiction and communication method.

Service-related communication and promotional marketing may be treated differently under applicable rules.

Businesses should configure their communication practices appropriately and honor valid opt-out requests.

Template Version: 1.0

Updated: September 2026

Template ID: TPL-MKT-001

Provided by TidyOps