

Cleaning Profit Margin Calculator Template Specification

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 PROFIT MARGIN CALCULATOR

Template ID: TPL-PRI-003

Version: 1.0

Updated: September 2026

Provided by TidyOps

1. JOB INFORMATION

Customer / Job Name:

Service Type:

- ☐ Standard Cleaning
- ☐ Deep Cleaning
- ☐ Move-In / Move-Out
- ☐ Commercial Cleaning
- ☐ Airbnb / Turnover
- ☐ Post-Construction
- ☐ Other

Job Price: \$

Frequency:

- ☐ One-Time
 - ☐ Weekly
 - ☐ Every 2 Weeks
 - ☐ Every 4 Weeks
 - ☐ Monthly
-

2. LABOR

Number of Cleaners:



Hours Per Cleaner:

Total Labor Hours: Calculated

Average Hourly Wage: \$

Payroll Burden: %

Loaded Labor Cost Per Hour: Calculated

Total Labor Cost: Calculated

3. SUPPLIES

Expense	Cost
Cleaning chemicals	\$
Disposable supplies	\$
Laundry / linens	\$
Trash liners	\$
Other	\$

Total Supplies: Calculated

4. TRAVEL

Mileage Cost: \$

Paid Travel Labor: \$

Parking / Tolls: \$

Total Travel Cost: Calculated

5. OTHER JOB COSTS

Payment Processing: \$

Equipment / Rental: \$

Contract Labor: \$

Allocated Overhead: \$

Other Cost: \$

6. TOTAL JOB COST

Cost Category	Amount
Labor	\$
Supplies	\$

Travel	\$
Processing	\$
Equipment	\$
Contract Labor	\$
Overhead	\$
Other	\$

TOTAL COST

\$

7. PROFITABILITY RESULTS

Revenue: \$

Total Cost: \$

Estimated Profit: \$

Profit Margin: %

Revenue Per Labor Hour: \$

Profit Per Labor Hour: \$

Labor Cost % of Revenue: %

Supplies % of Revenue: %

Total Cost % of Revenue: %

8. TARGET MARGIN CHECK

Target Profit Margin: %

Required Price at Target Margin

\$

Difference From Current Price

\$

Status

- ☐ Strong Margin
- ☐ Meets Target
- ☐ Near Target
- ☐ Below Target
- ☐ Losing Money

9. PRICE IMPROVEMENT

If the current job is below the target margin, the calculator should display:

Current Price: \$

Recommended Minimum Price: \$

Required Increase: \$

Required Increase %: %

10. RECURRING JOB IMPACT

For recurring jobs:

Visits Per Month: Calculated

Monthly Revenue: Calculated

Monthly Cost: Calculated

Monthly Profit: Calculated

Annual Revenue: Calculated

Annual Cost: Calculated

Annual Profit: Calculated

This is especially important because a small pricing mistake becomes much larger across a recurring customer relationship.

11. CUSTOMER / JOB COMPARISON

The workbook should allow several jobs to be compared side-by-side.

Customer / Job	Price	Labor Hours	Cost	Profit	Margin	Revenue / Labor Hour
Job 1	\$		\$	\$	%	\$
Job 2	\$		\$	\$	%	\$
Job 3	\$		\$	\$	%	\$
Job 4	\$		\$	\$	%	\$

12. PROFITABILITY FLAGS

The spreadsheet should clearly flag:

Red: Negative profit or severe underpricing

Orange: Below target margin

Yellow: Near target margin

Green: Meets or exceeds target

This gives owners a quick visual way to identify problem accounts.

IMPORTANT FORMULA

Profit Margin:

Profit ÷ Revenue

Example:

Revenue = \$200

Total Cost = \$150

Profit = \$50

Profit Margin:

$\$50 \div \$200 = 25\%$

WHY THIS MATTERS

A cleaning job can generate revenue without generating enough profit.

A job that looks good at \$200 may be poorly priced if it requires:

- Too many labor hours
- Excess travel
- High supply usage
- Rework
- Extra unpaid tasks
- Frequent customer requests
- Excess administrative time

Tracking profit at the job level helps identify which customers, services, and pricing structures are working.

DISCLAIMER

This calculator provides estimates based on user-entered assumptions.

Actual profitability may differ due to payroll taxes, workers' compensation, insurance, overhead, refunds, cancellations, rework, taxes, and other business expenses.

This template is for general business-planning purposes and is not accounting, tax, financial, or legal advice.

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