

Cleaning Service Flyer 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.

marketing need than the copy libraries: a practical one-page flyer a cleaning company can customize for neighborhood marketing, community boards, local partnerships, leave-behinds, and digital distribution.

The key is to make the copy conversion-focused rather than stuffing the flyer with every service the company offers.

Template ID: TPL-MKT-006

Version: 1.0

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Provided by TidyOps

PRIMARY RESIDENTIAL CLEANING FLYER

NEED A CLEANER HOME WITHOUT GIVING UP YOUR FREE TIME?

Professional Cleaning from [Company Name]

Spend less time cleaning and more time doing what matters to you.

We provide dependable professional cleaning for homes in [Service Area].

OUR CLEANING SERVICES

- ✓ Recurring House Cleaning
- ✓ Deep Cleaning
- ✓ Move-In Cleaning
- ✓ Move-Out Cleaning
- ✓ [Additional Service]
- ✓ [Additional Service]

RECURRING CLEANING OPTIONS

Weekly

Every Two Weeks

Every Four Weeks

[Other Available Frequency]

WHY CHOOSE [COMPANY NAME]?

- ✓ [Benefit / Differentiator]
- ✓ [Benefit / Differentiator]
- ✓ [Benefit / Differentiator]



✓ [Benefit / Differentiator]

Use specific, supportable differentiators.

Examples might include:

Insured cleaning company

Trained cleaning team

Detailed cleaning checklists

Easy online estimates

Quality inspections

Locally owned

Only use claims that accurately describe the business.

READY FOR A CLEANER HOME?

Get Your Cleaning Estimate

Scan Here

[QR CODE]

[Website / Estimate URL]

Call or Text: [Phone Number]

Email: [Email Address]

Serving:

[City] • [City] • [Neighborhood] • [Service Area]

ALTERNATE HEADLINES

Test different headlines rather than redesigning the entire flyer.

Convenience

LET US HANDLE THE CLEANING

Spend your free time doing something other than scrubbing bathrooms.

Benefit

COME HOME TO CLEAN

Professional house cleaning in [City].

Time

GET YOUR WEEKEND BACK

Recurring home cleaning from [Company Name].

Simple

LOOKING FOR A HOUSE CLEANER?

Professional cleaning available in [Service Area].

Local

PROFESSIONAL HOUSE CLEANING IN [CITY]

Request your cleaning estimate today.

DEEP CLEANING FLYER



DOES YOUR HOME NEED A RESET?

Deep Cleaning from [Company Name]

Our deep cleaning service is designed for homes that need more detailed attention than a routine maintenance clean.

DEEP CLEANING MAY INCLUDE

- ✓ Baseboards
- ✓ Doors and frames
- ✓ Detailed kitchen cleaning
- ✓ Detailed bathroom cleaning
- ✓ Cabinet fronts
- ✓ Fixtures
- ✓ Detailed dusting
- ✓ Floors
- ✓ [Company-Specific Task]

Exact scope varies by company and property.

REQUEST A DEEP CLEANING ESTIMATE

[QR CODE]

[Estimate URL]

[Phone]

Serving [Service Area]

MOVE-OUT CLEANING FLYER

MOVING?

LET US HANDLE THE CLEANING.

Moving already gives you enough to do.

[Company Name] provides professional move-out cleaning for:

- ✓ Renters
- ✓ Homeowners
- ✓ Landlords
- ✓ Realtors
- ✓ Property Managers

SERVICE MAY INCLUDE

- ✓ Kitchen cleaning
- ✓ Appliance cleaning
- ✓ Cabinets and drawers
- ✓ Bathrooms
- ✓ Closets
- ✓ Floors



- ✓ Baseboards
- ✓ Final property cleaning

[QR CODE]

GET A MOVE-OUT CLEANING QUOTE

[Website]

[Phone]

MOVE-IN CLEANING FLYER

START FRESH IN YOUR NEW HOME

Before the boxes arrive, let [Company Name] help prepare your new space.

MOVE-IN CLEANING

- ✓ Kitchen
- ✓ Bathrooms
- ✓ Cabinets
- ✓ Closets
- ✓ Floors
- ✓ Interior surfaces
- ✓ [Additional Scope]

CHECK AVAILABILITY

[QR CODE]

[Website]

[Phone]

RECURRING CLEANING FLYER

STOP SPENDING YOUR WEEKEND CLEANING

Recurring Cleaning from [Company Name]

Choose a schedule that works for your household.

Weekly Cleaning

[Short benefit]

Every-Two-Week Cleaning

[Short benefit]

Every-Four-Week Cleaning

[Short benefit]

GET STARTED

Request an estimate:

[QR CODE]

[Website]

[Phone]

NEW-CUSTOMER OFFER FLYER



TRY [COMPANY NAME]

[OFFER]

For new qualifying customers:

[Example: \$ Off Your First Eligible Cleaning]

or

[Example: % Off Qualifying Service]

Offer Details

Valid through: [Date]

Eligible service: [Service]

Minimum purchase: [Amount, if applicable]

Other material conditions:

[Terms]

REQUEST AN ESTIMATE

[QR CODE]

[Website]

[Phone]

Do not display a promotion without making material eligibility conditions reasonably clear.

NEIGHBORHOOD FLYER

WE'RE CLEANING HOMES IN YOUR AREA

[Company Name] provides professional house cleaning in [Neighborhood / City].

SERVICES

- ✓ Recurring Cleaning
- ✓ Deep Cleaning
- ✓ Move-In / Move-Out Cleaning
- ✓ [Service]

NEED HELP WITH YOUR HOME?

Request an estimate:

[QR CODE]

[Website]

[Phone]

Locally serving [Area]

Avoid implying that specific neighbors are customers unless you have appropriate permission.

APARTMENT / CONDO FLYER

CLEANING FOR YOUR APARTMENT OR CONDO

Professional cleaning without giving up your day.

AVAILABLE SERVICES



- ✓ Routine Cleaning
- ✓ Deep Cleaning
- ✓ Move-In Cleaning
- ✓ Move-Out Cleaning

Serving apartments and condos in:

[Area / Building Area]

REQUEST AN ESTIMATE

[QR CODE]

[Website]

[Phone]

REALTOR PARTNER FLYER

CLEANING SUPPORT FOR REAL ESTATE PROFESSIONALS

[Company Name]

Help get properties ready for:

- ✓ Listings
- ✓ Showings
- ✓ Closings
- ✓ Move-Ins
- ✓ Move-Outs

SERVICES

Move-Out Cleaning

Move-In Cleaning

Deep Cleaning

Post-Construction / Renovation Cleaning

[Other Applicable Service]

CONTACT

[Representative]

[Phone]

[Email]

[QR CODE]

PROPERTY MANAGER FLYER

TURNOVER CLEANING FOR PROPERTY MANAGERS

[Company Name] helps property managers prepare units for incoming residents.

SERVICES MAY INCLUDE

- ✓ Move-Out Cleaning
- ✓ Turnover Cleaning
- ✓ Make-Ready Cleaning



- ✓ Appliance Cleaning
- ✓ Interior Cabinets
- ✓ Floors
- ✓ Final Inspection Support

REQUEST PRICING

[Commercial / Property Manager QR Code]

[Phone]

[Email]

OFFICE CLEANING FLYER

DOES YOUR OFFICE NEED A BETTER CLEANING PLAN?

Commercial Cleaning from [Company Name]

Cleaning services for businesses in [Service Area].

COMMON SERVICE AREAS

- ✓ Offices
- ✓ Restrooms
- ✓ Break Rooms
- ✓ Conference Rooms
- ✓ Common Areas
- ✓ Floors
- ✓ Trash & Recycling

REQUEST A FACILITY WALKTHROUGH

[QR CODE]

[Commercial Website]

[Phone]

[Email]

VACATION RENTAL FLYER

TURNOVER CLEANING FOR VACATION RENTALS

Keep your next guest arrival on track.

TURNOVER SERVICES MAY INCLUDE

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

Serving hosts and property managers in [Area].

ASK ABOUT TURNOVER SERVICE



[QR CODE]

[Phone]

[Website]

DOOR-HANGER VERSION

FRONT

NEED A HOUSE CLEANER?

Professional home cleaning in [Area]

✓ Recurring

✓ Deep Cleaning

✓ Move-In / Move-Out

GET AN ESTIMATE

[QR CODE]

[Phone]

[Company Name]

BACK

SPEND LESS TIME CLEANING

Choose from:

Weekly

Every Two Weeks

Every Four Weeks

One-Time Cleaning

Request pricing:

[Website]

[QR CODE]

[Phone]

LEAVE-BEHIND FLYER

THANK YOU FOR CHOOSING [COMPANY NAME]

Need another cleaning?

BOOK YOUR NEXT SERVICE

[Booking QR Code]

Want regular help?

ASK ABOUT RECURRING CLEANING

[Recurring Service Link]

Know someone who needs a cleaner?

SHARE OUR REFERRAL LINK

[Referral QR Code]

Questions?

[Phone]

[Email]

QR CODE CTA OPTIONS

Instead of a generic "Scan Me," use a specific action:

SCAN FOR A CLEANING ESTIMATE

SCAN TO CHECK AVAILABILITY

SCAN TO REQUEST SERVICE

SCAN FOR COMMERCIAL CLEANING

SCAN TO BOOK YOUR NEXT CLEANING

SCAN TO SEE WHAT'S INCLUDED

The destination should match the CTA.

WHAT TO PUT ON THE FLYER

A strong cleaning flyer usually needs only:

1. Clear headline

Tell the customer what you're offering.

2. Primary benefit

Why should they care?

3. Services

Keep the list focused.

4. Trust signals

Use only claims you can support.

5. Service area

Help prospects determine whether they're eligible.

6. Call to action

Give the reader one obvious next step.

7. QR code

Send them directly to the appropriate landing page.

WHAT NOT TO PUT ON THE FLYER

Avoid turning the flyer into the entire website.

Usually unnecessary:

Every individual cleaning task

Full company history

Long policy descriptions

Multiple competing offers

Several unrelated CTAs

Large paragraphs

Tiny legal text



Unsupported claims

Generic stock copy

The flyer has one job: get the right prospect to take the next step.

FLYER DISTRIBUTION TRACKING

Use a unique QR code, URL, campaign code, or source value where practical.

Campaign

Area /

Partner

Quantity

QR / URL

Leads

Customers

Revenu

Neighborhood

A

[Area]

500

[Code]

Realtor

[Partner]

100

[Code]

Community

Board

[Location]

50

[Code]

Cost Per Lead

Campaign Cost ÷ Leads

\$

Customer Acquisition Cost



Campaign Cost ÷ New Customers

\$

Revenue Per Flyer

Attributed Revenue ÷ Flyers Distributed

\$

CAMPAIGN SOURCE FIELDS

Useful attribution values:

Campaign:

Distribution Area:

Partner:

QR Code:

Landing Page:

Offer Code:

Start Date:

End Date:

This makes offline marketing measurable instead of simply printing 5,000 flyers and hoping they worked.

DESIGN GUIDELINES

Use:

Large, readable headline

High-contrast text

One strong photo or visual

Plenty of white space

Short service list

Visible company name

Prominent CTA

Easy-to-scan QR code

Readable phone number

Consistent company branding

For printed flyers, test the QR code from the actual printed proof before ordering a large quantity.

PHOTO & CLAIMS NOTICE

Use photos you have the right to use.

Obtain appropriate permission before using customer-property photos, employee images, testimonials, or other third-party content.

Avoid unsupported claims such as:

"Best cleaner in [City]"



"Guaranteed lowest price"

"100% safe"

"Chemical free"

"Non-toxic"

unless the business has a reasonable basis for making the specific claim.

DISTRIBUTION NOTICE

Flyer, door-hanger, mailbox, vehicle, apartment, HOA, solicitation, and commercial-property distribution rules can vary by jurisdiction and property.

Do not place marketing materials where distribution is prohibited.

In the United States, for example, businesses should not assume they can place unstamped advertising material inside residential mailboxes.

PROMOTION NOTICE

If the flyer advertises a discount, free service, credit, limited-time offer, starting price, or other promotion, disclose material conditions appropriately.

Prices and availability should be current and accurate.

TEMPLATE NOTICE

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

Customize the flyer for your services, market, brand, service area, and applicable requirements.

Template Version: 1.0

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Provided by TidyOps

For the library metadata:

For this one, I'd go beyond DOCX/PDF and eventually provide an editable visual design as well. The landing page can show the copy variations, while the download gives users something they can actually put their logo, colors, QR code, phone number, and service area into.

Template ID: TPL-MKT-006

Slug: cleaning-service-flyer-template

SEO Title: Free Cleaning Service Flyer Template | Editable Examples

Meta Description: Download a free cleaning service flyer template with examples for

Category: Sales & Marketing

Formats: DOCX, PDF, Editable Design

Version: 1.0

Updated: 2026-09



Legal Review Flag: Advertising / distribution disclaimer

Primary CTA: Turn Cleaning Leads Into Customers with TidyOps

Product Route: Leads / Customers / Estimates / Reporting

There's also a useful TidyOps connection without turning TidyOps into design software: each flyer campaign can use a unique estimate URL or QR code carrying a campaign/source ID. When someone requests an estimate, TidyOps can attribute the lead, customer, and resulting revenue back to that specific flyer campaign. That gives a cleaning company a real answer to whether those 1,000 door hangers actually made money.