Read This First

This page is for you. Don't send it to your client.

What this is

A one-page price list you can send to new enquiries, take to viewings, and put on your booking page or social media. It answers the question every enquiry starts with, "how much do you charge?", without you having to type the same message twenty times.

It is deliberately a guide, not a quote. It gives people a clear idea of your prices so the wrong enquiries filter themselves out and the right ones come to you already expecting the right number.

How to use it

- **Page 2** is the blank price list. Fill in your own prices, print it or save it as a photo, and share it.
- **Page 3** is a completed example so you can see what a finished one looks like. Don't send that page to a client.
- Put a "prices valid from" date on it and review it once a year. That makes a price rise a routine update rather than an awkward announcement.
- Keep it to one page. If a client wants detail, that is what the quote is for.

Setting your prices

Hourly rate first. Everything else comes from it. If you have not worked yours out properly, the free Cleaning Hourly Rate Calculator on the Clarito website does it from your income goal, your available hours and your real costs.

Then show typical prices. Most clients do not think in hours. "A 3 bed, 2 bath house is usually around £66 a visit" is far more useful to them than "£22 an hour". The blank list has space for three typical property sizes.

Use "from" for deep cleans. Deep cleans and end of tenancy cleans vary too much to fix in advance. A "from" price sets expectations and the quote confirms the rest.

Price extras separately. Inside the oven, inside the fridge, internal windows. Clients like being able to add them, and you get paid for the time.

Where to use it

- Reply to enquiries with the price list attached, then offer a viewing.
- Take a printed copy to viewings so the conversation about money is easy.
- Pin it on your Facebook page or link it from your booking page.

A note on this template

The prices in the example are illustrative and not a recommendation. What you charge depends on your area, your costs and the level of service you offer.

If you use Clarito, your service types and prices are stored once and used automatically on every quote and booking, and your public booking page shows them to new clients.

Price List

Fill in your own prices, then share it with clients and use it at viewings.

Business name: _____ **Area covered:** _____

Contact: _____ **Prices valid from:** _____

Regular cleaning (weekly, fortnightly or four-weekly)

Service	Price
Hourly rate	
Minimum visit	
Typical 2 bed / 1 bath	
Typical 3 bed / 2 bath	
Typical 4 bed / 2 bath	

Regular prices are guides. Every home is different, so a firm price is confirmed after a quick viewing or a few photos.

Deep clean and end of tenancy

Property size	Deep clean from	End of tenancy from
1 bedroom		
2 bedrooms		
3 bedrooms		
4 bedrooms		

Prices depend on the condition of the property. Larger or heavily soiled properties are quoted individually.

Extras

Extra	Price
Inside oven	
Inside fridge or freezer	
Inside windows	
Changing bed linen (per bed)	
Ironing (per hour)	
Laundry (per load)	

Good to know

Products: _____ **Cancellations:** _____

Payment: _____ **Insurance:** _____

Price List

COMPLETED EXAMPLE so you can see what a finished price list looks like. Do not send this page to a client.

Business name: *Brightside Cleaning*

Area covered: *Basingstoke and surrounding villages*

Contact: *Sam Taylor, 07700 900123*

Prices valid from: *1 April 2026*

Regular cleaning (weekly, fortnightly or four-weekly)

Service	Price
Hourly rate	*£22*
Minimum visit	*2 hours (£44)*
Typical 2 bed / 1 bath, weekly	*£44 per visit*
Typical 3 bed / 2 bath, weekly	*£66 per visit*
Typical 4 bed / 2 bath, weekly	*£88 per visit*

Regular prices are guides. Every home is different, so a firm price is confirmed after a quick viewing or a few photos.

Deep clean and end of tenancy

Property size	Deep clean from	End of tenancy from
1 bedroom	*from £120*	*from £150*
2 bedrooms	*from £160*	*from £200*
3 bedrooms	*from £210*	*from £260*
4 bedrooms	*from £260*	*from £320*

Prices depend on the condition of the property. Larger or heavily soiled properties are quoted individually.

Extras

Extra	Price
Inside oven	*£35*
Inside fridge or freezer	*£15*
Inside windows (whole house)	*£25*
Changing bed linen (per bed)	*£5*
Ironing (per hour)	*£18*
Laundry (per load, wash and fold)	*£10*

Good to know

Products: *All products included*

Cancellations: *48 hours' notice*

Payment: *Direct Debit, invoiced monthly*

Insurance: *£2 million public liability*