



Janitorial Business Startup Checklist



Use this step-by-step checklist to go from side hustle to commercial contracts.
Print it, save it, and check items off as you go!

Step 1: Research Your Market

- ☐ Identify competitors in your area
- ☐ Define your target customers (medical offices, corporate offices, etc.)
- ☐ Pick your niche (green cleaning, specialty services, etc.)

Notes:

Step 2: Define Services & Pricing

- ☐ List standard services (sweeping, mopping, restrooms, trash, dusting)
- ☐ Decide on specialty add-ons (floor waxing, carpet cleaning, sanitization)
- ☐ Choose a pricing method (hourly, flat, room, or sq. footage)

Notes:

Step 3: Write Your Business Plan

- ☐ Executive summary
- ☐ Market research + competitive analysis
- ☐ Service list & pricing strategy
- ☐ Marketing plan
- ☐ Financial projections (startup budget + revenue goals)

Notes:

Step 4: Register Your Business

- ☐ Choose a name
- ☐ Purchase your domain
- ☐ Decide on a structure (LLC recommended for liability protection)
- ☐ Register with state & local agencies
- ☐ Get an EIN from the IRS

Notes:

Step 5: Get Licensed & Certified

- ☐ Apply for local business license
- ☐ Obtain a vendor's license (for sales tax, if required)
- ☐ Look into certifications (IJCSEA, IICRC)

Notes:

Step 6: Secure Insurance & Bonding

- ☐ General Liability Insurance (injuries & property damage)
- ☐ Workers' Compensation (if hiring employees)
- ☐ Tools & Equipment coverage
- ☐ Commercial Auto (for your work vehicle)
- ☐ Janitorial Bond (often required for contracts)

Notes:

Step 7: Plan Startup Costs & Buy Equipment

- ☐ Budget for ~\$3,500 startup costs
- ☐ Buy supplies (cleaners, gloves, mop, vacuum, wet floor signs)
- ☐ Purchase uniforms or branded shirts

Notes:

Step 8: Build Your Brand

- ☐ Design a logo + pick brand colors
- ☐ Create business cards, flyers, and vehicle signage
- ☐ Set up your website + Google Business Profile

Notes:

Step 9: Decide on Staffing

- ☐ Start solo OR hire a team
- ☐ Conduct background checks on employees
- ☐ Provide training + safety protocols

Notes:

Step 10: Get Clients & Grow

- ☐ Reach out to local businesses (dentist, gyms, offices)
- ☐ Ask for referrals + offer discounts
- ☐ Promote with social media ("before/after" photos, timelapse videos)
- ☐ Join the Chamber of Commerce & networking events

Notes: