



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 (IICSA, 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: