

Why most STR cleaners *underprice.*

Five causes, and only one of them is about the number itself. Price is not something you pick — it is something you build, from cost upward.

They price from wages

Payroll burden, supervision, non-billable time, and owner labor are left out.

They copy local competitors

A number is copied without knowing that competitor's standards, staffing, costs, or profitability.

They price only the visible cleaning

Travel, laundry, communication, photos, inspection, restocking, and scheduling disappear from the estimate.

They fear losing the account

The price drops before the customer has explained the actual objection.

They never compare estimate to reality

A clean priced for three hours quietly takes four and a half — for months.

BLUEPRINT PRINCIPLE

Revenue is what the customer pays. Profit is what remains after the company pays for everything required to keep its promise.



From the **free** STR Cleaning Blueprint™
427 pages · 13 chapters · 109 editable tools

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