

Professional consulting and business advisory services

Professional Consulting and Business Advisory Services for Cleaning Entrepreneurs

Overview

Professional Consulting and Business Advisory Services is our signature, high-value consulting offering, built specifically for entrepreneurs and ambitious professionals who have observed our thriving cleaning business in the Phoenix metro area and now aspire to launch or expand their own cleaning company. Unlike generic coaching programs or rigid franchise models, this service delivers **bespoke, one-on-one business mentoring**, operational consulting, and market-specific business building tailored for cleaning and facility services founders. Clients are guided by a seasoned industry expert with proven success launching and scaling cleaning businesses in one of America's most competitive metro areas-Phoenix, Arizona.

Positioned as a peer-to-peer partnership between experienced business owners and entrepreneurial newcomers, this *unregulated*, boutique advisory service focuses on **real-world results, streamlined business launches, and sustainable growth**. Whether you want to open a partner branch, operate a licensed location, or independently replicate our proven business systems in your market, this service is the direct route to long-term cleaning industry success.

Premium pricing (\$1,000-\$10,000+) reflects the depth of personal attention, strategic customization, hands-on operational support, and tangible business growth outcomes provided. If you're ready to bypass years of trial-and-error and move straight into market leadership, our Professional Consulting and Business Advisory Services is your ultimate launching pad.

Why Choose Us: Our Local Expertise and Proven Track Record

Our cleaning company has established a reputation for **exceptional service, operational excellence, and client satisfaction throughout the Phoenix metro area**. Entrepreneurs trust us not only for our cleaning results but for our ability to create sustainable, scalable, and profitable business models. A claim supported by enthusiastic testimonials, long-term client relationships, and industry recognition. Our approach is built on years of “**in-the-trenches**” **business ownership**, not on untested theories or inflexible franchise playbooks.

Distinguishing Features

- **Phoenix Market Leadership:** Our methodology is deeply shaped by experience in the Phoenix commercial and residential markets, known for their competitive environment and rapidly evolving client demands.
- **Peer-to-Peer Coaching:** No bureaucracy, no middle managers-clients engage directly with a cleaning business owner who has navigated (and mastered) the real-world challenges of startup, growth, and operational scaling.
- **Client-Centric Customization:** Every engagement is unique, addressing your market, resources, talent pool, and growth ambition. There's never a “cookie-cutter” approach¹.
- **Confidential, Unregulated Advisory:** As a non-franchise, non-licensed advisor, we offer maximum flexibility, discretion, and personalization.
- **Tangible Business Results:** Our service isn't about theory. Jonathan Newman says it's about delivering. Onboarding, operational systems, and market launch plans that actually work, as confirmed by feedback from clients who've already made the leap².

Service Structure and Delivery Model

Inspired by industry best practices and modern consulting structure, our Professional Consulting and Business Advisory Services is delivered in discrete, value-rich phases that ensure every client moves from vision to execution with clarity, support, and confidence.

Typical Engagement Flow

1. **Initial Consultation and Needs Analysis:** Deep-dive interview and business discovery to clarify the client's business vision, readiness, resources, and goals (in-person or virtual).
2. **Customized Growth Blueprint:** Delivery of a strategic, step-by-step business roadmap covering business formation, market entry, operations, talent, technology, and compliance³.

3. **Workshop and Systems Installation:** Hands-on sessions to set up core operating systems, pricing models, workflow automation, and documented processes specific to your target market¹.
4. **Personalized Coaching and Mentorship:** Ongoing CEO/executive-level mentoring, with direct access to your advisor-covering real-time problem-solving, hiring, growth marketing, technology adoption, and customer experience optimization.
5. **Site Visits / Operations Shadowing (Premium Tier):** For select packages, on-site work at your new location-reviewing, refining, and optimizing business practices as you launch.
6. **Performance Monitoring and ROI Review:** Ongoing support with key business metrics, KPIs, and periodic “lookbacks” to ensure milestones are being met⁴⁵.

We also offer optional add-ons such as web presence/SEO consultation, marketing campaign design, and CRM implementation for additional fee.

What’s Included: Concrete Deliverables and Support

Unlike template-based courses or webinars, our service is defined by hands-on, tailored deliverables and support touchpoints:

Service Component	Details
Professional consulting and business advisory services	Initial Consultations and Coaching to determine which service components will help you and create outline for Launch Blueprint. (\$1,000 - \$2,000)
Business Startup & Launch Blueprint	Incorporates local market research, competitive positioning, and legal entity setup guidance (\$2,000 - \$3,500)
Proven Cleaning Business Playbook	Customizable SOPs, service quality protocols, and employee manuals utilized by our Phoenix operation (\$2,000 - \$6,500)
Pricing, Bidding, & Proposal Templates	Market-aligned pricing strategies, profit margin calculators, and ready-to-customize proposal documents ⁶⁷

Marketing Plan & Local SEO Roadmap	Digital marketing strategies, top-performing Phoenix-area keywords, and customer acquisition best practices ⁸⁹
Technology & Software Guidance	Recommendations on CRMs, scheduling, billing, and customer communication tools suitable for new cleaning businesses
Hiring, Onboarding & Retention Strategies	End-to-end guidance on recruiting, screening, onboarding, and cultivating high-performing teams ¹⁰
Custom Sales Script & Client Retention Plan	Persuasive sales messaging, customer journey design, and “sticky” client service protocols ⁵
Hands-on Operations Review	Systems walk-throughs, workflow audits, and actionable recommendations for improvement
Executive Mentorship & Problem-Solving	Weekly or bi-weekly 1:1 meetings (video/voice/in-person), plus chat/email support
KPI & Growth Performance Dashboard	Metrics tracking aligned with industry benchmarks, with quarterly/annual review sessions ¹¹⁵
Local Relationship Network Access	Leveraged introductions (when appropriate) in the Phoenix business, supplier, and peer community
Regulatory and Compliance Guidance	Up-to-date guidance on insurance, safety training, and regional business registration requirements

Upgraded/Premium Tiers can include on-site “train-the-owner” shadow days, direct intervention on your first proposals, and done-with-you sales support. All packages include digital resource libraries and templates developed from our own business’s proven systems.

Optional: Tiered Package Summary

Tier	Who It’s For	Included Features	Price Range
Essentials	Solo operators, side-hustlers	One-on-one strategy call, downloadable templates, operations/growth checklist, founder Q&A session	\$1,000-\$2,000
Growth	Serious entrepreneurs, local teams	All Essentials features plus weekly coaching, full playbook install, pricing/proposal builder, hiring best practices	\$3,000-\$6,000
Premier	Multi-site/aspiring multi-market	All Growth features, on-site launch support, customized marketing plan, operations shadowing, full KPI metrics package	\$7,000-\$10,000+

This three-tiered package system is intentionally designed for transparency and client autonomy, echoing best practices from leading consulting and coaching firms¹²¹³.

Pricing Justification: Value-Based and Tiered Pricing

Our fees are anchored in the **value-based pricing model** used by high-performing consulting and advisory firms. This approach is increasingly prevalent in the business services industry because it aligns compensation with expected business value, not just hours worked or “cookie-cutter” deliverables¹⁴¹⁵¹².

Underlying Pricing Principles

- **Value Delivered vs. Hours Billed:** Clients aren’t buying lecture time or chat transcripts-they’re buying faster launches, higher ROI, more effective teams, and risk reduction.
- **Market Benchmarking:** Business coaching and consulting for cleaning company launches regularly commands \$1,000-\$10,000 per engagement, with similar niche coaches and consultants (The Janitorial Store, Cleanlio¹⁶, CBCG¹⁷, and others) charging within this range for personalized, results-oriented work.
- **Customization Premium:** The fee isn’t just for access to materials or advice, but for the **deep customization and personal implementation support** that makes the difference between incremental progress and rapid success³¹⁷.
- **ROI and Growth Metrics:** Industry data and our own client results show that business consulting services routinely deliver ROI multiples of 5-7x within the first year for operational businesses, as measured by increased profit margins, retention, and client acquisition rates²¹⁰.

Cost Elements in Detail

Fee Component	Benefit Delivered
Custom Strategy Design	Accelerates launch, avoids costly missteps
System Implementation	Enables operational consistency and quality control
Personal Mentorship	Provides “safety net” and expert troubleshooting

Templates & Tools	Saves hundreds of hours on documentation and research
Market Launch Support	Improves sales velocities, builds client confidence
Continuous Improvement	Tracks KPIs, ensures long-range profitability

By comparison, “DIY” programs or large franchises either lack personalization or can cost several times more, often with heavy royalty structures and restrictive contracts.

Benefits: Outcomes and ROI for Cleaning Entrepreneurs

Our consulting service is designed to minimize launch risks, accelerate business maturity, and maximize profitability for every client. Here’s what you can expect:

1. Fast-Track Business Launch

- **Accelerated Time-to-Market:** Move from concept to first paid client in weeks-not months or years-by leveraging proven frameworks and avoiding early-stage pitfalls.
- **Regulatory Peace of Mind:** Receive step-by-step business registration, insurance, and compliance guidance for your jurisdiction.

2. Sustainable, Profitable Operations

- **Pricing Mastery:** Implement pricing models tested in the Phoenix market and tailored to your competitive landscape¹⁸⁷.
- **Systems Built for Scale:** Deploy onboarding, training, and quality assurance systems that allow you to grow steadily while maintaining high service standards¹⁶.

3. Market Leadership & Differentiation

- **Branding & Marketing Edge:** Launch with a distinctive value proposition, local reputation leverage, and a powerful SEO-optimized digital presence⁸⁹.
- **Sales and Client Retention:** Use proven sales scripts, proposal formats, and retention strategies for high conversion and repeat business.

4. Team Building & Retention

- **Hiring and Team Culture:** Attract and keep quality employees through proven recruitment, onboarding, and retention blueprints implemented in our own business¹⁰.
- **Leadership Mentoring:** Become the leader your team wants, not just the boss they tolerate, supported by hands-on, practical coaching¹⁰.

5. KPI Tracking and Continuous Growth

- **Performance Metrics:** Set up dashboards for key business drivers-client retention, average ticket value, job efficiency, employee turnover, and profitability-monitored regularly to ensure you're always on track¹¹⁵.
- **Ongoing Accountability:** Maintain momentum through structured check-ins, with a focus on measurable outcomes and proactive course corrections.

6. Personal and Professional Confidence

- **Decision-Making Support:** Enjoy a sounding board for strategic moves, pricing changes, and scaling decisions-without fear of "overstepping" franchise or company rules.
- **Peer Network Access:** Benefit from introductions and peer connections in the Phoenix/Arizona cleaning industry where appropriate.

7. Tangible ROI

Industry case studies indicate that businesses engaging professional consulting in the cleaning industry routinely see:

- **15-30% reduction in startup mistakes and inefficiencies**
- **Revenue increases of 50-100% in the first 12-24 months** (especially when launching in untapped service areas or with new service offerings)
- **Net profit growth of 50-100%** through improved pricing, marketing, and operational streamlining, even after professional fees²¹⁰.

Real-World Testimonials & Case Studies

Testimonials and "Proof of Concept" from Similar Providers:

Industry leaders and past clients consistently point to personalized coaching as a pivotal factor in business success:

- *“He obviously knows every facet of this industry inside and out... I cannot recommend it enough!” - Burt Jackson, EZ Cleaning Solutions*
- *“The only way it doesn’t work is if you already think you know everything. You guys are the best.” - Sarah Beaudry, Carter Cleaning Company*
- *“Jonathan transformed my business approach, helping me scale and lead with confidence and clarity. The coaching...significantly boosted my profitability.” - Lex Hunter*
- *“Our business is soooo much better than it was. He(Jonathan) is very disciplined and will demand that you keep improving. What a blessing.” - Matt Kitzman, Testimonial*

Phoenix Market Client References: *“Our facilities look and feel inviting-clean, healthy, and safe... I have absolute confidence in Squeaky Clean Cleaning Solutions and their Facility Services’ capabilities and the professional services they provide.” - Phoenix district client*

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Squeaky Clean Cleaning Solutions, LLC :

- Leading with *customization, peer authority, and ROI-focused language*
- Clear offer structure (often showing 2-3 tiers)
- Outcomes and testimonials front and center
- Strong web credibility/social proof (e.g., media features, detailed case studies, public reviews)
- Emphasis on **systems, strategy, and support**-not just sporadic advice

Customization and Personalization: Driving True Value

A major failing of many coaching and franchise models is the use of generic advice. Prospering cleaning entrepreneurs require:

- **One-on-one focus**-not group webinars as a primary vehicle
- **Market-specific tactics**-what works in Phoenix is not identical to Detroit or Atlanta
- **Direct advisor involvement in pivotal decisions, launch checklists, and milestone deliverables**
- **On-demand answers**, not delayed, “next available” session queues

Our consulting is further customized based on your:

- Market/region and competition mix
- Service line ambitions (commercial vs. residential, specialty cleaning, etc.)
- Available startup capital/resources

- Preferred operational style (owner-run vs. hybrid teams vs. manager-driven)
- Technical fluency and marketing readiness

Metrics: Measuring Business Growth and Consulting ROI

We help clients establish, monitor, and review KPIs that matter in the cleaning industry, such as:

- **Client Retention Rate**
- **Quote-to-Close Rate**
- **Bill Rate per Cleaning**
- **Employee Turnover**
- **Revenue per Technician/Per Day**
- **Operating Expense Ratio**
- **Gross Profit Margin**
- **Review/Referral Growth Rate**

According to cleaning industry data and our own results, **improvements in these KPIs directly translate into higher revenue, lower costs, and greater owner satisfaction¹¹.**

Marketing and SEO for Cleaning Business Consulting Services

For those establishing their own consulting brand or seeking to dominate local searches:

- **Top SEO keywords** include: “cleaning business consulting,” “cleaning company coach,” “janitorial business advisor,” “how to grow a cleaning company,” “[your city] cleaning business mentor,” “cleaning company growth consulting,” and adjacent terms⁸⁹.
- Effective company descriptions are **action-oriented and transformation-focused**: “Grow Your Cleaning Business with Industry-Leading Coaching and Real-World Strategies. We Help Service Entrepreneurs Achieve Sustainable Success.”
- **Testimonial and social proof sections-ideally video or with client/brand logos-dramatically increase conversion rates and client trust.**

This service provides business advisory and mentoring rooted in actual industry experience and is not a licensed legal, financial, or regulated professional engagement. All guidance and recommendations are based on best practices and successful operation, but results are not guaranteed. Clients are responsible for their own business decisions,

and we recommend consulting appropriate licensed professionals for legal, financial, or regulatory compliance matters.

Summary: The Right Partner for Your Cleaning Business Dream

Squeaky Clean Cleaning Solutions, LLC and our **Professional Consulting and Business Advisory Services** arms you with the know-how, confidence, and systems to launch or expand your cleaning company-adapted from the lived experience and sustained success of a Phoenix market leader. Our focus is simple: help entrepreneurs skip wasted years, avoid painful mistakes, and move quickly toward high profitability and local market dominance. With our commitment to professional integrity, customization, and outcome-driven partnership, you'll have far more than a plan. You'll have a practical pathway to real results-and the support to reach your next milestone.

Ready to build your branch, location, or next cleaning business success story with us?

Let's start with a free strategy consultation and see how we can bring your vision to vibrant life.

This service is not a franchise or investment opportunity. It is a professional peer-owned and founder-led consulting relationship operating in an unregulated advisory domain, tailored for entrepreneurs seeking real-world results and operational excellence in the cleaning services industry.

Ready to chat? Have questions?



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