

FREE STARTER KIT FOR CLEANING COMPANIES

Airbnb Turnover Starter Kit

Everything you need to land your first short-term rental cleaning contract and look like a real business doing it.

What's inside

1. The cover-message template that gets a host to reply
2. A standard turnover checklist you can hand to a sub on day one
3. A pricing worksheet and reference table by unit size
4. The Cleaning Service Agreement that closes the deal

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HOW TO USE THIS KIT

Read this first

Airbnb turnover work is a different business than residential cleaning. The schedule is fixed (most hosts run an 11 AM checkout and 3 PM check-in, leaving a four-hour window with no slack), the deliverable is the listing photo rather than the surfaces, supplies are part of the job, and damage reporting has a 14-day deadline under Airbnb's AirCover policy. Most cleaners who pitch hosts the same way they pitch homeowners get ignored.

This kit is the four pieces a cleaning company needs to land an Airbnb host as a recurring client and keep them past month three. Use them in order.

1. The cover message

Send this as your first outreach in local short-term rental Facebook groups, on BiggerPockets, or directly to property managers. Adapt the business name and city, leave the structure as written.

2. The turnover checklist

Hand this to any cleaner working a turnover for you. Hosts care more about a consistent checklist than a perfect single visit, because consistency is what produces five-star reviews across stays.

3. The pricing worksheet

Most new short-term rental cleaners undercharge by 30 to 50 percent because they bid the turnover like a residential clean. The worksheet walks you through the math so you do not give back the work that actually drives your time.

4. The Service Agreement

The single most reliable signal a host uses to decide between two cleaners with similar pitches is whether you can produce a written Service Agreement. The template link is on the last page.

PIECE 1

The cover message that gets a reply

Most cleaner pitches die on the first line because they read like residential. "We offer professional deep cleans for homes and businesses." A host scrolling Facebook on a phone reads that and keeps scrolling. They do not need a deep clean. They need a turnover.

The message below has three jobs. It proves you understand turnover work, it gives the host a way to evaluate you in under a minute, and it ends with one specific ask. Keep it under 120 words. Send it as a real message, not a link.

Hi **[host name]**, I run **[business name]**, a cleaning company in **[city]**, and I work specifically with short-term rental hosts. Standard turnover for me is a 3-hour flip on a 1 to 2 bedroom unit including linens, restock against a host-provided par list, and timestamped damage photos sent within the hour. I carry \$1M general liability and a Cleaning Service Agreement I can send before we start. I have a **[day]** and **[day]** slot open if you have a unit that needs a backup cleaner, or I can take on a full rotation. Happy to send references and the agreement first.

Why each piece is in there

- **"I work specifically with short-term rental hosts"** sorts you out of the residential-cleaner pile in the host's head.
- **"3-hour flip on a 1 to 2 bedroom unit"** is turnover language. Hosts know what a flip is. A residential cleaner does not use the word.
- **"Restock against a host-provided par list"** signals you already know that restocking is part of the job and that you expect a par list, not improvisation.
- **"Timestamped damage photos sent within the hour"** is the single biggest pain point for hosts. Most cleaners do not offer this. Mentioning it without being asked is the strongest line in the message.
- **"\$1M general liability"** is a number, not "fully insured." Hosts who have been burned ask for the dollar figure first.
- **"Cleaning Service Agreement I can send before we start"** sets up the close. The agreement is the artifact that turns the conversation into a contract.
- **"I have a [day] and [day] slot open"** is one specific ask. Open-ended "let me know if you ever need cleaning" gets archived. A two-day-a-week slot gets a reply.

Follow-up cadence

If you do not hear back in 5 business days, send one short follow-up: "Hi [host name], just bumping this in case it got buried. Still have those slots open if useful." After that, leave it. Do not chase a third time. The cleaners hosts hire are the ones who send the message once, follow up once, and move on to the next host. Persistence past two messages reads as desperation.

PIECE 2

Standard turnover checklist

A turnover checklist is the deliverable, not the cleaning. Hand this to any cleaner working for you and the work becomes consistent across units and across staff. Customize the par list section to each host.

Pre-arrival

- Confirm guest checkout time and your arrival window
- Confirm lockbox or keypad code is current
- Pull host-provided par list for this unit
- Confirm supply inventory in the car (linens, paper, kitchen)

On arrival

- Photo of the unit on entry, wide shot of each room
- Open windows for 5 minutes if weather allows
- Start laundry first if linens are being washed on site
- Flag anything broken, stained, or missing before any cleaning starts

Kitchen

- Empty and clean refrigerator (interior + door seal)
- Wipe stovetop, hood, and behind any small appliances on the counter
- Clean microwave interior and exterior
- Run dishwasher empty if grime visible, otherwise wipe interior
- Wipe cabinet fronts and handles
- Sanitize sink and faucet
- Sweep and mop floor
- Empty trash and replace liner
- Restock paper towels, coffee, sugar, dish soap, sponge per par list

Bathrooms (per bathroom)

- Scrub toilet bowl, exterior, and base
- Scrub shower or tub, including grout lines
- Clean mirror and any glass
- Wipe vanity, faucet, and handles
- Sanitize handles, light switches, towel bars
- Sweep and mop floor
- Empty trash and replace liner
- Restock toilet paper, hand soap, towels, shampoo per par list

Bedrooms (per bedroom)

- Strip and re-make bed to listing photo standard (top sheet folded, pillows arranged)
- Photograph each bed once made
- Dust nightstands, lamps, dresser, ceiling fan
- Vacuum carpet or sweep and mop hard floor
- Empty trash and replace liner
- Check closet for left-behind items

Living areas

- Dust all surfaces, including TV, console, picture frames
- Wipe remotes and game controllers with disinfectant
- Vacuum or sweep all floors, under cushions
- Straighten throw pillows and blankets to listing photo
- Empty trash and replace liner
- Check between cushions for left-behind items

Outdoor (if applicable)

- Sweep patio or balcony
- Wipe outdoor furniture
- Empty grill ash if used
- Check hot tub cover and chemical readings (note, do not adjust without host instruction)

Restock confirmation (mark count remaining)

- Toilet paper rolls: ___ in stock
- Paper towel rolls: ___ in stock
- Hand soap bottles: ___ in stock
- Dish soap bottles: ___ in stock
- Trash bags: ___ in stock
- Coffee pods or grounds: ___ in stock
- Laundry pods: ___ in stock
- Other host-specific items per par list: ___

Photo proof

- Wide shot of each bedroom with bed made
- Wide shot of each bathroom
- Wide shot of kitchen counter
- Wide shot of living room
- Close-up of restocked supplies

Damage and issues

- Photograph any damage with a wide shot for context plus a close-up
- Send to host within 1 hour of completing the turnover
- Note in the host message: what is damaged, where it is, whether it affects the next stay
- Hosts must file an AirCover claim within 14 days; your timestamp is what makes it possible

Departure

- Confirm all windows closed and locked
- Confirm thermostat set to host-instructed temperature
- Confirm lockbox closed and code reset if rotating
- Send photo proof and final "ready for guest" message to host

PIECE 3

Pricing worksheet

Most new short-term rental cleaners undercharge because they bid a turnover like a residential clean. Residential pricing assumes one or two visits per month per house. Turnover pricing has to absorb tighter windows, restocking, laundry, and the risk that a missed turnover costs the host a refunded booking and a bad review. Use the worksheet to land your number, then check it against the reference table below.

Step 1. Your hourly target

Your take-home goal per cleaner-hour, after supplies and drive time. A solo cleaner with two years in the trade targets \$35 to \$50 per hour in most U.S. metros, \$45 to \$65 in coastal metros. Self-employment tax is 15.3 percent of net earnings, so build that in before you call the number "take-home."

Target hourly rate: \$ _____

Step 2. Turnover time

Time yourself on three turnovers before you set a flat rate. Typical experienced solo cleaner: 2 to 3 hours on a studio or 1 BR, 3 to 4 hours on a 2 BR, 4 to 5 hours on a 3 BR or larger. Add 30 to 60 minutes for on-site laundry. Add 30 minutes for full restock.

Standard turnover time for this unit: _____ hours

Step 3. Materials and drive

Cleaning supply cost per turnover for a solo cleaner is typically \$5 to \$15. Drive time and fuel commonly run \$5 to \$20 per turnover depending on metro and distance. Add both.

Materials + drive per turnover: \$ _____

Step 4. Base price

Base price = (hourly target × turnover time) + materials and drive. A 3-hour 2 BR turnover at a \$40 target with \$12 supplies and drive: $(\$40 \times 3) + \$12 = \$132$ base.

Base price: \$ _____

Step 5. Add-ons

Bill add-ons separately, with a published menu. Suggested 2026 ranges:

Add-on	2026 range
Linen laundering on site	\$20 to \$40 per set
Restocking from cleaner-provided supplies	\$15 to \$35 (cost plus 30 to 50% markup)
Hot tub or pool basic maintenance	\$25 to \$60

Outdoor patio cleaning	\$20 to \$50
Pet hair deep removal after pet-friendly stay	\$25 to \$50
Mid-stay refresh for a long-term guest	60% of standard turnover rate
Same-day premium (under 5-hour window)	+25% to +50% on base price

2026 turnover reference ranges

Coastal metros and ski markets sit at the top of these ranges and can stretch 30 percent above. Rural and secondary markets sit toward the bottom.

Unit size	Standard turnover	Same-day premium
Studio / 1 BR	\$60 to \$110	+25% to +50%
2 BR / 1 BA	\$90 to \$160	+25% to +50%
2 BR / 2 BA	\$110 to \$190	+25% to +50%
3 BR / 2 BA	\$140 to \$240	+25% to +50%
4 BR / 3 BA	\$180 to \$320	+25% to +50%

Worked example

A 2 BR / 2 BA unit on a recurring weekly turnover in a typical inland metro. Flat base \$130. Linen service add-on \$30. Restock \$20. Total per turnover: \$180. Two turnovers a week (the unit averages four-night stays): \$360 a week. A cleaner running a five-unit rotation at that profile is at \$1,800 a week in recurring revenue from a single property manager, before any deep cleans or seasonal work. The same five units priced like residential cleans (one \$140 visit a week each) is \$700 a week. The gap is the work most new short-term rental cleaners give back by not separating line items.

PIECE 4

The Service Agreement that closes the deal

A host who has been in the game for a year has been burned by a cleaner who stopped showing up, a cleaner who quietly raised the rate, and a cleaner who refused to take responsibility for a damaged TV. The Service Agreement is what tells them you are not the next one.

Do not write it from scratch. EosLog publishes a free Cleaning Service Agreement template that covers scope, schedule, pricing, supplies, access, damages, cancellation, and standard legal boilerplate. Download it as a Word file, fill in your business name and terms, and send it as a PDF along with your cover message.

Get the Cleaning Service Agreement

Free download, no signup, Word file you can adapt in five minutes:

eoslog.com/templates/cleaning-service-agreement

STR-specific clauses to tighten

The base template is written for residential and small-commercial cleaning. Tighten these three clauses for short-term rental work:

- **Cancellation.** Set the host-initiated cancellation fee to 50% of one turnover for under-48-hours notice, full turnover rate for under-24-hours.
- **Access.** Name the lockbox code rotation cadence (most hosts rotate weekly or every guest). Specify what happens if the prior guest is still on-site at your arrival.
- **Damages.** Write in a 24-hour photo window from completion of the turnover. This is what lets the host file an AirCover claim before the 14-day platform deadline closes.

Other paperwork that closes deals

- **Certificate of insurance.** \$1M per occurrence general liability is standard for cleaning businesses. Have your insurer issue a certificate naming the host as an additional insured before they ask.
- **W-9.** A property manager paying you over \$600 a year as a contractor needs to issue a 1099. Have a W-9 ready.
- **Written turnover checklist.** The one in this kit. Send it alongside the agreement so the host knows exactly what is and is not part of a standard visit.

AFTER THE FIRST CONTRACT

How to keep a host past month three

The first contract is the easy part. The second contract is what makes you a business. Hosts talk to each other in those Facebook groups, and one missed turnover at one host's unit becomes a thread thirty hosts read. Four things determine whether a host keeps you:

Photo proof on every turnover, within the hour.

Bed made to listing standard, bathroom, kitchen, restocked supplies. Send within the hour of finishing the turnover, not at end of day. Hosts want to know the unit is ready before the next guest arrives, not after.

A par list you actually follow.

Most missed-supply complaints come from improvising. Write down the par level for every restockable, check it at the end of every turnover, flag low items so the host can order before the next stay.

Damage reports inside 24 hours, with photos.

Wide shot for context plus close-up, sent within 24 hours. This is what lets the host file an AirCover claim before the 14-day platform deadline closes.

A predictable recurring schedule.

If the host has to text you to confirm Friday's turnover, you have already lost the contract in their head. Set a recurring schedule on day one, send a weekly view of upcoming turnovers, never miss the window.

Once you are past three or four units on a recurring schedule, the coordination becomes the bottleneck. Tracking turnovers across hosts, sending the right photo proofs to the right host, keeping a par list per unit, and filing damage reports in the right format is what makes most solo cleaners cap out at five units. EosLog runs the schedule, per-unit checklists, photo proof, and damage reports out of one system. Free 14-day trial, no credit card, at eoslog.com.

Published by EosLog. Field service software for service businesses. Quotes, invoices, jobs, payments, and recurring schedules in one place. eoslog.com

Template notice. This kit is a starting-point template, not legal or financial advice. Insurance requirements, short-term rental ordinances, sales tax rules, and platform policies vary by state, metro, and time. Have an attorney licensed in your state review your final Service Agreement before using it with clients.