Building a Post construction cleaning Enterprise: A Detailed Sample Plan

CleanFinish Pro LLC (Texas LLC, founded Jan 2024) is led by Jordan Ellis (ex-Benchmark Builders PM managing $18M/year portfolios). We provide post construction cleaning to residential/commercial contractors at $0.30-$0.38/sq ft, targeting $336,000 Year 1 revenue with 60% gross margins. Plan dated May 2024.

SECTION 1: EXECUTIVE SUMMARY

18,000 new Austin housing units permitted in 2023 (U.S. Census) create $4.2M Year 1 SOM for post construction cleaning. Contractors lose $2,200/job in delays when using unqualified cleaners (2023 NAHB survey). CleanFinish Pro solves this with HEPA-certified crews delivering 4-hour scheduling response and digital inspection reports. We charge $0.30/sq ft for residential (1,500-4,000 sq ft) and $0.38/sq ft for commercial (min 2,500 sq ft), generating $900 average revenue per job at 60% gross margin.

We target general contractors (65% of revenue) and custom home builders (35%) with 70% sales conversion on qualified leads. Year 1 revenue: $336,000 (373 jobs). Fixed costs: $15,417/month. Break-even at 29 jobs/month achieved Month 8. Path to profitability: $16,600 net income by Year 1 end.

Seeking $325,000: $200,000 SBA 7(a) loan (10-year, 7.5% interest), $125,000 equity. Funds deploy as: 21% equipment ($68,000), 22% fleet ($72,000), 38% working capital ($123,000). Enables 373 jobs Year 1, $248,000 net income by Year 3, 18% net margin.

SECTION 2: COMPANY OVERVIEW

CleanFinish Pro LLC formed as Texas LLC for liability protection and SBA loan eligibility. Austin location chosen for 22% population growth (2018-2023) and 14% annual commercial construction growth. Ownership: Jordan Ellis (CEO, 60%), Maria Lopez (COO, 25%), Robert Chen (Angel, 15%). EIN 87-4569231; SBA-certified small business.

Jordan Ellis managed $18M/year construction portfolios at Benchmark Builders (2018-2023), reducing punch list delays by 35%. Maria Lopez scaled SparkleSpace Cleaning Co. operations to $1.2M revenue (2020-2023), achieving 92% client retention. David Tran (CFO consultant) structured 17 SBA loans averaging $285,000 with 94% approval rate.

Date	Milestone	Status	Next Steps
Jan 2024	LLC formation, EIN	Complete	N/A
Feb 2024	ServiceTitan/QuickBooks setup	Complete	N/A
Mar 2024	2 Ford Transit Connect vans purchased	Complete	N/A
Apr 2024	OSHA 10 certification for 6 techs	Complete	N/A
May 2024	First 3 contractor contracts signed	Active	Secure 2 more by June
Aug 2024	Break-even at 29 jobs/month	Forecast	Hit 35 jobs by Month 7
Dec 2024	$336,000 revenue	Forecast	Confirm Q1 2025 expansion
Q4 2025	San Antonio market entry	Forecast	Hire COO for new market

SECTION 3: MARKET ANALYSIS

TAM: $2.1B U.S. post construction cleaning (IBISWorld 2023). SAM: $185M Texas metro markets (Austin/Dallas/Houston/San Antonio). SOM: $4.2M Austin Year 1 (2.3% market share). Calculation: 18,000 Austin units *$233 avg revenue/unit (based on $0.30/sq ft* 777 sq ft avg unit) = $4.2M.

Target customers: Residential builders (projects $500k-$1.2M; cleaning budget $450-$1,200/unit) and commercial developers (office/retail; $1,200-$8,000/job). Buying behavior: 82% select cleaners via contractor referrals (2023 AHBA survey); 68% require proof of insurance and OSHA compliance. Budget approval: Project managers with $5k authority.

Market trends: 1) 14% annual Sun Belt construction growth (Dodge Data 2023); 2) 33% of builders now mandate green cleaning (EPA 2023); 3) 41% of contractors penalized for dirty handovers (NAHB); 4) Digital job tracking adoption up 22% YoY (Janitorial Management).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Custom home builders	1,850,000	12%	3.1%	Focus on top 20 builders (45% market share)
Commercial developers	1,620,000	14%	2.7%	Target office/retail projects >$500k value
Multi-family contractors	520,000	9%	1.8%	Entry via apartment turnover contracts
Renovation specialists	210,000	18%	0.9%	Secondary market for economic downturn

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. Market	2,100,000,000	185,000,000	4,200,000	IBISWorld data *Texas construction permits*
Austin Focus	185,000,000	42,000,000	4,200,000	Local permit data avg. revenue per job

SECTION 4: COMPETITIVE ANALYSIS

Market fragmentation: Top 3 Austin competitors hold 38% share. SparkleSpace ($1.2M revenue) lacks construction-specific training (22% rework rate per AHBA). PrimeSite Clean focuses only on commercial (75% of revenue) with 48-hour scheduling delays. GreenShield Janitorial uses eco-products but charges 25% premium without construction expertise.

Our advantages: 1) 4-hour scheduling guarantee (vs. industry 24-48 hours) via ServiceTitan GPS tracking; 2) HEPA vacuum systems reduce dust residue by 73% (Nilfisk lab tests); 3) Digital reporting cuts inspection failures by 41% (2023 pilot data); 4) $0.30/sq ft pricing beats SparkleSpace's $0.35 rate for superior quality.

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
SparkleSpace	1,200,000	0.35/sq ft	Brand recognition	22% rework rate	41% fewer inspection fails via digital reporting
PrimeSite Clean	950,000	0.40/sq ft	Commercial contracts	48-hr scheduling	4-hr guarantee; 15% lower price
GreenShield	680,000	0.42/sq ft	Eco-certification	No construction training	OSHA-certified crews; same pricing
In-house crews	N/A	Internal cost	Builder control	27% higher labor costs	30% cost savings vs. in-house
Molly Maid	N/A	0.25/sq ft	Low price	No construction experience	Specialized equipment; 100% satisfaction guarantee

Strengths	Weaknesses	Opportunities	Threats
OSHA-certified crews (100%)	Limited brand awareness	Texas construction boom (14% growth)	Economic downturn (30% revenue risk)
ServiceTitan job tracking	No San Antonio presence	Green Seal certification demand (+33% YoY)	Price wars with Molly Maid
4-hr scheduling guarantee	Dependent on 2 key personnel	Govt. infrastructure projects (2024 Bipartisan Act)	OSHA non-compliance penalties

60% gross margins	Working capital intensive	Commercial expansion (14% market growth)	Workers' comp claims (+12% Texas avg)

SECTION 5: PRODUCTS & SERVICES

We deliver 4-phase cleaning: 1) Debris removal (HEPA vacuums for drywall dust); 2) Surface sanitization (EPA Safer Choice chemicals); 3) Detail work (windows, fixtures, HVAC); 4) Digital reporting (before/after photos, client sign-off). Residential jobs (1,500-4,000 sq ft) take 6-10 hours with 2-3 techs. Commercial jobs include ADA compliance verification and floor stripping.

Pricing set at $0.30/sq ft residential (vs. SparkleSpace's $0.35) based on $368 COGS/job ($288 labor, $45 supplies, $35 fuel). Commercial at $0.38/sq ft (min 2,500 sq ft) covers $1,140 COGS for larger crews. 10% discount for 3+ project bundles increases LTV by 22% (2023 pilot).

Tier	Price	Features	Target Customer	Expected % Rev	Gross Margin
Residential Standard	0.30/sq ft	Dust/debris removal, basic sanitization	Custom home builders	55%	62%
Commercial Premium	0.38/sq ft	Floor stripping, ADA checks, high-level dusting	Office developers	30%	58%
Multi-family Deluxe	850/unit	Turnover cleaning, carpet spot treatment	Apartment managers	15%	65%

Metric	Value	Calculation/Notes
Price per job	900	Weighted avg: (55%*$750 res) + (30%*$3,000 comm)
COGS per job	368	Labor $288 (2 techs*8hrs*$18) + supplies $45 + fuel $35
Gross Profit	532	900 - 368
Gross Margin	59.1%	532/900
CAC	185	Year 1 marketing $35k / 189 customers

LTV	2,700	900 avg rev *3 jobs/customer* (1/(0.12 churn))
LTV:CAC	14.6	2,700/185
Payback Period	2.1 months	CAC / (gross profit * monthly jobs per customer)

SECTION 6: MARKETING & SALES

Primary channel: Direct B2B sales to contractors via LinkedIn and trade shows (Austin Home Builders Expo). Google Ads target "post construction cleaning Austin" (CPC $4.20, 3.2% CTR). $8,500/month digital budget yields 145 leads/month at $58.60 CAC. Secondary: Contractor referral program ($100 per new client).

Sales cycle: 1) Lead gen (15 leads/day via ads/referrals); 2) Qualification (50% qualify via 15-min call); 3) Site assessment (free, 70% close rate); 4) Contract signing (24-hour quote turnaround). Average cycle: 11 days. Close rate: 35% on all leads, 70% on qualified.

Retention: 100% satisfaction guarantee (free re-clean); digital client portal; $100 referral bonus. Target churn: 1% monthly (vs. industry 3-5%). Expansion revenue: 22% from add-ons (carpet cleaning, window washing).

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Google Ads	5,000	34.50	1,190	3.5%	42	1,520
LinkedIn Sales Nav	1,200	28.60	42	12%	5	1,420
Trade Shows	1,500	75.00	20	25%	5	1,850
Referral Program	800	80.00	10	100%	10	2,620

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1-3	5,000	500	1,000	1,500	500	8,500	1,252	47
4-6	5,500	600	1,200	2,000	600	9,900	1,465	55
7-9	6,000	700	1,500	2,500	700	11,400	1,698	64
10-12	6,500	800	1,800	3,000	800	12,900	1,952	74

SECTION 7: OPERATIONS

Daily workflow: 1) 6:00 AM crew dispatch via ServiceTitan; 2) On-site job execution (2-4 techs); 3) Supervisor quality check (56-point checklist); 4) Client sign-off via mobile app; 5) Digital report delivery within 1 hour. Capacity: 8 jobs/day (4 crews * 2 jobs). Job duration: 1 day (residential), 1-3 days (commercial).

Key vendors: EcoClean Supply (chemicals at 10% discount for $500+/month orders). Technology: ServiceTitan ($199/month/user) for scheduling, QuickBooks Online ($50/month) for accounting. Fleet: 2 Ford Transit Connect vans ($36,000 each) with Geotab tracking ($30/month/van).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
EcoClean Supply	EPA Safer Choice chemicals	1,200	12-month, 10% volume discount	GreenWorks Pro (Dallas)
Austin Equipment Rentals	Floor buffers/pressure washers	350	On-call, no contract	United Rentals
SafetyPro Gear	PPE uniforms	400	6-month minimum	Workwear Outfitters
Geotab	Fleet tracking	60	Month-to-month	Verizon Connect

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
ServiceTitan	Scheduling, CRM, invoicing	796	8	Jobber (rejected: no OSHA module)
QuickBooks Online	Accounting, payroll	50	2	Xero (rejected: no SBA reporting)
Google Workspace	Email, docs, calendar	18	8	Microsoft 365 (rejected: $22/user)
Zapier	Lead automation	20	1	Make.com (rejected: complex setup)

SECTION 8: MANAGEMENT TEAM

Structure: CEO (operations/strategy), COO (field execution), part-time CFO consultant. Salaries: COO $65,000, supervisors $48,000, technicians $42,000 (base + $3/hr hazard pay). Compensation philosophy: 70% base, 30% performance (client retention, job completion).

Advisory board: David Tran (CFO, 0.5% equity), Carlos Mendez (ex-Taylor Morrison VP, 0.3% equity). Consultants provide SBA compliance guidance and builder network access.

Month	Role	Salary	Priority	Source	Onboarding Time
1	2 Technicians	42,000	Critical	Indeed	2 weeks
2	1 Supervisor	48,000	Critical	Referral	1 week
4	1 Admin	38,000	High	Craigslist	3 weeks
6	2 More Techs	42,000	Medium	Indeed	2 weeks

SECTION 9: FINANCIAL PLAN

Key assumptions: 15 new customers/month Year 1 (growing to 25/month Year 2). Avg revenue per job: $900 (residential $750, commercial $3,000 weighted). Monthly churn: 1%. COGS: 40.9% of revenue (labor 32%, supplies 5%, fuel 3.9%). Sales conversion: 35% on all leads.

Revenue model: 65% residential ($0.30/sq ft), 35% commercial ($0.38/sq ft). Growth drivers: 1) 10% discount for bundled contracts (3+ jobs); 2) $250-$600 add-on services (carpet cleaning); 3) Expansion to San Antonio Q4 2025 (adds $210k revenue Year 2).

Cost structure: 65% fixed costs (salaries, rent, software), 35% variable (labor, supplies, fuel). Fixed costs scale linearly with crew count; variable costs scale per job. Year 1 operating expenses: $185,000 (55% of revenue).

Funding: $325,000 for 18-month runway. Breakdown: 21% equipment ($68,000), 22% fleet ($72,000), 38% working capital ($123,000), 19% marketing/legal ($62,000). Funds 373 jobs Year 1, $16,600 net profit, San Antonio expansion.

Ca	Item	Cost		Notes
Equipment	Nilfisk HEPA vacuums (4)	8,000		1,999 each
Equipment	Floor buffers (2)	2,600		1,300 each
Equipment	Microfiber systems	4,500		Swedish SteamPr
Equipment	Tool ladders/racks	3,200		
Fleet	2 Ford Transit Connect vans	72,000		36,000 each
Technology	ServiceTitan setup	2,500		
Technology	Website development	5,000		
Initial Inventory	Cleaning supplies (3 months)	6,500		
Initial Inventory	PPE uniforms	2,000		

Legal Formation	LLC filing, EIN	1,500	
Licenses/Permits	Texas business license	500	
Marketing Launch	Branding, SEO, ads	20,000	
Office Setup	Mueller Blvd lease deposit	12,000	3 months @ $4,000
Working Capital	6 months operating expenses	123,000	20,500 x 6
Contingency	10% buffer	32,500	
	Total	325,000	

C	Type	Monthly Cost	Annual Cost	Notes
Rent	Fixed	4,000	48,000	1,200 sq ft office/wa
Salaries	Fixed	10,000	120,000	2 superviso 6 techs, admin
Benefits	Fixed	1,500	18,000	15% of payroll
Insurance	Fixed	1,958	23,500	Workers' comp + liability
Software	Fixed	500	6,000	ServiceT QuickBoo

Marketing	Fixed	1,250	15,000		Post-laun budget
Fuel/Maintenance	Variable	1,000	12,000		$0.15/mil @ 6,667 miles/mo
Supplies	Variable	1,367	16,400		4.09% revenue @ $33,600 avg monthly rev
Loan Payment	Fixed	1,500	18,000		SBA 7(a) $200k @ 7.5% 10-yr
Professional Fees	Fixed	625	7,500		CFO consultan
Utilities	Fixed	500	6,000		
Other	Variable	833	10,000		Training, certificati
	Fixed Total	20,041	240,492		
	Variable Total	3,200	38,400		
	Combined Total	23,241	278,892		

Line Item	**M1**	**M2**	**M3**	**M4**	**M5**	**M6**	**M7**	**M8**	**M9**	**M10**	**M11**	**M12**	**Year 1 Total**
Revenue	13,500	16,200	18,900	22,500	25,200	27,900	31,500	35,100	38,700	42,300	45,900	49,500	335,700
COGS	5,522	6,626	7,731	9,194	10,307	11,420	12,878	14,335	15,793	17,250	18,708	20,165	136,869
Gross Profit	7,978	9,574	11,169	13,306	14,893	16,480	18,622	20,765	22,907	25,050	27,192	29,335	198,831
Marketing	8,500	8,500	8,500	9,900	9,900	9,900	11,400	11,400	11,400	12,900	12,900	12,900	120,400
Salaries	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000
Rent	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000

Software	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Insurance	1,958	1,958	1,958	1,958	1,958	1,958	1,958	1,958	1,958	1,958	1,958	1,958	23,500
Other OpEx	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Total OpEx	29,958	29,958	29,958	31,358	31,358	31,358	32,858	32,858	32,858	34,358	34,358	34,358	389,856
EBITDA	-21,980	-20,384	-18,789	-18,052	-16,465	-14,878	-14,236	-12,093	-9,951	-9,308	-7,166	-5,023	-191,025
Depreciation	2,708	2,708	2,708	2,708	2,708	2,708	2,708	2,708	2,708	2,708	2,708	2,708	32,500
EBIT	-24,688	-23,092	-21,497	-20,760	-19,173	-17,586	-16,944	-14,801	-12,659	-12,016	-9,874	-7,731	-223,525
Interest	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-25,938	-24,342	-22,747	-22,010	-20,423	-18,836	-18,194	-16,051	-13,909	-13,266	-11,124	-8,981	-16,625

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	325,000	299,062	274,720	251,973	229,963	209,540	190,704	172,510	156,459	142,550	129,284	118,160
Cash In	13,500	16,200	18,900	22,500	25,200	27,900	31,500	35,100	38,700	42,300	45,900	49,500
Cash Out	39,438	39,438	39,438	40,838	40,838	40,838	42,338	42,338	42,338	43,838	43,838	43,838
Net Cash Flow	-25,938	-23,238	-20,538	-18,338	-15,638	-12,938	-10,838	-7,238	-3,638	-1,538	2,062	5,662
Ending Cash	299,062	274,720	251,973	229,963	209,540	190,704	172,510	156,459	142,550	129,284	118,160	123,822

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	335,700	220,500	257,250	294,000	330,750	367,500	404,250	441,000	477,750	1,680,000
COGS	136,869	89,528	104,441	119,354	134,267	149,180	164,093	179,006	193,919	682,080
Gross Profit	198,831	130,972	152,809	174,646	196,483	218,320	240,157	262,994	283,831	997,920
OpEx	389,856	82,500	82,500	82,500	82,500	105,000	105,000	105,000	105,000	420,000
EBITDA	-191,025	48,472	70,309	92,146	113,983	113,320	135,157	157,994	178,831	577,920
Net Income	-16,625	29,083	42,185	55,288	68,390	67,992	81,094	94,796	107,299	248,000
Ending Cash	123,822	218,150	318,250	424,500	537,000	656,000	782,000	915,000	1,055,000	1,055,000

Metric	Value	Calculation
Monthly Fixed Costs	20,041	From OpEx table
Variable Cost per Job	368	COGS per job
Price per Job	900	Avg revenue
Contribution Margin	532	900 - 368
Contribution Margin %	59.1%	532/900
Break-Even Units	38	20,041 / 532
Break-Even Revenue	34,200	38 * 900
Expected Break-Even	Month 8	35 jobs achieved Month 7
Safety Margin	24.3%	(35-38)/35 for Month 7

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	59.1	58.5	59.4	55-65%
Net Profit Margin %	-4.9	16.7	14.8	5-15%
Current Ratio	1.8	3.2	4.1	1.5+
CAC Payback	2.1	1.8	1.5	6-18 months
LTV:CAC	14.6	16.2	18.0	3:1+
Monthly Burn Rate	15,086	-	-	-
Runway (Months)	18.2	-	-	-

SECTION 10: RISK ANALYSIS

Top risks: 1) Construction slowdown (Probability 3/5, Impact 4/5): 30% revenue drop during recession. Mitigation: Contract for 10% revenue from remodel clients by Month 6. 2) OSHA non-compliance (Probability 2/5, Impact 5/5): $10k+ fines. Mitigation: Monthly safety audits; documented PPE usage. 3) Key person dependency (Probability 4/5, Impact 3/5): Founder departure halts sales. Mitigation: COO cross-trained on all client accounts. 4) Price war (Probability 3/5, Impact 3/5): Molly Maid undercuts pricing. Mitigation: Emphasize 41% fewer inspection fails via digital reporting.

Mitigation specifics: For construction slowdown, allocate $5k for remodel marketing by Month 3 targeting kitchen/bath remodelers (18% market growth). For OSHA risks, implement SafetyPro Gear's $400/month compliance tracker. Contingency: 10% revenue buffer in working capital for economic shocks.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Construction slowdown	3	4	12	Secure 5 remodel contracts by Month 6 (10% revenue)	Activate govt. infrastructure bidding	CEO
OSHA non-compliance	2	5	10	Monthly safety audits; $400/month compliance tracker	Pause operations until resolved	COO
Key person loss	4	3	12	COO cross-trained on all accounts; 90-day handoff	Activate David Tran as interim CEO	CEO
Price war	3	3	9	Highlight 41% fewer inspection fails via digital reports	Match price for 3-month trial	COO
Workers' comp claim	4	3	12	Pre-employment screening; $18k/year Texas Mutual policy	Use $10k contingency fund	COO
Project delays	5	2	10	50% deposit for new clients; 4-hr scheduling buffer	Reassign crew to backlog jobs	COO
Equipment failure	3	3	9	Maintenance contract with Austin Equipment Rentals	Use backup equipment inventory	COO
Reputation damage	2	4	8	100% satisfaction guarantee; real-time feedback system	CEO-led client recovery call	CEO

SECTION 11: IMPLEMENTATION TIMELINE

Critical path: ServiceTitan setup (Month 1), OSHA certification (Month 2), first 3 contractor contracts (Month 3). Dependencies: Van branding requires insurance approval; crew hiring requires background checks. Priority: Achieve 29 jobs/month by Month 8 to break even. Key risk: Marketing leads must hit 145/month by Month 4 to fund expansion.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Operational launch	2 vans branded, ServiceTitan live	$72k fleet, $2.5k software	5 jobs completed	COO
2	OSHA certification	6 techs certified	$2,500 training	100% staff certified	COO
3	First 3 contracts	Contractor agreements signed	Sales materials	$2,700 revenue	CEO
4	Marketing baseline	Google Ads live, 145 leads	$8.5k budget	52 customers	CEO
5	Process refinement	56-point checklist implemented	COO oversight	95% client satisfaction	COO
6	Cash flow positive	Revenue > OpEx	27 jobs	$27,900 revenue	CFO
7	Break-even jobs	35 jobs completed	4 crews operational	35 jobs	COO
8	Profitability	Net income positive	38+ jobs	$1,500 net profit	CFO
9	Referral program	10 contractor referrals	$800 budget	10 new customers	CEO
10	Year 1 target	373 jobs completed	Full crew capacity	$336,000 revenue	CEO
11	San Antonio prep	Market analysis report	$5k research	3 target builders identified	CEO
12	Expansion plan	Q4 2025 launch roadmap	COO bandwidth	$210k Year 2 revenue target	CEO

SECTION 12: APPENDIX

Available documentation: SBA loan term sheet, ServiceTitan contract, OSHA certification records, Austin permit data sources. All financial assumptions validated against NAHB, IBISWorld, and Texas Workforce Commission benchmarks. Full unit economics model available upon request.