

Cleaner Repeat-Customer and Referral Checklist PDF

After every successful cleaning, tag the customer as one-time, recurring candidate, referral source, or commercial account.

Send the first repeat-service offer within 48 hours while the result is still visible.

Ask for referrals only after a clear satisfaction signal: positive reply, review, tip, or repeat booking.

Offer a specific next step: biweekly maintenance, monthly deep clean, office walkthrough, or move-out reminder.

Measure repeat conversion, referral asks sent, referred walkthroughs, and recurring revenue added.