



THE JMC PLAYBOOK

Start a cleaning company like JMC

The services, the prices, the policies and the exact system I use to get booked through Google — from the man who started by cleaning his mum's car.

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Car valeting · Carpets & upholstery · Exterior cleaning · Home cleaning

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Disclaimer. This guide shares what I do in my own business. It isn't a guarantee of results, and it isn't legal, tax or financial advice — check anything specific with an accountant or solicitor. JMC prices are as listed on jmc.club in October 2026 and will change. Fees, thresholds and third-party offers (including Tide's) were checked in October 2026 and are set by those providers, not me.

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How JMC started, and how the system works

I didn't learn this from a course. I started by cleaning my mum's car. That turned into a mobile valeting round, then branded vans, then four service lines across London.

Every problem in this guide, I've hit myself: quoting on doorsteps, customers who don't answer the door, jobs lost in a WhatsApp group, doing the admin at 11pm because nothing was set up to do it for me. This is everything I'd tell you if you sat in the van with me for a week.

4.9★

from 399 reviews on Google & Setmore

20+

services across car, carpet, exterior and home cleaning

£2m

public liability insured, never sub-contracted

~£90

a week on Google Ads once kept two valeting vans fully booked



A JMC valet on a customer's driveway — we bring the water and the power.



Hot-water extraction on a customer's carpet.



Sandstone patio — before and after.

The system in four parts

Every service business runs on the same journey. A customer has to find you, decide to book you, get booked in, and get the job done well. Miss one and the others leak.

Part	What it is at JMC	Chapter
1. Get found	Google Ads and a Google Business Profile with real reviews	8, 9
2. Convert	A website with prices, proof and one-tap booking — and fast replies on WhatsApp	7, 10
3. Operate	An owner app that tracks every job, lead, pound of ad spend and profit	12
4. Deliver	A crew app, a checklist, before/after photos and clear policies	6, 11, 12

THE LEAKY BUCKET

The most expensive mistake is pouring money into ads while the website, the replies and the job itself leak. You pay for the click, the lead goes cold, the job gets forgotten. Fix the leaks before you turn the tap up.

Every JMC service, what's included and what we charge

This is the full JMC menu as it is on jmc.club today — the options, how long each job takes, the price, and exactly what's in and out. Use it as your starting point.

How we set prices out

- **Fixed price by size** — small, large or extra-large car; number of rooms; patio size. Customers see the price before they book.
- **Show the time.** It tells the customer what they're paying for, and tells you your hourly rate on every job.
- **"From" prices, confirmed by photo.** Every final price is confirmed before work starts — usually from a photo on WhatsApp.
- **Say what's not included.** It stops arguments on the day and makes the next package up an easy sell.
- **Add-ons, not discounts.** Both sides of a rug (+£20), both sides of a mattress (+£25), hob (+£15), pram (+£45 on a job you're already at).

Copy the structure, not just the numbers

These are London prices for a business with 399 reviews and a £2m policy behind it. Your area and your reviews will be different. Use the times to work out your own price (chapter 3), and use the included / not included lists word for word if you like — they've been tested on real customers.



Full Interior Valet — stained seats, before and after.



Machine Polish — swirled bonnet to deep gloss.

Mini Valet

From £70

Quick in-and-out clean to keep a car fresh between fuller valets.

Option	Time	Price
Small car	1 hr 20 mins	£70
Large car	1 hr 30 mins	£80
Extra-large car	1 hr 40 mins	£90

WHAT'S INCLUDED

- ✓ Full vacuum — seats, carpets, mats & boot
- ✓ Dashboard, console, doors & trim wiped
- ✓ Interior glass cleaned
- ✓ Standard exterior wash, rinse & dry
- ✓ Wheel faces cleaned
- ✓ Exterior glass cleaned & dried

Not included: No shampooing, stain/odour removal, leather conditioning or polishing.

Premium Valet + Sealant

From £85

The most popular clean. Full in-and-out valet with a 3-month hydrophobic sealant.

Option	Time	Price
Small car	1 hr 45 mins	£85
Large car	1 hr 55 mins	£95
Extra-large car	2 hrs 5 mins	£105

WHAT'S INCLUDED

- ✓ Full vacuum — seats, carpets, mats & boot
- ✓ Dashboard, console, doors & trim wiped
- ✓ Interior glass cleaned
- ✓ Full exterior wash, rinse & dry
- ✓ Wheel faces cleaned
- ✓ Exterior glass cleaned & dried
- ✓ 3-month hydrophobic sealant

Not included: No seat/carpet shampooing, stain/odour removal or machine polishing.

Full Interior Valet

From £120

All the inside work of the Full Valet, without the exterior wash.

Option	Time	Price
Small car	2 hrs	£120
Large car	2 hrs 30 mins	£140
Extra-large car	3 hrs	£160

WHAT'S INCLUDED

- ✓ Full vacuum — seats, carpets, mats, boot & crevices
- ✓ Seats & mats steam-cleaned & shampooed
- ✓ All surfaces — dash, console, doors, trim & vents
- ✓ Interior glass cleaned
- ✓ Door shuts & sills wiped
- ✓ Light spot-cleaning of marks

Not included: No exterior wash, leather conditioning or heavy stain/odour removal.

Full Valet

From £150

The most thorough valet — 2.5 to 3.5 hours of hands-on work, inside and out.

Option	Time	Price
Small car	2 hrs 30 mins	£150
Large car	3 hrs	£170
Extra-large car	3 hrs 30 mins	£200

WHAT'S INCLUDED

- ✓ Full vacuum — seats, carpets, mats, boot & crevices
- ✓ Seats & mats steam-cleaned & shampooed
- ✓ All surfaces — dash, console, doors, trim & vents
- ✓ Interior glass, door shuts & sills
- ✓ Full exterior wash, rinse & dry
- ✓ Wheel faces cleaned & tyres dressed
- ✓ Hydrophobic wax sealant

Not included: No paint correction, leather conditioning or heavy stain/odour removal.

Machine Polish

From £350

Single-stage polish that removes most swirls and light scratches.

Option	Time	Price
Small car	5 hrs	£350
Large car	6 hrs	£450
Extra-large car	7 hrs	£550

WHAT'S INCLUDED

- ✓ Pre-wash, foam & full hand wash
- ✓ Iron-fallout & tar removal
- ✓ Clay treatment
- ✓ Single-stage machine polish
- ✓ Removes most swirls & light scratches
- ✓ Finished by hand, inspected panel by panel

Not included: Exterior paint only. No deep scratches through the clear coat, no ceramic.

Ultimate Detail

From £500

Flagship multi-stage detail — paint corrected, interior detailed, long-life protection.

Option	Time	Price
Small car	8 hrs	£500
Large car	9 hrs	£620
Extra-large car	10 hrs	£740

WHAT'S INCLUDED

- ✓ Multi-stage paint correction
- ✓ Full interior detail
- ✓ Long-life protection
- ✓ Showroom finish

Not included: No bodywork, dent or chip repair, re-sprays or wraps.

Carpets, sofas, rugs & mattresses

Priced by room, item or size



Stained cream carpet brought back to life.



Heavily soiled armchair cleaned to like-new.



Sweat and stain marks extracted from a mattress.

Carpet Cleaning

From £85/room

Hot-water extraction that lifts dirt, stains and allergens out of the pile.

Option	Time	Price
1 room	45 mins	£85
2 rooms	1 hr 15 mins	£130
3 rooms	1 hr 45 mins	£170
4+ rooms	2 hrs 15 mins	£205

WHAT'S INCLUDED

- ✓ Pre-vacuum & inspection
- ✓ Stain & high-traffic pre-treatment
- ✓ Hot-water extraction
- ✓ Pet stain & odour treatment
- ✓ Edges by hand
- ✓ Touch-dry in 2-4 hours

Not included: No guarantee on old or set-in stains, bleach, dye or burns. Large furniture cleaned around.

Sofa & Upholstery

From £85

Deep extraction for fabric sofas, armchairs and dining chairs.

Option	Time	Price
2-seater	50 mins	£85
3-seater	1 hr 10 mins	£120
Corner / L-shape	1 hr 30 mins	£160

WHAT'S INCLUDED

- ✓ Fabric sofas & chairs
- ✓ Pre-treatment of stains
- ✓ Hot-water extraction
- ✓ Fast-drying

Not included: Leather suites need a separate quote. Results depend on fabric — advise first.

Rug Cleaning

From £85

Gentle deep clean for wool, synthetic and patterned rugs. Top side.

Option	Time	Price
Small	40 mins	£85
Medium	45 mins	£110
Large	55 mins	£145

WHAT'S INCLUDED

- ✓ Wool, synthetic & patterned
- ✓ Deep extraction — top side
- ✓ Gentle on fibres
- ✓ Fast-drying
- ✓ Both sides — add £20

Not included: Silk, antique or hand-knotted rugs: photo first. Colour-run tested before cleaning.

Mattress Cleaning

From £85

Stain and allergen deep clean. Price covers one side.

Option	Time	Price
Single	40 mins	£85
Double	45 mins	£110
King / Super King	55 mins	£130

WHAT'S INCLUDED

- ✓ Stain & allergen clean — one side
- ✓ Dust-mite treatment
- ✓ Hot-water extraction
- ✓ Fast-drying
- ✓ Both sides — add £25

Not included: Old yellowing, blood or ink may be permanent. Not clinical sterilisation.

Whole-Home Deal

£299

Three rooms plus stairs and landing in one visit.

Option	Time	Price
3 rooms + stairs & landing	about 5 hrs	£299

WHAT'S INCLUDED

- ✓ 3 rooms of the customer's choice
- ✓ Stairs & landing included
- ✓ Full hot-water extraction
- ✓ Stain & odour treatment

Pram & Pushchair

From £45

On-site steam clean. Best sold as an add-on to a job already booked.

Option	Time	Price
Added to a booking	while there	£45
Pram + car seat, added	while there	£65
Pram-only visit	≈ 1 hr + travel	£85

WHAT'S INCLUDED

- ✓ Fabric steam-cleaned — seat, hood, harness
- ✓ Frame & chassis sanitised
- ✓ Wheels cleaned
- ✓ Deodorised

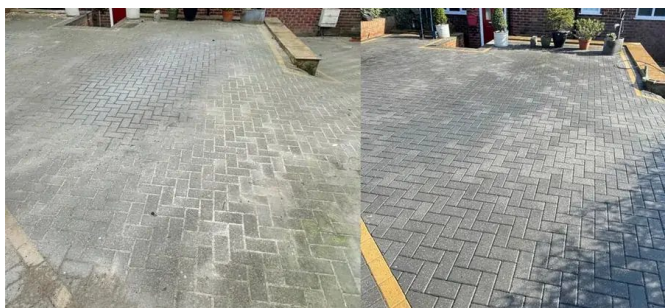
Not included: No repairs. No guarantee on old set-in stains or mould.

Why this line matters

At JMC, carpet and upholstery is about a quarter of the jobs but around 60% of the profit. Short jobs and a high price per hour — £85 for a 45-minute room.

Exterior cleaning

Priced by size or property type



Block-paved driveway deep-cleaned.



Hardwood decking back to its natural colour.

Patio Cleaning

From £150

Surface-matched pressure washing that strips dirt, weeds and moss.

Option	Time	Price
Small	1 hr 30 mins	£150
Medium	2 hrs 30 mins	£225
Large	3 hrs 30 mins	£310

WHAT'S INCLUDED

- ✓ Surface-matched pressure wash
- ✓ Weed & moss removal
- ✓ Full rinse-down
- ✓ Slabs left clean & rinsed off

Not included: Re-sanding and sealing are optional extras on a return visit.

Driveway Cleaning

From £150

Jet washing for block paving, concrete and tarmac.

Option	Time	Price
Single	2 hrs	£150
Standard	3 hrs	£215
Large	4 hrs 30 mins	£305

WHAT'S INCLUDED

- ✓ Block paving, concrete & tarmac
- ✓ High-pressure jet wash
- ✓ Weed & debris removal
- ✓ Left clean & rinsed off

Not included: Re-sand and seal priced separately. Old oil, tyre or rust marks may not fully lift.

Decking Cleaning

From £125

Surface-safe cleaning for timber and composite decking.

Option	Time	Price
Small	1 hr	£125
Medium	1 hr 30 mins	£170
Large	2 hrs 30 mins	£225

WHAT'S INCLUDED

- ✓ Timber & composite
- ✓ Surface-safe pressure
- ✓ Algae & grime removal
- ✓ Full rinse-down

Not included: Clean only — oiling or staining quoted separately. Weathered timber won't look new.

Gutter Clearing

From £95

Camera-guided gutter vacuum from the ground. No ladders on the roof.

Option	Time	Price
Terraced / mid-house	1 hr	£95
Semi / detached	1 hr 15 mins	£130
3 storeys / townhouse	1 hr 30 mins	£160

WHAT'S INCLUDED

- ✓ Camera-verified before & after
- ✓ Ground-based vacuum
- ✓ No ladders on roofline
- ✓ Downpipe check
- ✓ Debris removed

Not included: Up to 3 storeys. Needs an outdoor socket. Extensions/extra downpipes +£35.

Render & Wall Softwash

Free quote

Low-pressure, finish-safe softwash. Priced after a free assessment.

Priced per job after a photo or free visit.

WHAT'S INCLUDED

- ✓ Low-pressure, finish-safe
- ✓ Algae & dirt treatment
- ✓ Streak-free result
- ✓ Priced per job

Not included: No render repairs or painting. Heavy weathering can remain.

Roof & Moss Removal

Free quote

Moss scrape, treatment and clear-down. Priced after assessment.

Priced per job after a photo or free visit.

WHAT'S INCLUDED

- ✓ Moss scrape, treat & clear
- ✓ Surface-safe methods
- ✓ Gutters checked after
- ✓ Priced per job

Not included: Biocide works over weeks. No tile repairs or re-pointing.

Regular Home Clean

From £85

A reliable clean of the home to a checklist, priced by size.

Priced by bedrooms and bathrooms once the customer gives the property size.

WHAT'S INCLUDED

- ✓ Kitchen worktops, sink, hob & splashback
- ✓ Outside of cupboards & appliances
- ✓ Toilets, basins, baths & showers sanitised
- ✓ Mirrors, glass & chrome polished
- ✓ All rooms dusted incl. skirting tops
- ✓ Floors vacuumed & mopped
- ✓ Beds made & bins emptied
- ✓ All products & equipment included

Not included: Oven, fridge and windows are add-ons. No laundry, heavy limescale or clutter clearing.

Deep Clean

From £175

Top-to-bottom one-off clean, priced by bedrooms and bathrooms.

Priced by bedrooms and bathrooms once the customer gives the property size.

WHAT'S INCLUDED

- ✓ Everything in a regular clean, deeper
- ✓ Cupboard fronts & inside empty units
- ✓ Hob, tiles & splashbacks degreased
- ✓ Bathrooms fully descaled
- ✓ Mould treatment on sealant & grout
- ✓ Skirting, doors, frames, switches & sockets
- ✓ Radiators & light fittings
- ✓ Behind & under movable furniture

Not included: Inside oven +£25. Fridge/freezer, internal windows and carpets are add-ons. No external windows.

End of Tenancy Clean

From £230

Agent-standard move-out clean to an inventory checklist. Oven included.

Priced by bedrooms and bathrooms once the customer gives the property size.

WHAT'S INCLUDED

- ✓ Cleaned to an agent inventory checklist
- ✓ Inside oven, hob & extractor
- ✓ Inside & outside all kitchen cupboards
- ✓ Fridge/freezer cleaned
- ✓ Bathrooms descaled, sanitised & mould-treated
- ✓ Inside windows, sills & frames
- ✓ Wardrobes cleaned inside
- ✓ Free re-clean within 48 hours

Not included: Property must be empty. Carpets quoted separately. No external windows.

Oven Clean

From £65

Full deep clean of the oven — racks, trays, glass and interior.

Option	Time	Price
Single oven	1 hr 30 mins	£65
Double oven	2 hrs	£90
Range cooker	2 hrs 30 mins	£120

WHAT'S INCLUDED

- ✓ Racks, trays & shelves degreased
- ✓ Door glass both sides
- ✓ Interior walls, roof & base
- ✓ Seals, fan guard & controls
- ✓ Floor protected while working

Not included: Hob +£15, extractor +£15. No repair of rust or heat damage.

After-Builders Clean

Free quote

Dust and residue cleared after building work. Priced after photos or a visit.

Priced per job after a photo or free visit.

WHAT'S INCLUDED

- ✓ Fine construction dust — high & low
- ✓ Paint, plaster & adhesive spots
- ✓ Inside & outside cupboards & fittings
- ✓ Internal windows, frames & sills
- ✓ Kitchen & bathrooms sanitised
- ✓ Floors HEPA-vacuumed & washed

Not included: No rubble or skips. No asbestos or hazardous materials.

How to price your own services

I never compete on price. The cheapest cleaner in the area works the longest hours for the least money and can't afford to grow. Work out your floor first, then charge above it.

Step 1: your floor price

Floor price = job time × your hourly rate + travel + products + ad cost per booking

Most people forget the ad cost. If it costs you £45 in ads to win a booking, that £45 belongs in the price of the job.

Step 2: know what a van costs to run

These are JMC's real daily running costs per van, as of September 2026:

Cost	JMC figure
Crew wage	£100–110 per day
Fuel	£10–15 per van per day
Water	About £10 per van per day (at 3 jobs)
Materials and chemicals	About £10 per van per day (at 3 jobs)
Van insurance	About £250 per van per month (about £8–11 a day)
Jobs per van	About 3 a day — London traffic is the limit, not the work

Add those up and a van costs roughly £140–155 a day before the van lease and ads. Three jobs a day has to clear that comfortably — which is why a £70 Mini Valet is a filler, not a business model, and why bigger jobs and add-ons matter.

Step 3: set prices that sell

- **Three tiers.** A basic, a popular middle option, and a top option. Most people pick the middle. At JMC that's the Premium Valet + Sealant.
- **Bundles raise the job value.** The Whole-Home Deal (3 rooms plus stairs and landing, £299) sells more work in one visit than three separate rooms.
- **Add-ons while you're there.** Pram cleaning is £45 added to a job you're already at, or £85 as its own visit. Same work, far better margin.
- **Charge for heavy work.** Very heavy soiling, pet hair, vomit or biohazard means extra time or a surcharge — and you tell the customer before you start.

NEVER DISCOUNT

If someone can't afford the job they asked for, offer the smaller package — not a lower price for the same work. Dropping your price once teaches every customer to ask.

Set the company up properly

Do this before your first paid job. A limited company keeps the business's money and debts separate from yours, and makes you look established to customers, landlords, agents and staff.

Business banking and registering the company — the Tide route

This is the cheapest way I know to get a limited company and a business account set up in one go — and get money back towards your kit.

- 1 Download the Tide app** and choose to register a new limited company through Tide. It costs **£14.99**, instead of **£100** registering directly with Companies House — and it comes with a free business account. Have photo ID ready.
- 2 Enter referral code **ERJGBE**** when the app shows the "Add referral code" screen during sign-up. It will prompt you — don't skip it.
- 3 Spend £500 on your Tide card within 3 months.** Use it on your starter kit — products, microfibres, a pressure washer, a vacuum.
- 4 Get £100 cashback**, paid into your Tide account within 8 weeks of hitting the £500.

Already have a company?

Just open a Tide business account in the app and use the same code, ERJGBE. The £500 spend and £100 cashback work the same way.

Offer terms are set by Tide and can change or be withdrawn — check them in the app before you sign up. Full disclosure: I also get a referral bonus from Tide when you use my code.

The rest of the paperwork

Task	What to do
Take card payments	Payment through your booking system (JMC uses Setmore with Stripe). No cash on jobs.
Bookkeeping	Software from day one. Every receipt saved. Business money only in the business account.
Confirmation statement	Filed once a year at Companies House — £50 online from February 2026.
VAT	You must register once taxable turnover goes over £90,000 in the last 12 months, or if you expect to go over it in the next 30 days alone. Check it monthly.
Corporation Tax	Register with HMRC within 3 months of starting to trade.
Your first hire	Register as an employer with HMRC (PAYE), do right-to-work checks and set up a workplace pension.
Data and privacy	You'll hold names, addresses and photos. Put a privacy policy on your site, keep only what you need, and check whether you need to pay the ICO data protection fee.

Insurance — sort before your first job

- **Public liability.** JMC carries £2m and says so on the website. Customers ask.
- **Van insurance for business use.** A personal (social, domestic and pleasure) policy usually won't cover you while you're working.
- **Tools and equipment cover.** Vans get broken into.
- **Employer's liability.** A legal requirement in most cases once you employ anyone.
- **Damage to customer property you're working on** (often called care, custody and control) — ask your broker, because standard public liability may not cover the car or rug you're cleaning.

Kit and van — what we actually carry

Buy for reliability, not for show. A missing tool means an unfinished job, and an unfinished job means a complaint you caused.



Two-bucket hand wash with snow foam.



Hot-water extraction on car seats.

Service	JMC kit list
Every van	Water and power on board (we use a 240-litre buffer tank), full fuel, surface protection, rubbish bags, PPE, a charged phone
Valeting	Vacuum, foam lance, wash media, drying towels, glass cleaner, dressings — and vent brushes, which are mandatory. Polish and ceramic kit only when booked.
Carpets & upholstery	Prochem Steempro Powermax SX2100 and a Kärcher Puzzi 8/1 C (for stairs and spots), Prochem Multi Pro pre-spray, Prochem B109 rinse, defoamer, enzyme treatment for urine
Exterior	Generator, Hyundai HYW3100P2 petrol pressure washer, surface cleaner, Maxx Reach softwash lance, ground-level gutter vacuum, sodium hypochlorite (softwash), Lithofin Rust-Ex, kiln-dried sand for re-sanding

Our carpet method, step by step

Identify the fibre and test a hidden area → vacuum → pre-spray → agitate → hot-water extract → rinse → groom the pile → give drying time.

Surfaces you must not get wrong

Surface	Rule
Victorian tiles	No jet washing. Ever.
Natural stone	Low pressure and a neutral cleaner. No bleach-based products without a test patch. Rust: Lithofin Rust-Ex.
Render and roofs	Biocide through a softwash lance. Never jet wash.
Bouclé upholstery	High risk. Test first, result not guaranteed.
Wool rug with urine	Enzyme treatment. Don't promise the smell will completely go.
Drains and runoff	Dirty water and chemicals must not go down surface water drains — they usually run straight to a river or stream. The industry guidance is GPP 13 (vehicle washing and cleaning). No run-off or overspray on the customer's or a neighbour's property.

The policies that protect you

Free game. These are the rules JMC runs on — on the website, in the booking flow and in the crew app. Most of them are there because something went wrong once.

Price confirmed before any work

Prices online are starting prices. The final price is confirmed with the customer before work starts — usually from a photo on WhatsApp.

Booking and payment

Bookings and payments go through the booking system. The crew confirm payment has cleared before they leave. No cash.

Arrival

We WhatsApp 30 minutes before arrival. We work 7 days, roughly 8am–7pm.

Access

We bring our own water and power. The customer gives safe, reasonable access at the agreed time. They don't need to be home — many leave a key or let us in and go.

Valuables and breakables

Customers clear valuables and breakables before we arrive. We move small, light items only and clean around large furniture.

Heavy soiling

Very heavy soiling, pet hair, vomit or biohazard may need extra time or a surcharge — and we tell the customer first, never after.

Say the caveats first

Old stains, urine, natural stone, bouclé, end of tenancy — say what may not fully lift before you start. Under-promise, over-deliver.

Existing damage

Walk the job with the customer before you touch it. Note and photograph any scratches, dents or stains already there, and get a nod.

Bigger than booked?

Never price on the doorstep. Do the booked job only, and pass anything extra to the office to quote.

Extras are separate visits

Patio and driveway sealing, re-sanding, ceramic coating and machine polish are quoted and booked separately. Never thrown in free.

One side as standard

Rug and mattress prices cover one side. Both sides is an add-on (+£20 rug, +£25 mattress).

48-hour guarantee

Not happy? Message us within 48 hours and we come back and put it right, free. A re-clean slot beats an argument.

Our own team

Never sub-contracted. Same checklist, same standard. £2m public liability on every job.

Skipped jobs are logged

If a job can't go ahead, the reason is recorded: no access, customer cancelled, weather, or couldn't complete.

CANCELLATIONS — A TEMPLATE TO START FROM

JMC sets cancellation terms in each booking confirmation. If you're starting out, this is a simple policy to adapt: *"Free to cancel or move your booking with 24 hours' notice. Cancellations with less notice, or no access when we arrive, may be charged a call-out fee of £[amount]."* Show it at the point of booking, not after — a charge the customer never saw won't stand up. Any fee must be fair and reflect your real loss. Consumers who book online or by phone also have a 14-day legal right to cancel — tell them about it, and get their express request before starting work inside those 14 days. Put every policy on your terms page and booking confirmation, and have a solicitor check them.

A website that books jobs

Your website has one job: turn the person who just clicked your ad into a booking. Not to win design awards. To answer questions and make booking easy.

What jmc.club's service pages do

- **Headline that matches the search.** Someone who searched "patio cleaning" lands on the patio cleaning page — not the homepage.
- **Price, early.** "From £85/room" is on the first screen. Hiding the price loses more bookings than a high price does.
- **Real before/after photos.** Our own jobs, never stock.
- **Trust in one line.** "4.9 from 399 reviews · £2m insured · we come to you."
- **What's included and what isn't** — the lists in chapter 2.
- **Answers to the usual worries:** do you bring water, how long until it's dry, do I need to be home, are you insured, what if I'm not happy.
- **One-tap actions** on mobile: Call, WhatsApp, Book online — in a sticky bar at the bottom of the screen.

The structure

Page	Purpose
Home	Four service cards, proof, how it works, areas covered
One page per service	Options and prices, included / not included, before/after, questions, book
One page per area	JMC has pages for every London borough plus surrounding towns — each one written for that area
Terms, privacy, cookies	Your policies from chapter 6, written down

Don't fake proof

Never invent reviews, ratings or customer numbers. Fake reviews are banned under UK consumer law and against Google's rules, and competitors do report them. Five real reviews beat fifty fake ones.

DONE FOR YOU

I'll build your website for you

I build websites for cleaning and service businesses on the same system as jmc.club — the one in this chapter.

- ✓ Service pages with your prices and what's included
- ✓ Area pages for the places you cover
- ✓ Online booking, WhatsApp and click-to-call
- ✓ Before/after galleries and your real reviews
- ✓ Conversion tracking set up, ready for Google Ads

Websites from £150, or £250 with online booking and payments.

WhatsApp Joe: 07908 986323

Google Business Profile

Your Google Business Profile is the free listing that shows on Google Maps and in "near me" searches. It's where your reviews live — and reviews are what make people trust a stranger with their car or their home.

Set it up properly

- 1 Create it at google.com/business** with your exact business name — the same one on your van and website.
- 2 Set it up as a service-area business.** You go to the customer, so hide your home address and list the areas you cover instead.
- 3 Pick the right primary category** for your main service, then add the others as secondary categories.
- 4 Verify it.** Google will ask you to prove the business is real — often by video. Have your van, kit and branding ready to show.
- 5 Fill in everything:** services with prices, opening hours, phone, website, booking link, and a short description in plain English.
- 6 Add real photos** — your van, your team, your before/after. Add new ones every week.

Keep it working

- **Post once a day.** Yesterday's best before/after with the service and area. It takes two minutes.
- **Ask for the review at the van,** before you leave, while the customer is looking at the result. Then send the link the same day.
- **Reply to every review,** good and bad. Short, polite, by name.
- **Never buy, swap or pay for reviews.** It breaks Google's rules and UK law, and one report can wipe the lot.

Why it matters

JMC is at 4.9 from 399 reviews on Google & Setmore. That number is on the website and in our ads, and it does more selling than anything I could write. A verified profile also helps you get onto Google's Local Services Ads (they have their own checks), which JMC runs for exterior cleaning.

Google Ads: the engine

Almost all of JMC's new customers come from Google Ads. Not Instagram — JMC's Instagram has over a thousand followers and has never produced a client. People who search "carpet cleaning near me" want it done, now. That's who you pay for.

£635

ad spend in one September
2026 week

14 jobs

booked from those ads

£45

cost per booked job

4.5×

return on ad spend (break-
even is 3.3×

How I run it

- 1 Tracking before spending.** Track bookings, calls and WhatsApp clicks as conversions, and test each one yourself, before the campaign goes live.
- 2 Search campaigns only to start.** People actively searching — not Display.
- 3 One campaign, one service, one landing page.** Valeting ads go to the valeting page. Never the homepage.
- 4 Target only where you'll travel.** People *in* your areas, not just "interested in" them.
- 5 Negative keywords from day one.** Jobs, courses, DIY, free, cheap, equipment, products.
- 6 Start small, prove a profit, then scale.** JMC Carpets launched on £20 a day.
- 7 Don't touch it for 7 days** after a change. Google needs about a week to learn. Two days of data tells you nothing.

The numbers that matter

Cost per booked job = ad spend ÷ jobs booked · Return on ad spend = revenue ÷ ad spend

Work out your break-even return — at JMC it's 3.3× — and judge every week against it. Clicks and impressions don't pay wages. Also check when your market books: on our carpets campaign, Google concentrated spend into weekday mornings and early afternoons. At JMC, Monday and Tuesday carry the week.

DONE FOR YOU

I'll run your Google Ads for you

I run Google Ads for cleaning and service businesses the same way I run JMC's. The enquiries come from people searching for your service in your area right now — people ready to book. Your job is to answer them and close them within the first 60 seconds. Chapter 10 shows you how.

- ✓ Campaigns built by service and area
- ✓ Conversion tracking set up and tested
- ✓ Weekly search-term and negative-keyword work
- ✓ Reported on cost per booked job, not clicks

Google Ads management: £350 a month (your ad spend is paid to Google separately).

WhatsApp Joe: 07908 986323

Sales: answer in 60 seconds, then close

Someone searching for a cleaner often messages several companies, and the first proper reply often wins. Answer within 60 seconds and you've beaten most of your competition before you've said a word about price.

Find out five things

#	Ask	Why
1	Their name	Use it. It turns an enquiry into a conversation.
2	Where they're based	Postcode tells you if you cover it and which van fits.
3	What service they want	Valet, carpets, patio, end of tenancy...
4	Size or a photo	Car size, number of rooms, a photo of the patio — so you can give a fixed price.
5	When they need it	So you can offer two real dates.

The first reply

CUSTOMER

Hi, how much for a car valet?

YOU — WITHIN 60 SECONDS

Hi, thanks for messaging JMC! I can get you an exact price now. What's your name, your postcode, and what car is it? If you can send a quick photo of the inside, even better.

YOU — WITH THE PRICE

Thanks Sarah. For a Golf in N13 the Full Valet is £150 — about 2.5 hours, inside and out, finished with a wax sealant. I can do Thursday at 10am or Saturday at 9am. Which suits you?

Always offer **two named dates**. Never "when suits you?" — that question gets "I'll let you know", and you never hear back.

The common objections

"I need it today."

If you can fit them in, do. If you're full, don't lose the lead — pass it on. Partner up with two or three good companies in the same trade. With the customer's OK, you send them the jobs you can't take, they pay you **20% of the sale** as commission, and they send you theirs the same way. No lead gets lost, and you earn on work you never had to do.

Agree it in writing, pass leads only to people whose work you'd put your name to, and pay commission the same day the money lands.

"That's too expensive."

Ask, politely: "Compared to what?" Usually it's a quick wash at a car wash. That means driving there, queueing and waiting for an exterior rinse. We come to them, spend up to three and a half hours on the inside and out, and they don't lose their morning. They're paying for the result and the convenience.

If the budget really is the issue, offer the smaller package — a Mini Valet from £70 instead of a Full Valet — not a discount on the same work.

"Someone else quoted me less."

Explain your scope clearly. Send your included / not included list and ask them to compare it with the other quote. Then remind them what's behind your price: your insurance, your own team, your guarantee and your reviews. Cheap quotes usually leave things out.

"I'll think about it."

"No problem — shall I hold Thursday 10am for you until tonight?" A held slot gets a decision. An open question gets forgotten.

"Can you do it any cheaper?"

Hold the price, but give a reason and a date, not a flat no: "Our price includes the sealant and the 48-hour guarantee. I can do Saturday at 9am." Or offer a bundle — on carpets, the Whole-Home Deal — so they get more for their money.

Running the job

Marketing gets the first booking. How you run the job decides whether you get the review, the repeat and the referral. This is the start-to-finish routine every JMC crew follows.



Aston Martin DBS valeted in Kensington.



Snow foam, kerbside in central London.



BMW M4 Competition, finished.

- 1 Before leaving:** van and kit check for today's services, tank and fuel full, machines tested, read the booking notes, plan the route in order.
- 2 Arrive:** park considerately, greet the customer by name, confirm the service and what's included.
- 3 Walk the job together.** Note existing damage and stains, say the caveats, get a nod before starting.
- 4 Before photos** — same angles every time.
- 5 Do the work to the checklist.** Test delicate items on a hidden spot first. Protect the surroundings.
- 6 Quality check with the customer** before packing up — vents, edges, corners, joints. Fix misses on the spot.
- 7 After photos** — same angles as before.
- 8 Confirm payment has cleared.** Customer signs off the job.
- 9 Clear up:** all kit and rubbish, check for overspray and run-off, thank them, ask for the review.

When something goes wrong

- **On the spot:** stay calm, don't argue. A genuine miss — own it and redo it before you leave.
- **Afterwards:** offer a fixed re-clean slot. That's the default answer, not a refusal.
- **Find the cause** — missing tool, rushed area, wrong chemical — and fix it the same day.
- **Turn it into a rule.** JMC's "vent brush is mandatory on every valet" rule came from a complaint.

The apps that run JMC

WhatsApp groups and spreadsheets get you started, then quietly cap your growth. Jobs slip, nobody's sure what's booked for Thursday, and the owner does the admin at night. So I built two apps. They install on any phone like a normal app — no app store needed.

JMC Ops — the owner's app

The control room. It tracks everything, so I always know where the money is.

- ✓ Every job logged and tagged by source: **Ad, Direct** (my outreach) or **Repeat**
- ✓ Revenue by day and week, profit, and monthly targets
- ✓ Ad spend per day, with live return on ad spend against break-even
- ✓ Leads pipeline: new, quoted, won, lost and win rate
- ✓ Overflow log — every job turned away, so I know when to add a van
- ✓ Past-customer list batched by postcode, with message templates
- ✓ A daily checklist: confirm tomorrow's jobs, brief the crews
- ✓ Syncs across phone, tablet and laptop

JMC Crew — the team's app

The app the crew open every morning. It keeps every worker on track without me ringing round.

- ✓ Today's jobs in order, pulled straight from the booking system — cancellations update automatically
- ✓ Clock-in only at the job: before photos are GPS-checked
- ✓ Before photos, checklist and after photos — the job can't be finished without them
- ✓ Customer signs off on the phone (or the reason is logged)
- ✓ Morning van check: mileage, fuel, kit and existing damage
- ✓ Time on each job against time booked
- ✓ Report an incident straight to the office
- ✓ Training handbook and standards built in

Why it matters

Before/after photos kill most "you missed a bit" disputes. GPS clock-in means you know the crew was actually there. Source tagging means you know which pound of ad spend brought which job. Accurate job times make your pricing sharper every month.

DONE FOR YOU

I'll build both apps for your business

The same owner app and crew app, set up for your services, your team and your booking system. You own them — no per-user subscription, just low hosting costs.

- ✓ Owner app: jobs, leads, ad spend, return on ad spend, profit
- ✓ Crew app: today's jobs, photos, checklists, sign-off, van checks
- ✓ Your branding and your service list

WhatsApp Joe for a price: 07908 986323

Grow: sell more to the customers you already have

Ads are rented — when the spend stops, the jobs stop. The cheapest work you'll ever win is from people who've already paid you once. Every customer you've cleaned for is a customer for your other services.

Cross-sell your own services

A valeting customer has a driveway. A patio customer has carpets. A carpet customer has a mattress and a sofa. That's why JMC offers car, carpet, exterior and home cleaning — the same customer, the same street, more jobs.

Five ways JMC grows

Channel	How we do it
Past customers	50 WhatsApp messages a day to past customers, batched by postcode, each offering two named dates. Cross-sell the service they haven't had yet.
Referrals	Asked at the van, before leaving, while the result is right in front of them. Every ask logged, every reward paid promptly.
Referral partners	Letting and estate agents, block managers, garages, car dealers and body shops who send you their clients. A fixed commission per job, paid the day the client's money lands.
Content	Before/after pairs — same spot, same angle — tagged by service and area. Posted daily on your Google profile.
Ads	Already working. Maintained weekly, judged on cost per booked job.

Regulars and memberships

Turn one-off customers into regulars — a valet on a fixed schedule, a fortnightly home clean. JMC runs a membership for regular valeting customers. It fills your quiet days and gives you income you can plan and hire against.

Density beats reach

Three jobs on one street beats one job in each of three postcodes. Crews average two to three jobs a day mainly because of travel. Book by area, and send past-customer messages to the postcodes you're already working in that week.

When to add a van

- Log every job you turn away. When the overflow is consistent week after week — not one busy spell — you've got a case.
- Make sure the vans you already have are profitable on clean numbers first.
- Have the cash to cover the new van and wage through a few quiet weeks.

Your first 30 days

Tick these off in order. Don't skip ahead to ads before the basics are done.

Week 1 — Decide and register

- ☐ Choose your first service and the areas you'll cover
- ☐ Check people search for it in your area (Google Ads Keyword Planner)
- ☐ Choose a name and check the domain is free
- ☐ Register the company and open a business account through Tide — code ERJGBE
- ☐ Get insurance in place

Week 2 — Kit, prices and policies

- ☐ Buy your starter kit on the Tide card (counts towards the £500 for £100 cashback)
- ☐ Write your price list using chapters 2 and 3 — options, times, included / not included
- ☐ Write your policies from chapter 6
- ☐ Do practice jobs for friends and family — before/after photos on every one

Week 3 — Get found

- ☐ Build the website: service pages, area pages, prices, photos, booking, WhatsApp
- ☐ Set up and verify your Google Business Profile
- ☐ Ask your first paying customers for honest Google reviews — not friends or family; Google removes those
- ☐ Set up two or three partner companies for overflow (20% commission each way)

Week 4 — Switch on Google Ads

- ☐ Set up and test conversion tracking for bookings, calls and WhatsApp
- ☐ One Search campaign: one service, one landing page, tight location, negatives
- ☐ Launch on a small daily budget — then leave it for 7 days
- ☐ Reply to every enquiry within 60 seconds, with two named dates
- ☐ End of week: check search terms and cost per booked job

Work with Joe

This guide gives you the system. If you'd rather not build it all yourself, I do it for cleaning and service businesses — the same way I do it for JMC.

What	What you get	Price
30-minute set-up call	Your services, prices, website, ads and next step — one to one with me	Included with this guide
Website	Service and area pages, prices, booking, WhatsApp, tracking	From £150 (£250 with online booking and payments)
Google Ads management	Campaigns, tracking and weekly optimisation, reported on cost per booked job	£350 a month + ad spend
Owner app + crew app	The two apps from chapter 12, set up for your business	Ask for a price

Your 30-minute set-up call is included

Here's how to get the most out of it:

1. Read the guide all the way through.
2. Send me all your questions in one message — about the guide, your business, or starting out in general.
3. I'll answer them in writing before the call.
4. On the call we go through my answers, the guide and your business, one to one.

Bring your numbers if you have them: prices, jobs per week, revenue and ad spend.

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Joe Le

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