business
for sale



BUSINESS REPORT

Date: **8th November 2026**
Business Reference:**38421**

About the Business:

Cleaning company that operates as a work-from-home business

This is a work from home business responsible for weekly contract cleaning of mostly residential homes and small offices. This can be expanded to cater for bigger corporates by a more active owner

Cleaning company that operates as a work-from-home business



Sector: **Services**

Asking Price:

R 440,000

Monthly Profit:

R 15,013

Asset Value:
R 0

Stock Value:
R 0

Yearly Net Profit :
R 180,155

Business Report

Fully describe the business's activities?

This is a work from home business responsible for weekly contract cleaning of mostly residential homes and small offices

How does the business operate on a daily basis?

The business sends trained cleaning staff to clients' homes at scheduled times during working hours. This is a service based operational model, not a product sales.

Their cleaners arrive with all required cleaning materials and equipment, meaning the business manages:
- Procurement of cleaning supplies
- Storage and logistics
- Staff scheduling and deployment

What Advertising/Marketing is carried out?

Website and social media advertising

What competition exists?

There are many similar businesses, but these clients are happy with the person in their house and the service they receive from the management/owner.

How could the profitability of the business be improved?

More advertising, wider market, more addons to utilise the existing client base. e.g. specialised window cleaning, carpet cleaning, upholstery cleaning, mattress cleaning

There is a list with all the ad hoc clients from before that can be contacted

Give a breakdown of staff/ functions/ length of service?

Staff length of service ranges from 2 years to 9 years.

Do any have management potential?

No, they don't

How involved is the Owner in running the business?

This is an owner operated business

When does the current lease end?

This is a work from home business.

Buyer should ideally be based in/around the west or Northwest of Johannesburg

What are the trading hours?

Monday to Friday 07h30 til 16h00
Saturdays 08h00 til 15h00 where required

What are the main assets of the business?

Cleaning equipment. 3 industrial vacuums, some mops, cloths, brooms, dusters, etc.

Strengths?

Established brand presence with strong customer testimonials.
Comprehensive service offering, including standard cleaning, deep cleaning, move-in/move-out, and high-reach cleaning (solar panels, gutters, windows).
Trained and supervised staff, ensuring consistent service quality.
Flexible service formats (individual cleaners, team cleans, specialised cleaning).

Weaknesses?

Labour-intensive model with high dependency on staff availability, reliability, and training.
Operational complexity when coordinating team cleans, equipment logistics, and travel.
Potential margin pressure due to promotions and competitive pricing in the cleaning industry.
Limited differentiation in a crowded market unless specialised services are strongly marketed.

Opportunities?

Growing demand for outsourced residential cleaning as households prioritise convenience.
Expansion into commercial cleaning, which could increase recurring revenue.
Upselling specialised services such as deep cleans, high‑reach cleaning, and move‑in/move‑out packages.
Subscription or retainer cleaning packages to stabilise monthly income.
Geographic expansion into neighbouring suburbs or cities.
Partnerships with estate agents for pre‑transfer or pre‑occupation cleaning.
Eco‑friendly cleaning solutions to attract environmentally conscious clients.

Threats?

High competition from informal cleaners and established cleaning companies.
Rising labour costs and compliance requirements in the domestic worker sector.
Fuel and transport cost increases affecting on‑site service margins.
Client cancellations or inconsistent demand during economic downturns.
Reputation sensitivity—one poor service experience can impact online reviews and referrals.

What is the reason for the sale?

Seller retiring and semigrated away from Gauteng