



Rethink What Clean Means

Residential Cleaner Talking Points

The “Rethink What Clean Means” campaign is off to a tremendous start. Since launching September 19, 2023, our omnichannel campaign has garnered:

- 430+ million impressions across earned media
- 73+ million impressions plus 47 million video views via paid media
- 8+ million views of the “[Howie Clean It](#)” video miniseries on YouTube
- Thousands of visits daily to the [RethinkClean.org website](#).

Among the next steps for the campaign is to drive the need for consumers to rethink clean in their own homes. Our ISSA Residential Cleaning members are positioned to reach consumers and help them to understand how to rethink clean and the importance of cleaning for health.

By utilizing the Rethink Clean campaign resources, Residential Cleaning Companies stand out as a professional and a leader in the industry. Residential Cleaning Companies are uniquely positioned to help their customers by protecting their families and their homes in an uncertain environment and offering them peace of mind.

Opportunities for Residential Cleaners

Following the pandemic, cleanliness is at the forefront of everyone’s mind. This is an opportunity as a professional Residential Cleaning Company to educate your existing and potential customers on the need to clean for health. Consider utilizing these data points to amplify the importance of cleaning for health now and in the future.

Americans 18 and over are concerned about the cleanliness of businesses and germs post COVID-19

- Aside from COVID-19, more than half (55%) of Americans are concerned about other germs and illnesses (e.g., norovirus, rhinovirus, etc.) in public places, with 60% of female Americans feeling that concern.

Americans need Help Understanding what's Clean and what isn't

- The majority of Americans are unclear about what makes a space clean – most assume that if a business looks or smells clean then it is clean but smell alone isn't the sole determinant of whether place is clean or dirty. This skews higher among those that work from home primarily (60%), female (55%) and Gen Z/Millennials - those 18 to 34 - (56%). The facility is transparent about their cleaning processes.
- Americans are also vastly unaware of cleaning certifications and what they mean. Only 27% of respondents have heard of them and believe all cleaning professionals should have them.

Residential cleaning companies experience growth in business despite impact of pandemic

- According to ARCSI's 2022 Residential Cleaning Benchmarking Survey, over 50% of residential cleaning are experiencing an increase in gross sales revenue in 2021. The survey also found that the growth is contributed to client growth. Over 65% of residential cleaners experienced a growth in clients or remained at the same level over the last three years.

Home cleaning services remain resilient as economy slows

- According to the third-quarter edition of the [Home Service Economic Report](#) from operations management software company Jobber, home services (including residential cleaning businesses) have remained resilient despite the slowing down of other industries. Spending on Home Service has been strong and was second only to Restaurants in Q3 2022.

How Residential Cleaners Can Educate Clients on Cleaning for Health

There is a large gap between cleaning for aesthetics and cleaning for health. A professional residential cleaning company has the knowledge and the experience to clean your home for health. They understand the science behind the cleaning. There are many things consumers can do to provide a healthier home environment in between visits from a professional residential cleaning company.

Read the Labels

- Not all cleaning products disinfect, and, an even greater concern is that some stronger disinfecting products require careful instructions when using to be effective. Understanding what the cleaning product is used for and how to use it will make for more effective cleaning.

Have a cleaning system in place

- Implementing a color-coded system with your cleaning equipment to avoid cross-contamination. Assign a room a different color, for example, red for high-risk areas like toilets or sinks or blue for low-risk areas, like windows or mirrors. That way, you're not mixing up your equipment, and anyone (say, your spouse or a professional cleaner) can easily come in and take over if you're unable to clean.

Create a cleaning schedule

- While people have a tendency to procrastinate when it comes to cleaning, establishing a routine is key to getting ahead of your household cleaning. You take it room by room or start with the complex tasks days earlier and leave the easier ones when it gets closer to the main event. Breaking your cleaning into smaller tasks makes it feel much more do-able.

Focus on high-traffic areas when you are short on time

- Focus on the spaces where you spend most of your time like bedrooms or bathrooms if you can't cover the whole house. When you have some extra time for deeper cleaning, focus on areas where there might be dust, dirt, or grime build up. These areas include fixtures, ledges, shelving, doors, baseboards and under or behind furnishings.

Keep practicing good hygiene

- Washing your hands with soap and water will protect you from 80% of all the germs out there. According to the CDC, people should wash their hands for at least 20 seconds after handling food, using the toilet, leaving a public place, or touching common surfaces.
- If someone is sick, there are extra measures you can take to ensure a clean home. Immediately clean after a sick person leaves a room can help greatly reduce germs and separate dishes, utensils, and other items to avoid other household members getting infected.

Continue to educate yourself

- Like any task or hobby, it's essential to continue reading up on best cleaning practices. While ISSA is an organization geared toward the professional cleaning industry, it recently launched a consumer page to inform the public on how to clean efficiently.

Protect your guests before they stop by

- Before guests arrive, clean and disinfect all items/surfaces that will be touched more frequently, like doorknobs and light switches. You can also help your household practice excellent hygiene by placing hand sanitizer around your home and having sanitizing wipes on hand for guests to use, especially if you're serving food.

How much do you do know about spreading germs?

- [Parents magazine provides a quiz](#) that consumers can take to test their knowledge and see how they fare.