



SERENE CLEAN

Reclaim your calm

RESIDENTIAL

CLIENT GUIDELINES

INTRODUCTION

Thank you for choosing Serene Clean. We're truly grateful for the opportunity to provide professional cleaning services in your home and to become a trusted part of your household routine.

These guidelines are designed to help us work together smoothly. They cover what you can expect from our team, how we work and what we need from you to deliver our best service.

Please take a few minutes to review this document and sign it before your first visit. If any guideline or policy is unclear, we're happy to walk you through it.

Questions?

Reach out anytime at office@serene-clean.com or 715-204-4270.

WHAT'S INSIDE THIS GUIDE

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ABOUT SERENE CLEAN



April West

Payroll & Accounts
Manager



Krystal Davidson

Director of
Human Resources



Stephanie Pipkin

Founder &
Owner



Katie Jenks

Customer Relations
Manager



Hanna Sutton

Field Development & Quality
Assurance Specialist

At Serene Clean, our core values guide every decision we make because we're not just here to clean, we're here to make a difference.

Family First

We believe a clean home or business should create more time for what matters most. Our mission is to give you back precious hours to spend with family, focus on your business, or simply relax without the stress of cleaning.

Integrity

We take pride in our work and never cut corners. Whether someone is watching or not, we do the right thing, every time, ensuring that every space we clean meets the highest standards.

A Grateful & Positive Attitude

We are honored to make your life easier and grateful for the opportunity to serve our community. Every day, we look for ways to bring joy, relieve stress, and leave our clients with a smile.



WHAT THIS MEANS FOR YOU



Consistent Faces: Our employees stay for years, not months. Many have been with us since the beginning.



Real Accountability: Every Technician is an employee who is trained, insured, and aligned with our values.



Peace of Mind: Background checks, workers' compensation, and ongoing training protect you and your home.



Professional Care: We select team members for their capabilities and their professionalism, reliability, and positive attitude.

WHAT TO EXPECT

We approach every home with care, attention and respect. Our goal is to make your home sparkle with consistent, thorough service using non-toxic, eco-friendly products that are safe for most materials.

You can count on

- ✓ Email and text reminders with your estimated start time with services typically between 8:00 AM - 5:00 PM CT.
- ✓ A comprehensive standardized checklist left after each cleaning documenting which areas were serviced and tasks performed.
- ✓ Clear communication if anything needs attention or cannot be completed safely.

Reminders we'll send

- An email reminder three days before your appointment.
- A text reminder one day prior. Reminder text messages are sent from our scheduling software and are one-way; you can call or text our business line with any changes or questions at 715-204-4270.



PREPARING FOR YOUR VISIT

✦ For your first visit and anytime things change

- Review our cleaning checklist as this outlines exactly what will be completed at each visit.
- We use eco-friendly, non-toxic products. If you'd like us to use your products instead, email photos of labels to office@serene-clean.com for approval.
- If cell service is unreliable at your home, please provide Wi-Fi information to our office in advance. Technicians clock in and out via our scheduling app, which registers GPS coordinates for safety and accountability.
- Tell us about any specialty or newly sealed surfaces that may need gentler care.
- Note any delicate valuables and heirlooms so we can clean around them.

✦ Before every visit

- Ensure safe and clear access to your home entry. Parking areas and entryways should be free of hazards including but not limited to snow, ice, debris, or other obstacles.
- Your sink should be clear of dishes if you would like your sink to be cleaned.
- Secure skittish, anxious or aggressive pets in a separate room or kennel.
- Set the indoor temperature between 65 and 75 degrees.
- Secure any money, jewelry and other valuables.
- Place a toilet brush or disposable wand in each bathroom.
- Pick up personal items and clear surfaces of clutter including toys, clothing, papers, etc. Cluttered areas can be more time consuming and prevent our team from cleaning thoroughly. Cluttered areas may be skipped or worked around and will be noted on your cleaning checklist.

✦ Examples of cluttered areas



CHANGES AND CANCELLATIONS

We understand that plans change and life happens. To keep schedules smooth for you and to support our team, who rely on consistent hours, please give at least 48 hours' notice to cancel, skip or reschedule.

Cancellation fees

- 48 hours or more: no fee
- Less than 48 hours: 25% of the scheduled service
- Same day: 50% of the scheduled service

How to make changes

Please let our office know about any changes before your appointment by text, email, or voicemail. This includes requests to skip or add rooms or tasks, updates to entry or lockup instructions, changes to how often or how long we clean, and any special notes you'd like your Technician to know.

Holiday Closures

We are closed on New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Eve Day, Christmas Day.

When your regular cleaning falls on a Holiday, we'll reach out in advance to communicate changes to your cleaning schedule.

WEATHER POLICY

During inclement weather including snow, ice, or any other hazardous conditions, we may need to postpone your service. We monitor the weather and make day-of decisions, canceling only when necessary. When possible, we may adjust appointments ahead of time if we have openings.

If we must cancel, we will notify you by email, call or text.



SERVICE DETAILS

While we work diligently to clean surfaces, we cannot guarantee they'll return to like-new condition. Some examples include, but are not limited to, the following:

- Hard water etching on glass or stone
- Permanent grout staining or discoloration
- Sun fading on surfaces or fabrics
- Paint failure or peeling
- Damaged, unsealed, or worn finishes on wood, stone, tile, or cabinetry
- Rust stains
- Mold and mildew that has extended into grout or behind caulk

Showers, Tubs, and Tiled Surfaces

Mold and mildew are organic and can extend into grout or behind caulk. Surface stains may lighten with cleaning, but complete removal often requires regrouting or recaulking by a specialist.

Floors

We damp mop all floors thoroughly with a string mop; grout scrubbing, grout whitening, and extraction from textured flooring are not services we provide.

Natural Stone and Specialty Finishes

Please tell us about any surfaces that require special care or specific cleaning products/methods. We may adjust methods or skip a surface to avoid damage.

Windows and Screens

If interior window glass cleaning has been added to your service, we will clean reachable interior glass, sills, and tracks. We do not remove or replace window screens. We do not clean exterior windows, even if your windows tilt.

Light Fixtures

We gently and thoroughly dust the exterior of fixtures we can safely reach. We do not remove or replace fixture covers or bulbs and we do not disassemble or reassemble fixtures.

Large Appliances

We will not move stoves, refrigerators, and other large appliances. We do not disconnect water, gas or power.



Laundry, Linens and Bedmaking

We're happy to make your beds as part of our standard cleaning. If you'd like fresh sheets put on, leave clean linens on each bed and we'll take care of the rest. We do not provide laundry service, change duvet covers, or climb onto bunk beds to make or tidy them. Our team will only clean and make beds within safe reach using our company-provided footstool.

Vacuums

We bring our own vacuum unless you request we use yours. If so, it must be an upright model and in good working order. We are not responsible for maintenance, repairs, electrical outlets or vacuums that may become damaged or fail during use.

Dishes

We do not wash dishes. If you would like your sink to be thoroughly cleaned, please ensure it is free and clear of dishes.

Taxidermy

We do not clean any type of taxidermy.

BREAKAGE AND DAMAGE

If something is damaged during cleaning, we will email you with the relevant information and work toward a fair resolution.

Situations outside our responsibility include, but are not limited to:

- Normal wear and tear, such as carpet or rug loops catching on vacuum rollers.
- Pre-existing damage or instability, including items that are loose, wobbly, cracked, chipped, or improperly installed (e.g., fixtures, decor, mirrors, shelving, blinds, hardware) that may shift or fall during routine cleaning.
- Unsealed or worn finishes on wood, stone, tile, grout, or cabinetry that may react to moisture or standard cleaning methods. This includes damage related to floors or cabinets that have not been maintained per recommended guidelines.
- Surfaces requiring specialty or manufacturer-specific care when instructions were not provided in advance.
- Damage caused by client-provided cleaning products, as we cannot verify their safety or compatibility.



HOME ACCESS

Entry & Access

You may be home to allow entry, leave your home unlocked, provide an access code, or use a lockbox/hidden spot for a key or remote. If your entry uses electronics, ensure devices are charged and codes are current. Lockboxes or hidden keys or remotes should be accessible in a safe place. Please include instructions for locking up when cleanings are complete.

We do not retain keys or remotes between visits for your security. If you choose to leave your home unlocked or hide a key or remote for access, you assume responsibility for any resulting security issues.

Parking

Please ensure parking is available near your home before our arrival. We require parking within 100-200 feet of the entrance (approximately 1-2 minute walk). If parking restrictions or permits are required, inform our office in advance. If adequate, free parking is not available and we incur parking fees or towing charges as a result, these costs will be billed directly to the client.

Alarms

Serene Clean is not responsible for charges incurred from an activated alarm we cannot turn off based on instructions provided or omitted during setup.

If We Cannot Access Your Home

If we're unable to access the property at the scheduled time due to any access issue, a 50% lockout fee will be applied to cover the reserved appointment.

SAFETY

Reaching High Areas

Technicians use only the one-foot step stool provided by Serene Clean and will not use client ladders, stools or furniture to reach high areas.

Indoor Temperature

Please keep your home between 65 and 75 degrees before we arrive. Your Technician may adjust the thermostat to a comfortable working temperature and will return it to the original setting before leaving. If the home is too hot or too cold to work comfortably, we will need to reschedule and our cancellation policy will apply.



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Utilities

Our team will not touch breakers, turn water on or off, or adjust any utility connections. Water and electricity must be turned on before we arrive. If utilities are off, we will be unable to complete the service. We will need to reschedule and our cancellation policy will apply.

Firearms

If left out, firearms will be cleaned around and not touched. It is preferred they are secured and put away.

Unsafe Conditions

If a Technician feels unsafe due to conditions in the home such as aggressive pets, inappropriate conduct, strong language or unsafe objects they may leave the job site and the full cleaning fee will apply.

Biohazards

Please notify our office before service if your home has mold, pest infestations, or human or animal waste, including litter boxes. If these conditions are discovered during a visit we may cancel the appointment and the full cleaning fee will apply. Future service may require proof that the issue has been professionally resolved.

Exclusions

We do not use bleach, CLR, Pledge, or similar harsh chemicals even if requested. We never mix chemicals.



PETS

Please secure any anxious, skittish, or aggressive pets in a separate room or kennel during your cleaning. Otherwise, we're happy for them to roam freely. If we're unable to access your home due to an excited or aggressive pet, we'll contact you immediately to reschedule and cancellation fees may apply.

Our team is always attentive with doors and gates, but we cannot assume responsibility for pets that exit unexpectedly when we arrive or depart. We will not accommodate requests to let animals in or out of a home. Please do not allow pets to jump on our staff. If a bite occurs it must be reported to the authorities and the homeowner is responsible for any medical treatment.

SMOKE-FREE POLICY

Our cleaning Technicians do not smoke or vape on client property, indoors or outdoors, or during service visits.

Indoor Smoking & Service Eligibility

We're unable to service homes with evidence of current or recent indoor smoking or vaping of any substance, including tobacco, cannabis, or e-cigarettes.

If evidence of interior smoking is detected upon arrival, we'll need to cancel the visit and the full cleaning fee will apply. Resuming service will require professional smoke remediation, and the home must be free of smoke odor at the time of our next visit.

INSURANCE AND COMPLIANCE

We are a registered business in Wisconsin, licensed, bonded, and insured. Our employees are not permitted to work off the clock or perform additional tasks outside of scheduled appointments. Any work performed outside of a scheduled service is not authorized by Serene Clean and is not covered by our insurance or workers' compensation.

We collect and report all employer-required taxes for cleaning services to local, state and federal agencies, protecting you from any tax liability related to the income our team members receive.



PRICING AND ESTIMATES

Estimates are based on the size and reported condition of your home. If the condition requires additional time beyond the estimate, we'll contact you before proceeding with extra work.

Man Hours vs Clock Hours

We charge based on total labor time, measured in man hours. For example, two Technicians working for four hours each equals eight man hours of labor, the same as one Technician working for eight hours.

What Does "Man Hours" Mean?



1 Technician for 4 hours

2 Technicians for 2 hours

Man hours reflect actual labor hours

Pricing Changes

We'll provide advance notice of any price changes. Price adjustments may occur due to increased labor costs, supplies, or operational expenses.

Staying on Schedule

To help us complete your cleaning efficiently, we appreciate it when interruptions are kept to a minimum. Additional time may be charged if on-site distractions significantly delay completion.



PAYMENT

Down Payment

First-time and move-in or move-out cleanings require a 50% down payment. Down payments are fully refundable with 48 hours' notice before your scheduled service.

Invoices and Payment

Invoices are emailed after your cleaning is complete. Payment is due upon receipt.

Payment Methods

We accept debit or credit card, bank transfer, check, or cash at our Black River Falls office during posted hours. Technicians cannot accept any type of payment for services.

Card on File

A credit or debit card must be kept on file and will be charged if payment is not received within 5 days of a service. By signing this document, you are giving explicit permission to have your card stored and charged if payment is not received within 5 days.

Late Payments

If you have an outstanding balance, payment must be received in full before we can complete any other cleanings.

Tipping

Tipping is never required but always appreciated for exceptional service. Tips may be left in cash and must be clearly labeled as such or added to your invoice. All tips go directly to the cleaning Technician(s) who serviced your home during that visit.



PHOTOS AND VIDEOS

Photographs and videos may be taken in your home for employee learning and marketing or promotional purposes.

- Photos and videos taken for employee learning will never be shared or released to the public.
- Photos and videos taken for marketing or promotional purposes are limited to before and after images or videos.
- Serene Clean will never capture identifying information or reveal locations in any photos or videos.
- Confidentiality will be upheld in all marketing and promotional materials.
- Serene Clean reserves the right to edit and use before and after images and videos on social media.
- Photos and videos will never be sold or given to third parties.

NON-SOLICITATION OF EMPLOYEES

Our cleaning professionals are our greatest asset. By receiving services from Serene Clean, you agree not to solicit, hire, or otherwise engage any Serene Clean employee to provide cleaning or related services directly, outside of your agreement with us.

If a client hires a Serene Clean employee privately during the term of service or within 12 months after services end, the client agrees to pay a \$2,000 employee acquisition and training fee to Serene Clean.

This fee is not a penalty; it reflects the substantial investment we make in recruiting, background screening, training, and retaining our team.

OUR SATISFACTION GUARANTEE

We want you to be absolutely delighted with your cleaning service. Report any concerns to our office at 715-204-4270 or office@serene-clean.com within 24 hours of the service being completed.



CONSENT TO UPDATED TERMS THROUGH USE

We keep our client guidelines current so everything is clear. The most up-to-date version is always available on our website, with the effective date at the top. When we make changes, we will share an update in writing, if applicable.

By continuing to use Serene Clean services after an update, you agree to the most current guidelines. If there is ever a difference between a printed or emailed copy and the website, the website version will apply.

ACKNOWLEDGMENT & SIGNATURE

By signing below, you acknowledge that you have read, understood, and agree to these guidelines as well as the checklist that was included with the estimate.

Client Signature

Date

