

MAID VIP · RESEARCH

The 2026 House Cleaning Price Transparency Report: Los Angeles & Ventura County

Of 46 established house cleaning companies a homeowner finds on Google across Los Angeles's west side and Ventura County, only four publish any price on their own website. This report documents the count, the method, and what it means for a homeowner comparing options.

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About this report. On August 26, 2026, Maid VIP assembled every residential house cleaning company that Google’s local results surface across twenty city-level searches in Los Angeles and Ventura County, kept those with at least 20 Google reviews, and checked each company’s own website for a single thing: whether it shows a consumer any price before they call. Maid VIP appears in those results and is excluded from every count as the report’s author. The classification list is available on request. This PDF is a fixed edition of the web page linked on the cover, which is the canonical, kept-current version.

Key findings

46

Established companies checked
(20+ Google reviews, LA or
Ventura County)

4

Publish any pricing on their
website — about 9%

91%

Publish no pricing: “call for a
quote,” or no working website

- **42 of 46 companies (91%) publish no price at all.** 39 have websites that describe services in detail and then ask the visitor to call for an estimate; three had no working website that could be located.
- **Only four companies post a figure** — one a dedicated flat-rate pricing page, one an apartment price range with an instant-estimate tool, one a starting price, one a promotional hourly rate.
- **The gap is identical on both sides of the county line:** 2 of 23 Ventura County companies publish pricing, and 2 of 23 on the Los Angeles side.
- **The purchase is not small.** A standard visit for a typical 1,500–2,500 sq ft home runs \$300–\$475 in this market and a deep clean \$650–\$1,000, yet a homeowner cannot comparison-shop it the way they can nearly anything else at that price.
- **The finding is about what is published, not what is fair.** Quote-only companies include some with excellent reputations; the report measures the transparency gap, not price levels.

The finding

On August 26, 2026, we assembled the residential house cleaning companies that Google’s local results surface across twenty market searches — Thousand Oaks, Westlake Village, Simi Valley, Moorpark, Camarillo, Oxnard, Ventura, Agoura Hills, Malibu, Calabasas, Beverly Hills, Woodland Hills, Santa Monica, West Los Angeles, Brentwood, Pacific Palisades, and Encino among them — and kept every residential cleaning business located in Los Angeles or Ventura County with at least 20 Google reviews: the established companies a homeowner comparing options will actually encounter. That produced 46 businesses. We then reviewed each company’s own

website and recorded whether it publishes any specific price — a rate table, a starting price, a per-hour figure, anything a consumer could read before picking up the phone.

42 of the 46 — 91% — publish nothing. 39 have websites that describe services in detail and then say some version of “call for a free estimate.” Three more had no working website we could locate at all. Only four companies post any figure.



Share of the 46 established Google-listed residential cleaning companies across Los Angeles and Ventura County, by what their own website shows a consumer, checked August 26, 2026. Maid VIP is excluded from all counts.

County	Companies checked	Publish pricing	Share
Ventura County	23	2	9%
Los Angeles County (west side and valley)	23	2	9%
Total	46	4	9%

Why this matters to a homeowner

House cleaning in this market is a several-hundred-dollar purchase — a typical 1,500–2,500 sq ft home runs \$300–\$475 for a standard visit and \$650–\$1,000 for a deep clean — yet in practice a homeowner cannot comparison-shop it the way they can shop nearly anything else at that price. The near-universal “call for a quote” model means the first number you hear usually arrives after you’ve handed over your name, phone number, and address, and it makes the market’s real price levels invisible to the people paying them. Independent surveys put the average professional-company rate in Los Angeles around \$70 per hour, with solo cleaners commonly \$30–\$50 — a spread wide enough that knowing the going rate before you call is worth real money.

To be clear about what this report does not claim: a company that quotes by phone is not doing anything wrong, and several of the quote-only companies in the sample have excellent reputations. Custom quoting has honest rationales — homes differ, condition differs, and some operators prefer to see a home before naming a number. The finding is narrower and, we think, more useful: as of August 2026, a homeowner researching cleaning prices in this market will find published numbers on about one company website in eleven. That is the transparency gap this report measures.

The four that publish

Credit where it’s due — the four companies (of the 46 checked) that post real figures on their own sites:

Company	Location	What it publishes
MaidThis Cleaning of Los Angeles	Los Angeles	A dedicated pricing page with flat-rate figures
Sparkle & Shine Cleaning LA	Los Angeles	A published apartment price range with an instant-estimate tool
Two Trees Cleaning	Ventura	A posted starting price
Ramirez Janitorial Services	Oxnard	A posted hourly rate

Different formats, but each gives a consumer a number before the phone call.

Where we stand — Maid VIP’s prices, in full

Maid VIP is excluded from every count above because it is not a neutral party on this question: it publishes its full 2026 rate structure and has for some time. For the record, and so this report practices what it measures, these are the published ranges by home size. Every figure traces to the rates published on maidvip.com and to real signed quotes. The quote is flat and given before the visit; a written 24-hour re-clean applies to every service.

Home size	Standard cleaning	Deep cleaning	Move-in / move-out
Up to 1,500 sq ft · 1-2 bedrooms	\$250	\$450-\$650	\$450-\$650
1,500-2,500 sq ft · 2-3 bedrooms	\$300-\$475	\$650-\$1,000	\$650-\$1,000
2,500-3,500 sq ft · 3-4 bedrooms	\$475-\$650	\$1,000-\$1,400	\$1,000-\$1,400
3,500+ sq ft · estates	\$650+	\$1,400+	\$1,400+

Bathrooms beyond two add \$35 per bath on a standard clean, \$60 on a deep clean, and \$70 on a move-out. Estate housekeeping is priced per day (\$320 for one professional, \$640 for two). Specialty work — carpet, upholstery (from \$75 per piece), windows, wood floors, post-construction, commercial — is priced per room, per piece, per window, per square foot, or per visit, with full tables in the guides library at www.maidvip.com/guides/. Maid VIP is a premium service built for houses, larger condos, and estates; flat-package apartment services are the right tool for a studio.

Methodology

Sample. Every business returned by Google local results for residential house-cleaning searches (“house cleaning,” “cleaning service,” “maid service”) across twenty city-level queries spanning Ventura County and Los Angeles’s west side and valley, collected August 26, 2026, deduplicated by listing.

Inclusion criteria. Three were applied: the business offers residential house cleaning as a core service (exterior-only, carpet-only, duct, dryer-vent, trash-can, dry-cleaning, and janitorial-only operations were excluded); it is located in Los Angeles or Ventura County (two listings that mapped to Northern California were excluded); and it has at least 20 Google reviews — a prominence threshold meant to capture the established companies a consumer actually chooses among, and to exclude listings too new or too small to have a meaningful web presence. Maid VIP appears in these search results and was excluded from all counts as the report’s author.

Classification. For each of the 46 qualifying businesses we located the company’s own website via web search and reviewed its public pages — home page, service pages, and any pricing or booking page discoverable from them — recording the company as *publishes pricing* only if a specific dollar figure for cleaning services (a rate table, range, starting price, or hourly rate) appears on the site’s readable pages.

Chains and franchises. Brands sampled at multiple locations (three Premier locations, three Marching Maids, three Cleenora, two Molly Maid, two Pronto, two Pro Clean, two The Maids) share brand websites; each sampled location was counted separately, classified by its brand site, which mirrors what a consumer searching that city encounters.

Limitations, stated plainly

- Several companies use online-booking widgets that display a price only after a visitor enters home details. We could not execute those widgets, so a company whose only pricing lives inside a booking flow is recorded as not publishing. We believe that is the right call for a report about what a researching consumer can read, but it means the “publishes” count is conservative.
- Classifications reflect each website on the date checked and can change at any time.
- A name-and-review-count sample of Google listings measures what a searching homeowner encounters; it is not a census of every cleaning business in two counties.
- Publishing no pricing is not evidence that a company’s prices are unfair — only that they are unpublished.

For the wage, workforce, legal, and housing figures behind this market — BLS employment and wages, UCLA domestic-worker data, minimum wage and overtime rules, deposit law, Census households — see the companion report, *California House Cleaning & Domestic Worker Statistics (2026)* (DOI 10.5281/zenodo.22850926), every figure linked to its publisher.

Citing this report

This report and its underlying counts are free to cite and republish under [CC BY 4.0](#), with attribution to Maid VIP and a link to the canonical page.

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Press and data inquiries: contact@maidvip.com or (805) 380-5586. We are glad to walk through the methodology, share the full classification list, or comment on cleaning prices and consumer transparency in Los Angeles and Ventura County.

About Maid VIP

Maid VIP LLC is a California domestic referral agency (Cal. Civ. Code §1812.5095) founded in Thousand Oaks in 2014 by Chris Szetela. It does not employ cleaners; it refers independent professionals who are interviewed, reference-checked, background-screened, and verified for general-liability insurance before and after the first visit. Clients receive a flat quote before the visit, the same professional on each visit, and a written 24-hour re-clean. The agency holds the California employment-agency surety bond (Civ. Code §1812.503) and carries its own general, professional, and cyber liability coverage; details are published at www.maidvip.com. Offices in Thousand Oaks (HQ, 844 Masterson Dr, (805) 380-5586), Woodland Hills, Beverly Hills, Malibu, Calabasas, Camarillo, and Simi Valley.

Disclosure: Maid VIP is a competitor of businesses named in this report; that interest is why Maid VIP is excluded from all counts and why the methodology and limitations above are stated in full. “No pricing published” reflects a review of the company’s public website pages on the date shown and is not a statement about the fairness of any company’s prices or the quality of its services. Company classifications available on request.