

## MODULE 7

# Cleaning Systems & Turnover Excellence

Build a hotel-grade system that guarantees 5-star reviews and lets you scale with confidence.



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# The Unspoken Truth

Cleanliness is the **#1 factor** driving negative reviews.

Guests form their opinion of your ENTIRE property in the first 30 seconds. One missed detail can erase all your other hard work.

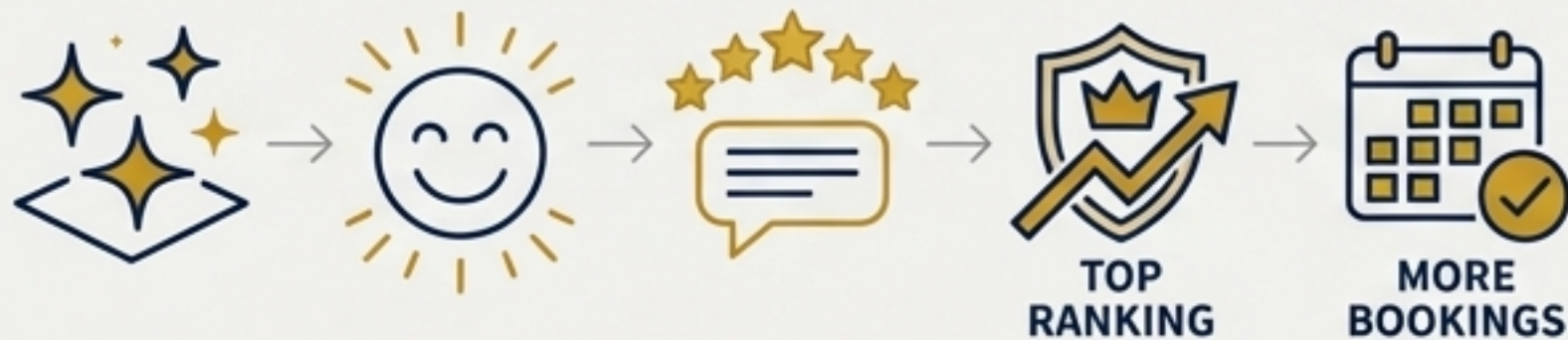


# The Cleanliness Multiplier Effect

It's more than just one review. It's a chain reaction.



## 5-STAR SPIRAL



Pristine Stay → Happy Guests → Glowing Reviews  
→ Higher Rank → More Bookings



## 1-STAR SPIRAL



Minor Issue → Frustrated Guests → Nitpicking & Complaints  
→ Bad Review → Lower Rank → Lost Revenue

# The Blueprint for Turnover Excellence

Stop improvising. Start systemizing. A professional operation is built on four pillars:

**1. The Foundation:**  
Master SOP &  
Checklists



**2. The Standard:**  
The 'Zero-Dust'  
Mindset



**3. The People:**  
Pro Training &  
Supply Systems



**4. The Engine:**  
Technology &  
Automation





# Pillar 1: The Master SOP

Your Standard Operating Procedure is your single source of truth for cleaning.

## IT DEFINES:

- The **Sequence** of tasks (Top to bottom, Bathrooms first)
- The **Method** for each task
- The **Staging** for a photo-ready finish
- The **Reporting** protocol (Photos, Lockup)

*This is how you get the same result, every time, with any cleaner.*

# Drill Down: Room-by-Room Checklists

Your SOP is the “what.” Micro-checklists are the “how,” for every single room.

## Kitchen



- Appliance interiors, fresh sponges, restocked coffee.

## Bathroom



- Hair-free drains, disinfected hinges, streak-free mirrors.

## Bedroom

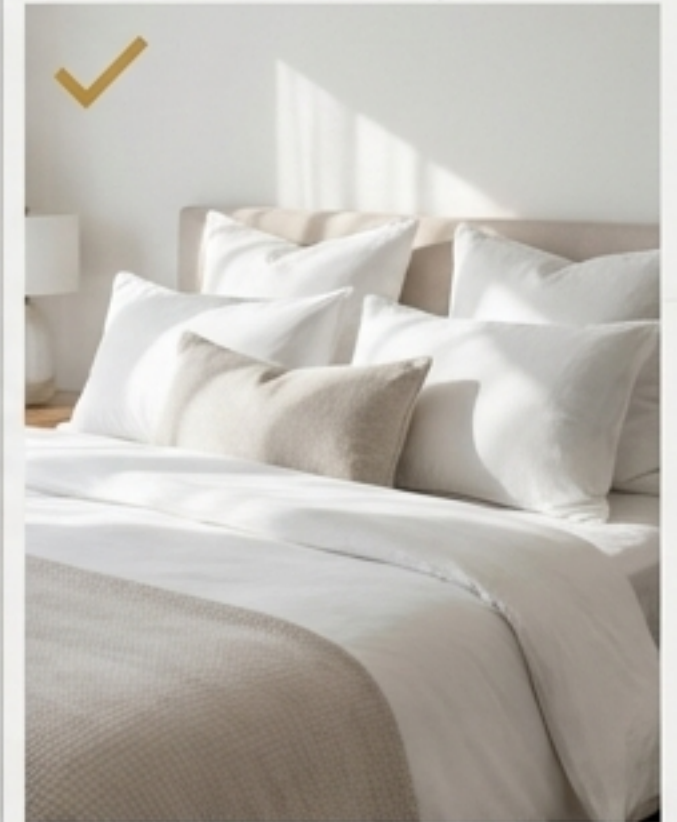
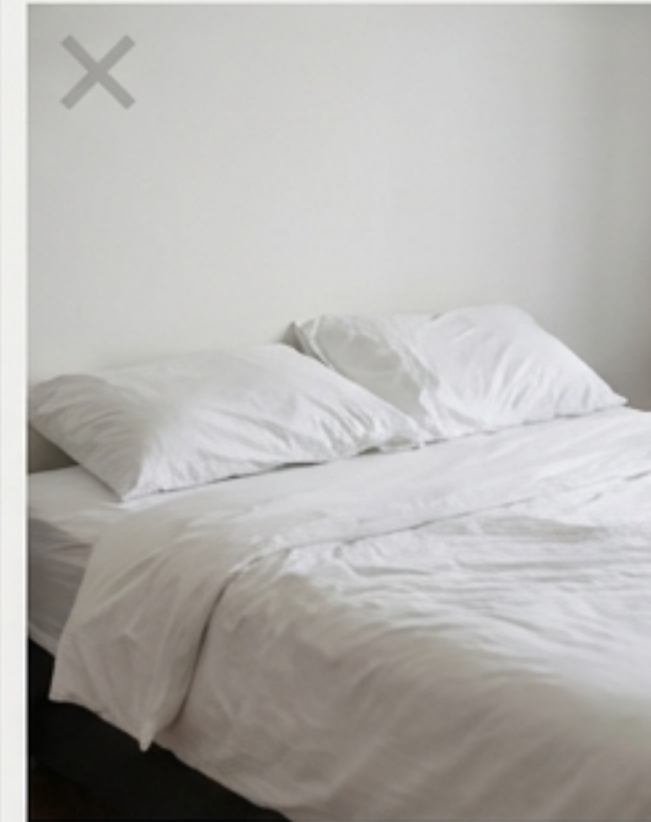


- Under the bed, fresh linens, staged pillows.

## Living Room



- Sanitized remotes, fluffed cushions, folded throws.



*No more ‘I forgot to...’ moments.*

# Zero-Dust Standard



## Pillar 2: The 'Zero-Dust Standard'

Adopt the mindset of a luxury hotel. This is about eliminating any visible dust or grime on key surfaces.

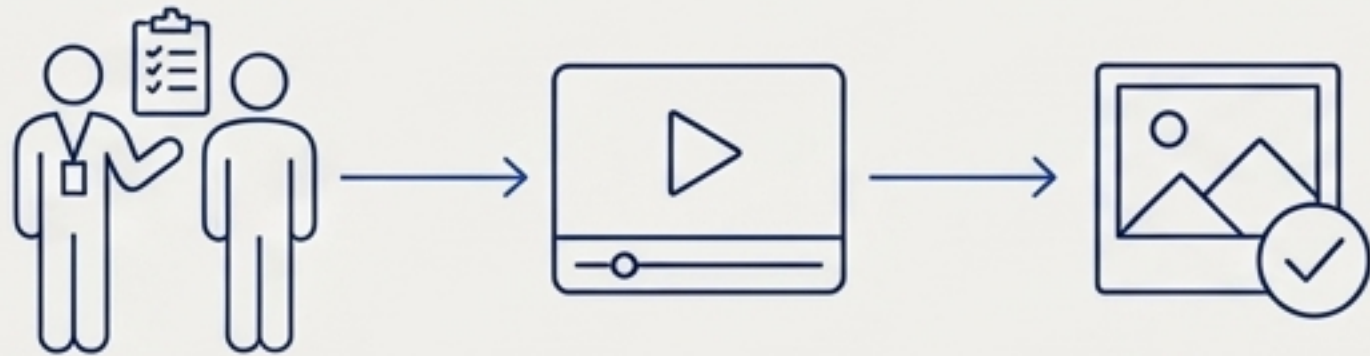
### THE PRINCIPLES:

1. **Top to Bottom:** Dust falls down. Always clean high surfaces before low ones.
2. **Color-Code Your Cloths:** Blue for glass, green for kitchen, red for bathrooms. No cross-contamination.
3. **Master High-Touch Zones:** Light switches, door knobs, remotes, cabinet handles.

# Pillar 3: Your A-Team & Toolkit

Great systems need great people and the right tools.

## TRAINING



- STR cleaning is **hotel-grade**, not house cleaning.
- Train using photos, videos, and shadow shifts.
- Set clear expectations on quality AND timing.

## SUPPLIES



- Create a centralized inventory list.
- Define 'Par Levels" (minimum stock) for every item.
- Running out of supplies is a *systems failure*, not a cleaner failure.

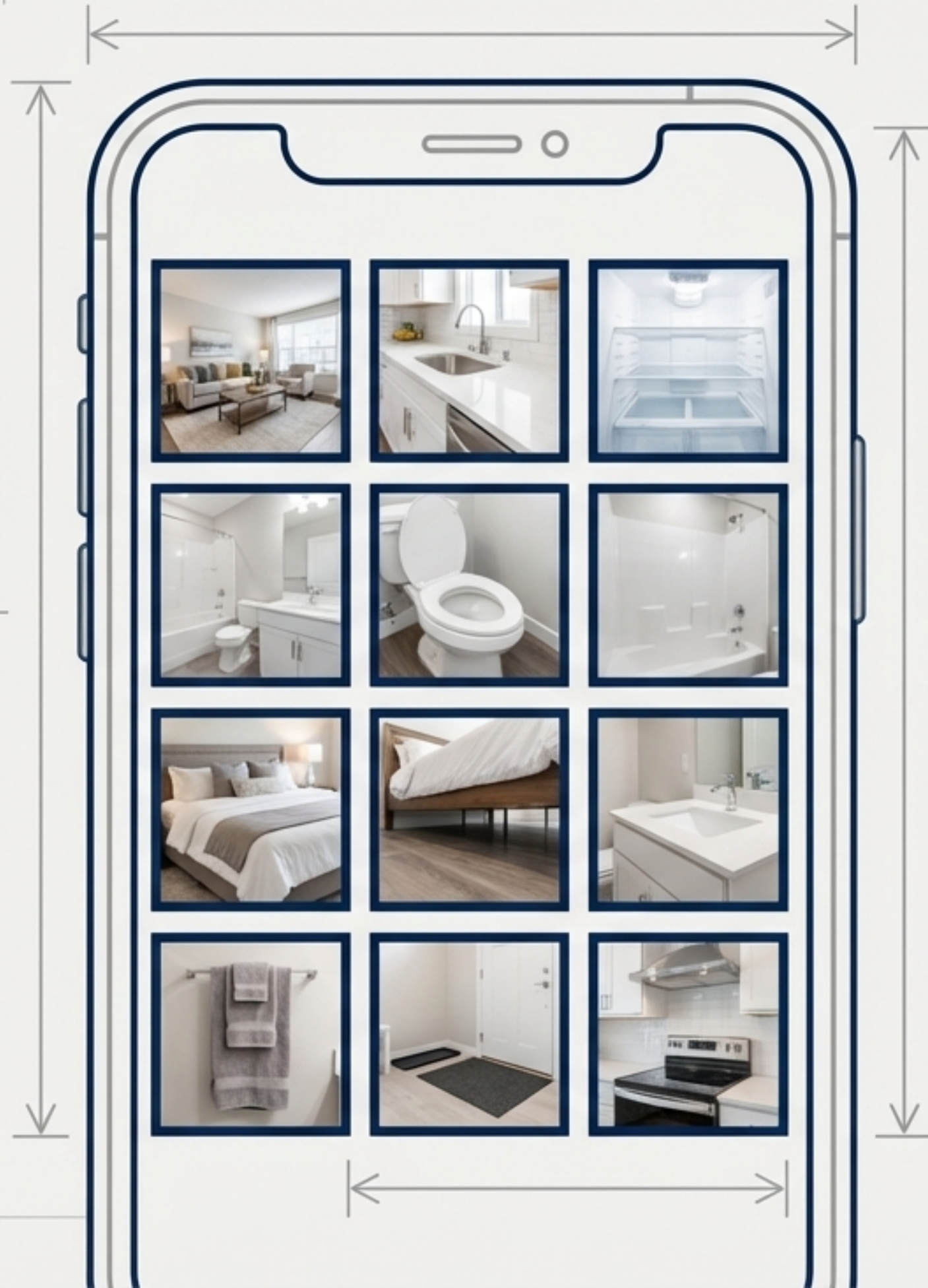
# The Remote Host's Secret Weapon

## The 12-Photo Inspection System

You don't need to be there to inspect the turnover. Your system does it for you.

### REQUIRE A PHOTO SET AFTER EVERY CLEAN:

1. Living Room (Wide)
2. Kitchen Counter
3. Inside Fridge
4. Bathroom (Wide)
5. Toilet (Close-up)
5. Toilet (Close-up)
6. Shower/Tub
7. Main Bedroom Bedding
8. Under the Bed
- ...and 4 more key spots.

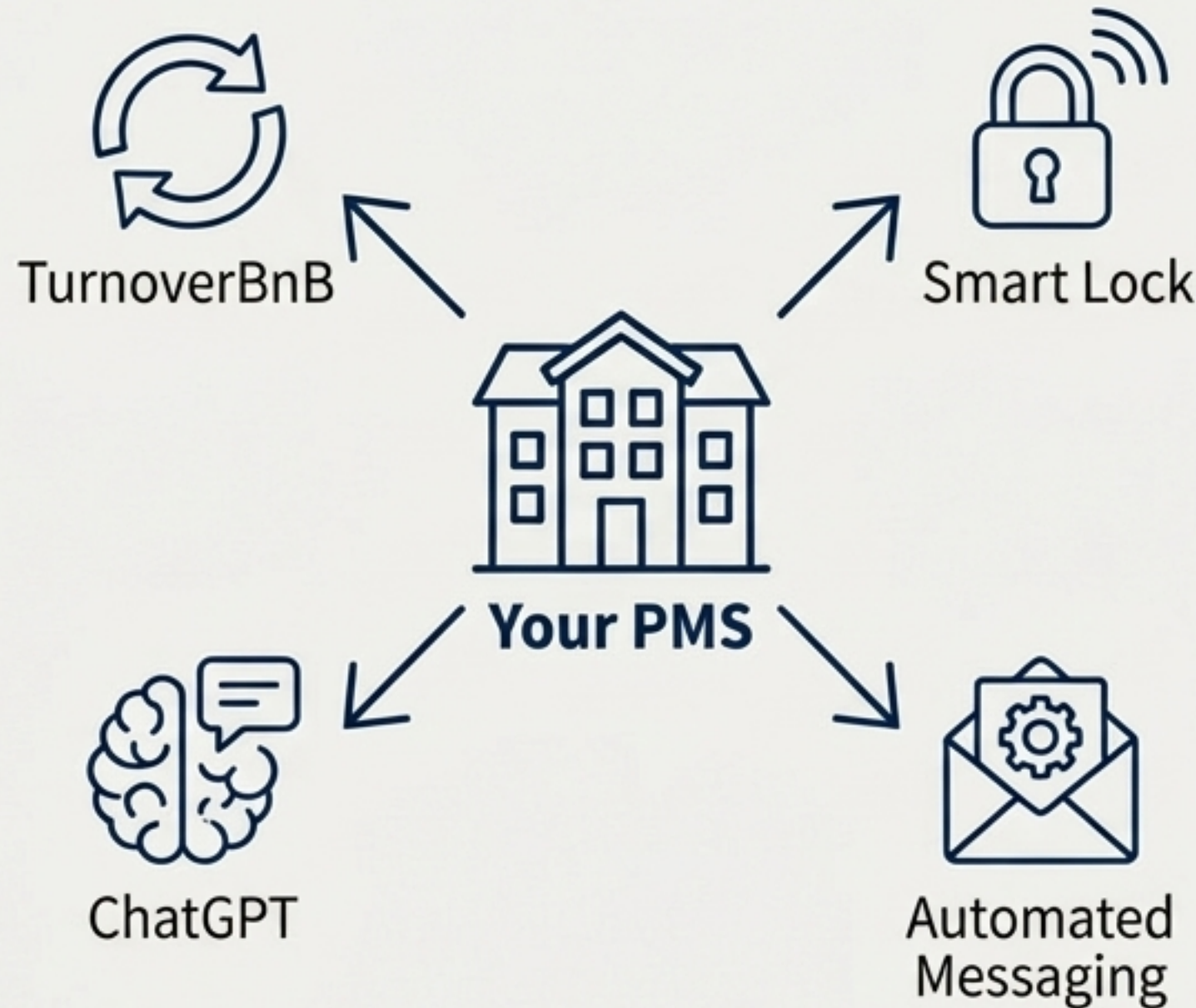


# Pillar 4: Your Automation Engine

Use technology to put your cleaning system on autopilot.

## START WITH:

- **Turnover Apps (TurnoverBnB, Breezeway):** Auto-schedule cleaners from your booking calendar.
- **Automated Checklists:** Digital checklists cleaners complete on their phone.



## LEVEL UP WITH:

- **ChatGPT:** Create customized training docs in any language.
- **Automated Notifications:** Confirm when a job is started and completed.

# The 2.5x Linen Rotation Rule



# Conquer the #1 Bottleneck: Laundry

A failed laundry system will derail your entire turnover.

## THE 2.5x LINEN ROTATION RULE:

- **1 Set:** On the bed for the current guest.
- **1 Set:** In the wash from the previous guest.
- **0.5-1 Set:** Clean, folded, and ready on the shelf for a fast turnover.

## SYSTEMIZE:

- Label sheets by size (e.g., 'K' for King).
- Use a stain treatment guide for your cleaners.
- Decide: On-site or off-site laundry service?

# The Unshakeable Host: Your Emergency Plan

Chaos happens. Great hosts don't avoid it, they plan for it.

## IN CASE OF TURNOVER EMERGENCY



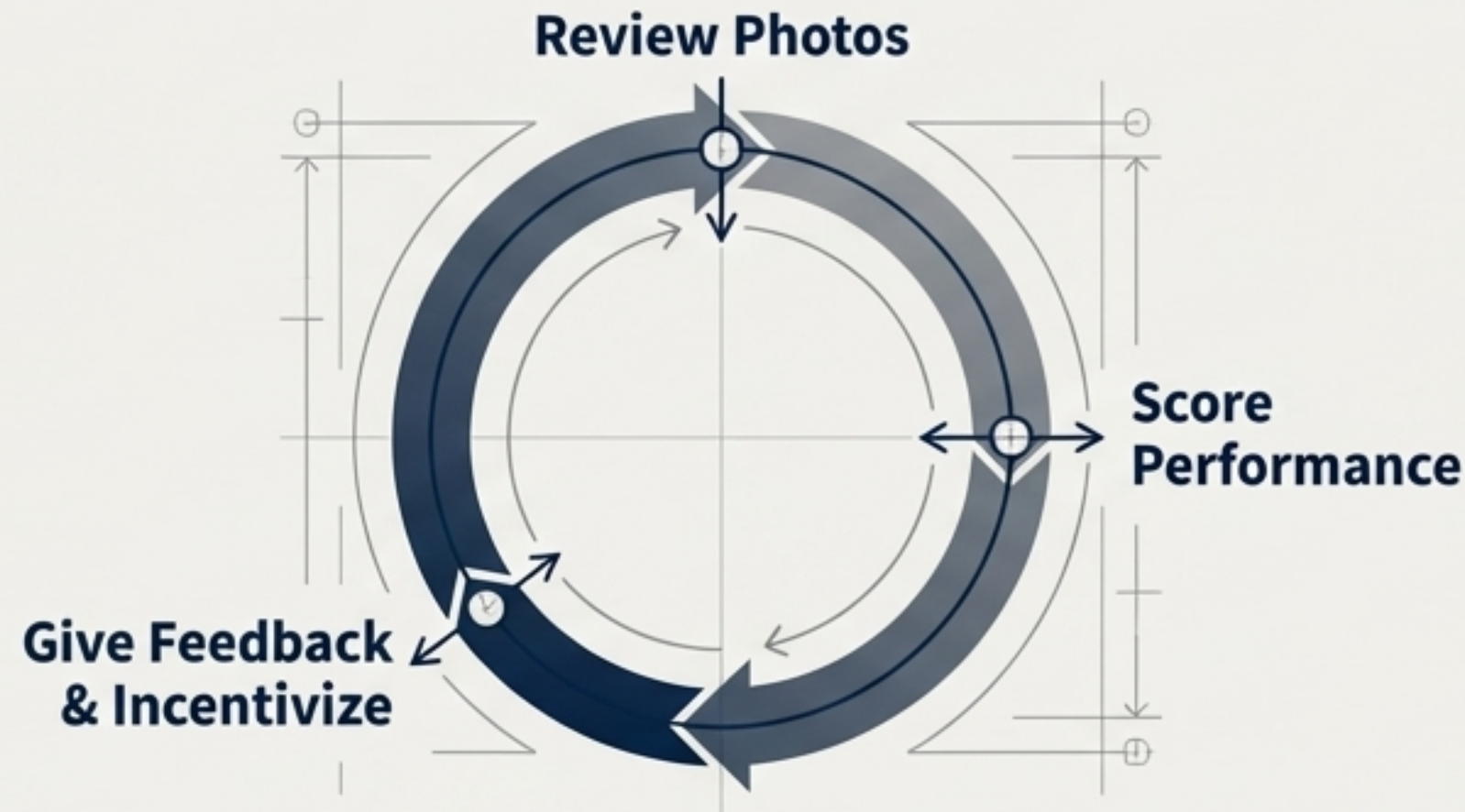
## YOUR SAFETY NET:

1. **Backup Cleaner List:** Have at least two vetted backups ready to call.
2. **Emergency On-site Kit:** Extra supplies, linens, and toiletries stored securely.
3. **Guest Delay Template:** A pre-written, professional message to send if a delay is unavoidable.

*Plan for the worst, and you'll handle it like the best.*

# Maintaining Excellence: The QC Loop

Your system is built. Now you have to maintain it.



## WEEKLY

Review all photo reports. Check for consistency.

## MONTHLY

Use the **Cleaner Scorecard**. Rate performance on thoroughness, reliability, and communication.

Share feedback. Celebrate wins and address issues constructively.

## QUARTERLY






Schedule a deep clean. Use the Deep Clean Checklist to tackle items not in a standard turnover.

Reward excellence. Offer bonuses for consistent 5-star reviews mentioning cleanliness.

# Module 7: Your Action Plan

It's time to build your blueprint.

## YOUR ASSIGNMENTS:

-  **1. BUILD** your Master Cleaning SOP using the template.
-  **2. CREATE** your Room-by-Room Checklists.
-  **3. DEFINE** your 12-Photo Inspection Requirement.
-  **4. DESIGN** your Inventory & Par Level plan.
-  **5. ESTABLISH** your Emergency Turnover Protocol.

*These aren't homework. This IS your professional cleaning system.*

# From Chaos to Confidence

You now have the tools to deliver 5-star cleanliness, every single time. A world-class cleaning system is the engine that allows you to scale from 1 property to 10, 20, and beyond.

**Build the system.**  
**Trust the system.**  
**Scale your success.**