

# winter newsletter



as we welcome in 2024, we are shifting into a new season. being a small business, it is important that we find a balance between keeping prices reasonable for customers and striving to provide a living wage for our employees. we are excited to move into this new year with some big changes that we believe will create clarity for clients and well deserved support for our teams.

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## 2024 pricing

- basic maintenance cleans - \$40/hour
- first time cleans - \$45/hour
- deep cleans - \$45/hour + \$100 deep clean gratuity fee
- air b&b rental turnovers & offices - flat fee determined per client
- organization services - \$50/hour
- post construction cleans - \$50/hour + \$100 gratuity fee

*all clients will be sent  
a 2024 contract to sign.*

first time cleans - almost always categorized as a deep clean if you have not used housekeeping services previously; a longer clean to get you set on the right foot to transition into basic maintenance cleans or for move in/out cleans.

deep cleans - the down and dirty! meticulous care is taken to give attention to nooks and crannies and to scrub grime, dirt, and some stains. this is strongly recommended for all recurring clients every 3-6 months.

the \$100 gratuity fee is given in full to the team who cleans your home.

basic maintenance cleans - offered weekly, biweekly, or monthly; a basic once through of your home including spray and wipe of surfaces, basic bathroom and kitchen clean, vacuum and mop of floors, and taking out trash. **additional** requests can be made in advance to schedule appropriate time.

air b&b/rental turnovers - peace of mind for property owners; a light basic maintenance clean with bed turnover service, light staging, and light clean out from previous renters.

please note we DO NOT provide laundry services beyond clean towel staging.

office cleans - a basic clean to keep your business' office clean and inviting and eliminate that task for your staff so they can focus on their work.

organization services - body doubling extraordinaire! work together or have us take off on our own to re-envision the spaces in your home that drive you bonkers. product purchasing is an additional charge.



# appointment time reminders

the winter brings ick and the summer brings rental season! we would like to give gentle reminders for both.

in the winter months when illnesses run rampant, please be sure to let us know if your household has come down with an illness and either remove yourself from the home or seclude yourself to a room during your clean.

all times of the year, please remember that there is a hour before and hour after arrival window for your appointment. please do not request an appointment slot that you cannot accommodate that window for. we would be happy to arrange access to the home with our teams so you don't have to schedule around your other commitments.

occasionally, circumstances out of our control will require us to shift your appointment time. we will give you as much advanced notice as we can when this happens.

we appreciate your cooperation and flexibility.





# air b&b's/rentals

it's already that time of year again!

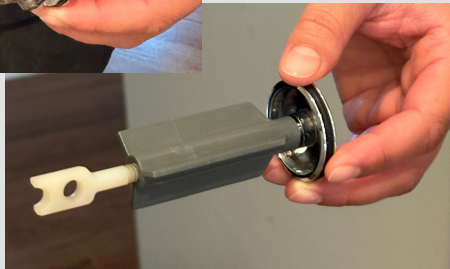
i know, i know...spring and summer rentals might feel so far away. but we are booking now! we have limited spots for air b&b turnover clients and we will be booking first come first served for all new client requests.

pricing is determined on an individual basis based on your turnover days, services requested, estimated time needs, and more. all pricing is charged as a flat fee throughout the entire rental season per turnover.

if you would like to utilize these services this year, please contact us ASAP to schedule an estimate with Meg so we can determine your needs and pricing for the 2024 season.







# deep cleans

there are endless reasons that your home can get ahead of you or out of hand and we are here to get you up to speed.

**you are worthy of a deeply clean home.**

deep cleans are appropriate for new home purchases, post construction cleans, post holiday chaos, a 2-4 time a year reset, pre or post baby, stressful life events and difficulties, or just because you want to! they're also important for recurring clients, not just one time clients!

we have decided to keep the hourly price of deep cleans to match first time cleans and add in a \$100 gratuity fee. **we take 100% of this fee and give it entirely to the team that cleaned your home.** this allows us to maintain similar pricing for deep cleans while properly thanking our teams for their extra effort and eye for detail completing your deep clean.

*we strongly suggest all recurring clients schedule a deep clean quarterly.*



# re-evaluations

over the next couple of months, we will be going through any clients that are currently on a static hour and flat fee arrangements and re-evaluating those to come more in line with our current pricing and your current needs. we will plan to re-evaluate yearly.

this will allow us to make sure the time allotted to your home is appropriate for the needs of your home.



for current clients, if you would like to increase your frequency of cleans for the summer or in general, we would like to encourage you to get in contact with us! in the winter, we have much more room in our schedule. we prioritize year round clients over seasonal clients but once the schedule fills open spots with air b&b and rentals, it's very difficult to change your frequency. if you need more help, let's chat!





## pet stop!

we know that your pets are near and dear to your hearts. we also know that they often provide humor to our day. but most of all, they're our biggest critics! we plan to showcase a few candid pet shots in each newsletter for you to giggle with us.







# meet the team

our summer and fall of 2023 brought a LOT of staffing changes. we are happy to say that we have settled back into solid teams and are so happy to introduce (and reintroduce) our incredible staff! we have also added their venmo QR codes here so you can easily tip them if you wish to!

## MEGAN LEPRE OWNER & PROFESSIONAL CLEANER

always making the best out of every situation, Megan continues to be creative and maintains a positive state of mind. she brings all of that positive energy into your homes with natural and safe products for cleaning and disinfecting.

megan lepre

@lepre33xx



**venmo**



*want to join the team for summer? email steph!*



Stephanie Pasquarelli

@Stephanie-Pasquarelli1



**venmo**

## STEPH PASQUARELLI ADMINISTRATOR PROFESSIONAL CLEANER ORGANIZER

our behind the scenes expert, Steph handles all of the day to day details, supports the teams as needed in the field, and applies her detail oriented skills to our organization clients.

## SAMANTHA RUTLEDGE STAFF MANAGER: JAMESTOWN

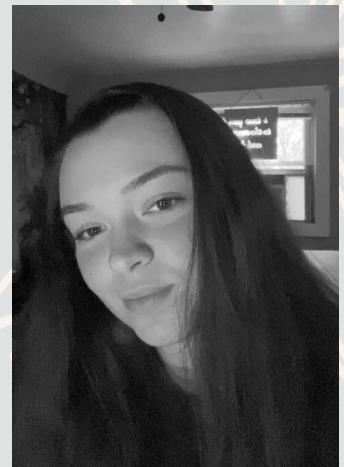
we are so happy to announce the promotion of Sam to our Staff Manager for the company! Sam brings a positive and joyful energy to our team as well as a calm confidence to our management side. her favorite part of the job is meeting all your wonderful pets! we are thrilled to have her.

Samantha Rutledge

@Samantha-Rutledge-4



**venmo**





## KIMBERLY PATTERSON

### PROFESSIONAL CLEANER: JAMESTOWN

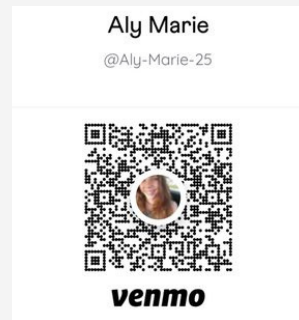
a long term employee of coastal, Kim's favorite outside of work activities are spending time with her daughter and doing anything outdoors, especially the beach and hikes in the woods. Kim is genuine, driven, and hard working (while podcasting True Crime in her earbuds of course).

## ALY MARIE

### PROFESSIONAL CLEANER

### AQUIDNECK ISLAND

by far the most wonderfully tenacious on our teams, Aly brings a fire to the coastal crew. outside of work, besides spending time with her two kids, she loves dancing, doing art of many kinds, and being outdoors.



## ESTELLA LARA

### PROFESSIONAL CLEANER

### AQUIDNECK ISLAND

newest to our team, Estella has been a refreshing and incredible addition to our crew. the queen of speed, she sets the pace for her team while remaining humble and hard working.

## MARIA ZARRIELLO

### PROFESSIONAL CLEANER

### AQUIDNECK ISLAND

Maria carries the quiet consistency for her team that rounds them out into a fantastic trio. gracious, kind, flexible, and accommodating to our clients, she's the perfect counter balance in her team.







# kind words

our company wouldn't exist without having the incredible clients that we have. so, first and foremost, we want to extend a gigantic thank you to our clients. we appreciate all of the feedback we have received from you last summer and fall that has allowed us to make necessary shifts that have been beneficial for everyone. we deeply appreciate your patience and flexibility as well as your love for our teams and company as a whole.

★★★★★ 3 weeks ago

**The Coastal Home Team was highly professional and efficient and did a beautiful job just in time for the holidays!**

You are the BEST!

tell her ? Please let the ladies know she is very pleased with everything they do. You all have made my life so much easier. Thank You , Thank You. Hope you have a very Happy Thanksgiving.

My first experience was:

Timely

Efficient

Professional

Job well done

Thank you - look forward to monthly service!!

★★★★★ 10 minutes ago

Everything about my cleaning experience was very professional. I received a text beforehand when they were on their way, they showed up on time, and the cleaning was done properly AND without the really toxic smelling cleaning products. Would definitely recommend!

Thank you guys so much for helping to ensure things are running smoothly!!

★★★★★ 6 days ago **NEW**

Great cleaning service! Thank you Kim and Sam for making my home clean and relaxing to be again amidst caring for my newborn. These ladies did a wonderful job and were extra caring about being quiet and helpful while I got my baby to sleep while they were cleaning! They were so kind and professional, and I'm happy with the whole service. It was also really easy to set up! Megan helped me book a cleaning the same week, and answered all my questions about their services. She was also helpful about the pricing. I got a reminder text when they were on the way to my home as well. Thank you all and I'll definitely contact coastal home cleaning again next time.