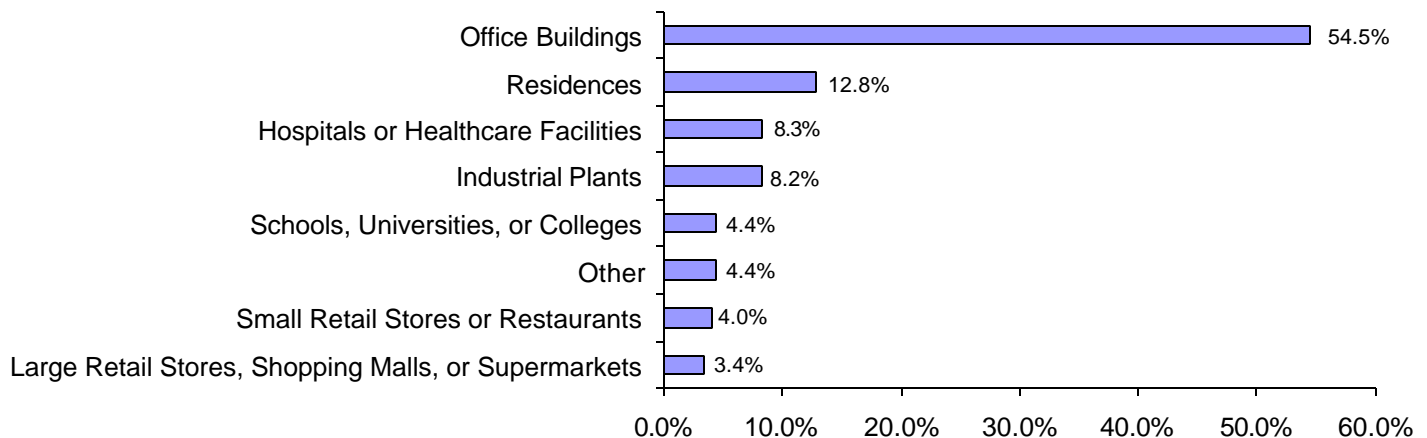


## Industry Fact Sheets—Building Maintenance Services and Cleaning Services (NAICS 561790 and NAICS 561720)

### Industry Statistics

- Nearly 90,000 businesses in the United States and more than 3,300 businesses in Georgia are classified as building maintenance services and cleaning services (NAICS 561790 and NAICS 561720). More than 80 percent (81.2 %) of these Georgia establishments have fewer than 5 employees. These businesses include janitorial services (contract basis), cleaning services (industrial or commercial), maid services (contract or fee basis), and other businesses engaged in providing building cleaning and maintenance services.
- Nearly 860,000 persons are employed in the cleaning and maintenance industry in the United States, with more than 24,000 of these persons employed in Georgia. (Source: Dun & Bradstreet's *Marketplace* data, April – June, 2002)
- The cleaning industry has two primary market groups: consumer and commercial. The consumer arena consists primarily of residential maid services, along with carpet cleaners, window cleaners and a variety of other cleaning services required on a less-frequent basis. Commercial facilities include office buildings, retail stores, restaurants, industrial, educational, and health care facilities. The commercial area includes heavy duty cleaning such as cleaning floors, shampooing rugs, washing walls/glass and removing debris. Other responsibilities may include trash removal, light painting and carpentry, lawn maintenance, or heating/air-conditioning maintenance.

**Types of Facilities that Use Contract Cleaners**



Source: *1999-2000 Cleaning and Maintenance Management's Contract Cleaner Survey*. For more information, visit their web site at <http://www.cmmonline.com>

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**Industry Trends**

- Cleaning budgets are tightening while the demand for cleaning continues to grow. An on-line survey by *Cleaning and Maintenance Management* found that an overwhelming majority of respondents (84.2%) indicated that “as a cleaning supervisor, boss, or contractor...(they) were under more pressure than a year ago to clean more space with the same or a reduced budget.” For suggestions on operating a cleaning business with fewer resources, see Michael McCagg’s article, “Surviving the Fiscal Butcher’s Block” in the March 2002 issue of *Cleaning and Maintenance Management* (<http://www.cmmonline.com/article.asp?indexid=6632560>) or Al Tuttle’s “Cleaning UP in a TOUGH economy” in the October 2001 issue of *Industrial Distribution* ([http://www.findarticles.com/cf\\_0/m3263/10\\_90/79180082/p1/article.jhtml](http://www.findarticles.com/cf_0/m3263/10_90/79180082/p1/article.jhtml)), or *Contracting Profit*’s February 2002 article, “Swept Away?” about the cleaning industry’s ability to weather the economy (<http://www.cleanlink.com/NR/NR2c2ba.html>).
- Ron Hyatt, director of master operations for Coverall North America in Fort Lauderdale, Florida, identified three areas for improving the image of the cleaning industry. First, he suggests providing a safe, healthy indoor environment for people to work, thus, avoiding symptoms and illnesses caused by an unhealthy environment. Secondly, Hyatt suggests that well-groomed individuals with neat and professional looking uniforms elevate the image of workers, their company, and the industry, as a whole. Thirdly, Hyatt suggests that front-line cleaning staff to senior management work continuously to increase their knowledge and enhance their skills. (Source: *Entrepreneur Magazine*’s, “How to Start a Cleaning Service, Your Step-by-Step Guide to Success,” 2000).
- Many businesses are faced with the decision of outsourcing with a contractor. For many companies, outsourcing becomes a cost-efficient way of assembling and maintaining a crew of maintenance staff. A study by the International Facility Management Association found that the average cost of cleaning using in-house staff is \$1.60 per square foot, compared to \$1.22 for contracted cleaning services. Results from the Outsourcing Survey by *Facilities Design and Management* found that 65 percent of companies surveyed outsource their custodial/janitorial functions. The primary reasons for outsourcing include unavailable internal resources and reducing/controlling operating costs, thus allowing the company. For more information about outsourcing as a trend with companies, see “Happy Together” from the December 2001 issue of *Facilities Design and Management* (<http://www.fdm.com/facilitiesdesign/images/pdf/outsourcing.pdf>) and Michael McCagg’s June 2001 article, “In-house vs. Outsourcing” *Cleaning and Maintenance Management* magazine (<http://www.cmmonline.com/article.asp?indexid=6631848>).
- The building maintenance and cleaning service industry is challenged to find and keep qualified employees. Labor challenges include high staff turnover rates, low wages (which contribute to the industry’s high turnover rates), as well as the frequent use of illegal aliens. Hiring illegal aliens – regardless of the whether the hiring is intentional –can lead to problems for employers. For example, a federal appellate court has reinstated a lawsuit filed by a cleaning company that claims it lost business to a competitor that hired undocumented employees. For more information and other trends, visit “Cleaning Trends in the USA 2001” (<http://www.cleaningconsultants.com/pages/articles/clntrnds2001.html>) and “Employing Undocumented Workers Gets Riskier” (<http://www.hrhero.com/national/undocumented.shtml>).

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**Resources for Building Maintenance Services and Cleaning Services**

*Occupational Outlook Handbook*

Building Cleaning Workers

<http://stats.bls.gov/oco/pdf/ocos174.pdf>

*Outsourcing: Doing it Right*

<http://www.facilitiesnet.com/ms/sep00/sep00housekeepinga.shtml>

*Tackling Team Cleaning Myths*

<http://www.cleanlink.com/NR/NR2c8cg.html>

*Where's the Beef: Tips for Establishing Quality Standards*

<http://www.nd.edu/~abigger/beef.htm>

OSHA Standards Interpretation

(404) 562-2300

(Use a search term such as 'cleaning' or 'janitorial' to find examples of compliance issues)

[http://www.osha-slc.gov/OshDoc/Interp\\_data/119910523A.html](http://www.osha-slc.gov/OshDoc/Interp_data/119910523A.html)

OSHA eTools and Electronic Products for Compliance Assistance

<http://www.osha-slc.gov/dts/osta/oshasoft/>

Facility Management Resources

(301) 365-1600

<http://www.fmlink.com/>

*Buying a Janitorial Franchise*

(501) 450-5300

[http://www.sbaer.uca.edu/Bulletins/FTC\\_Janitorial.html](http://www.sbaer.uca.edu/Bulletins/FTC_Janitorial.html)

U.S. Environmental Protection Agency

(800) 241-1754

<http://www.epa.gov/region4/index.html>

*Building Air Quality: A Guide for Building Owners and Facility Managers*

<http://www.epa.gov/iaq/largebldgs/baqtoc.html>

Georgia Environmental Protection Agency

(404) 657-5947 (in Atlanta)

(888) 373-5947 (toll free outside metro Atlanta)

<http://www.state.ga.us/dnr/environ/>

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**Magazines Related to the Cleaning Industry**

*Cleanfax Magazine*

(518) 783-1281

<http://www.cleanfax.com>

*Cleaning & Maintenance Management On-line*

(518) 783-1281

<http://www.cmmonline.com>

*Cleaning & Restoration Magazine*

(410) 628-0390

*Cleaning Business Magazine*

(206) 682-9748

<http://www.cleaningbusiness.com/>

*Contracting Profits*

(414) 228-7701

<http://www.cleanlink.com/NR/NR1cp.html>

*Cleaning Specialist*

(818) 224-8035

<http://www.icsmag.com/>

*Housekeeping Solutions*

(414) 228-7701

<http://cleanlink.com/NR/NR1hks.html>

*Maintenance Solutions*

(414) 228-7701

<http://cleanlink.com/NR/NR1ms.html>

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*Sanitary Maintenance*

(414) 228-7701

<http://www.cleanlink.com/NR/NR1sm.html>

*Services Magazine*

(800) 368-3414

<http://www.bscai.org/serv/index.html>

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**Trade Associations**

Association of Specialists in Cleaning and Restoration

(800) 272-7012

<http://www.ascr.org>

Carpet and Upholstery Cleaning Institute

<http://www.ascr.org>

National Institute of Rug Cleaning

<http://www.ascr.org>

National Institute of Disaster Restoration

<http://www.ascr.org>

Water Loss Institute

<http://www.ascr.org>

Institute of Inspection, Cleaning, and Restoration  
Certification

(360) 693-5675

<http://www.iicrc.org>

Internal Executive Housekeeping Association

(614) 895-7166

<http://www.ieha.org/>

Building Services Contractors International

(800) 368-3414

<http://www.bscai.org/>

Cleaning Equipment Trade Association

(800) 441-0111

<http://www.ceta.org>

Cleaning Management Institute

(518) 783-1281

<http://www.facility-maintenance.com>

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**Books for Getting Started**

*The Janitorial Contractor's Bible* by Robert Jack Kravitz. Altura Solutions, August 1, 1999, ISBN 0967618703.

*Building Service Contracting: How to Start, Promote, and Manage a Cleaning Maintenance Janitorial Service Business* by Forrest L. Farmer. Clean-Pro Industries, Inc., February 1, 2000, ISBN 0967830303.

*Start and Run a Profitable Home Cleaning Business* (Self-Counsel Business Series) by Susan Bewsey. Self-Counsel Press, October 1999, ISBN 1551802104.