



Buyer's Guide

How to Choose a Cleaning Company in Northern Ontario

A practical guide to evaluating, selecting, and managing a professional cleaning service for your home or business.

10 Questions

to ask every cleaner

\$5M worth

minimum liability insurance

Bay & Sudbur

Binx service area

Table of Contents

-
- 01 Why Choosing the Right Cleaner Matters

 - 02 Insurance and WSIB – Non-Negotiable

 - 03 The 10 Questions to Ask Every Cleaner

 - 04 Understanding Cleaning Contracts

 - 05 Price vs. Value – What Drives Cleaning Costs

 - 06 Green Cleaning Standards

 - 07 Staff Screening and Training

 - 08 Quality Assurance and Accountability

 - 09 Red Flags to Avoid

 - 10 Making Your Final Decision

SECTION 01

Why Choosing the Right Cleaner Matters



The cleaning company you choose has direct access to your property and your people.

Choosing a cleaning company is not just a service decision — it is a trust decision. Your cleaning crew has keys to your building, unsupervised access to sensitive areas, and knowledge of your routines and security systems. Getting this decision right matters far more than finding the lowest price.

What's at Stake

- **Physical security:** Your cleaning crew has access to your space when you are not there. A background-checked, insured, and professionally managed crew is the baseline for acceptable risk.
- **Liability protection:** An uninsured cleaner who injures themselves in your home or damages your property can expose you to significant financial liability.
- **Service consistency:** The wrong cleaning company delivers inconsistent results, frequent staff turnover, and communication problems that drain management time.
- **Brand and client perception:** For businesses, a dirty or poorly maintained space reflects on your brand — clients and staff notice.

The True Cost of a Bad Hire

Switching cleaning companies is disruptive — it requires a new orientation, new access credentials, and months of re-establishing standards. Choosing right the first time saves time, money, and frustration.

SECTION 02

Insurance and WSIB – Non-Negotiable



Insurance and WSIB are minimum standards – not competitive differentiators.

Insurance and WSIB coverage are the two most fundamental requirements for any cleaning company. They are not optional and they are not negotiable. Hiring a cleaner without these protections in place exposes you to serious financial risk.

What to Require

How to Verify

Request the certificate of insurance directly – do not accept a verbal assurance. The certificate should name you (or your business) as the certificate holder and show current coverage dates. Request a new WSIB clearance certificate at least once per year.

SECTION 03

The 10 Questions to Ask Every Cleaner



A structured set of questions separates professional cleaning companies from informal operators.

Before hiring any cleaning company — for your home or business — ask these ten questions. The quality of the answers will reveal more about the company than any marketing material.

The 10 Essential Questions

1

Are you insured?

Ask for a certificate of insurance naming you as certificate holder. Minimum \$2M for residential, \$5M for commercial.

2

Are you registered with WSIB?

Ask for a current clearance certificate dated within 90 days. Verify at wsib.ca.

3

Do you do background checks on staff?

Background screening of staff with unsupervised property access is a reasonable expectation.

4

Who will be cleaning my property?

Will it be the same person/team consistently, or does staff change frequently?

5 What products do you use?

Are they Health Canada registered? Are green options available? Are they appropriate for your surfaces?

6 What does your quality assurance look like?

How do you verify the work was done correctly? Do you use a digital inspection tool?

7 How do you handle complaints?

What is the process if you are not satisfied? Is there a re-clean guarantee?

8 Can you provide references?

Ask for references from comparable clients in your area.

9 What is included in your standard price?

Get a detailed scope in writing. Verbal agreements lead to disputes.

10 What are your cancellation and contract terms?

Is there a long-term contract? What are the terms for cancelling or changing the scope?

SECTION 04

Understanding Cleaning Contracts



A written contract protects you and sets clear expectations for the cleaning relationship.

A written cleaning contract is not a sign of distrust — it is a sign of professionalism. Any reputable cleaning company should be willing to provide a written agreement that defines the scope, frequency, price, and terms of the engagement.

What a Good Contract Includes

- Scope of work — specific areas and tasks included and excluded
- Service frequency — specific days and times
- Price — fixed rate or rate structure with any variable components defined
- Product and equipment responsibility — who provides what
- Quality standards and inspection procedure
- Re-clean or service guarantee terms
- Term length and cancellation notice requirements
- Insurance and WSIB provisions
- Access and security protocol
- Dispute resolution process

Month-to-Month vs. Annual

For residential clients, month-to-month contracts are standard. For commercial clients, annual contracts with a 30–60 day cancellation notice provision are typical. Be cautious of long-term contracts (1–3 years) with significant early termination penalties before you have established trust with the provider.

SECTION 05

Price vs. Value — What Drives Cleaning Costs



The cheapest cleaning quote is rarely the best value — understanding what drives pricing is essential.

Price is the most visible factor in a cleaning decision and the one that most often leads buyers in the wrong direction. Understanding what actually drives cleaning costs helps you evaluate quotes fairly and avoid the trap of choosing the lowest price without understanding why it is low.

What Drives Cleaning Cost

- **Labour quality and wages:** The largest component of cleaning cost is labour. Higher-paid, better-trained staff produce better outcomes with less supervision. A low price usually reflects low wages and high turnover.
- **Insurance and WSIB:** Proper insurance and WSIB coverage add real cost to a cleaning operation. An operator without these costs will always be cheaper than one with them — but the risk is transferred to you.
- **Products and equipment:** Professional-grade chemistry and commercial cleaning equipment cost significantly more than consumer products. They also produce significantly better results.
- **Management overhead:** Supervision, quality assurance, scheduling, training, and administrative functions add cost to a professional operation but are what make consistent results possible.

The \$15/hour Question

If a cleaner is charging \$15 per hour, ask yourself: after equipment, supplies, travel, WSIB, insurance, and business overhead — what is left for wages? The answer is usually below minimum wage, which means the operator is either cutting corners on overhead or their workers are.

SECTION 06

Green Cleaning Standards



Green cleaning reduces chemical exposure for occupants and staff — particularly important in homes with children.

Green cleaning is increasingly requested by residential clients, schools, childcare facilities, and health-conscious businesses. Understanding what green cleaning actually means — and what to look for in a provider — helps you make an informed choice.

What Green Cleaning Should Include

- Products with third-party environmental certification (EcoLogo, Green Seal, DfE)
- Products free from phosphates, chlorine bleach, and synthetic fragrances
- Low-VOC chemistry that does not off-gas into occupied spaces
- Reduced packaging and concentrated product to minimize plastic waste
- Microfibre cloths and mop heads (reduce chemical use and improve soil removal)
- HEPA filtration vacuums (prevent fine particulate from being redistributed)
- Documentation of products used — available for clients on request

Green Washing Warning

Many cleaning companies claim to use 'green' or 'eco-friendly' products without any third-party certification to back the claim. Ask for the specific product names and look up their certification status. If the products are not independently certified, the green claim is marketing, not fact.

SECTION 07

Staff Screening and Training



The quality of cleaning is determined by the people doing the work — not the company name on the van.

Ultimately, the quality of your cleaning service is determined by the individual workers who enter your property. A professional cleaning company invests in hiring, screening, and training its staff — and can demonstrate that investment to prospective clients.

Staff Quality Standards to Ask About

owing?

SECTION 08

Quality Assurance and Accountability



Quality assurance programs verify that cleaning was done correctly – not just that someone showed up.

The difference between a professional cleaning operation and a basic cleaning service is often the quality assurance system. Professional companies have documented processes for verifying that work was completed correctly, not just that a crew was present.

Quality Assurance Methods

- Digital inspection tools: Apps like Quality Audit, CleanTelligent, or Swept allow supervisors to conduct digital inspections with photo documentation and real-time scoring. A company using these tools can show you your facility's inspection history.
- Client walkthroughs: Regular scheduled walkthroughs between the cleaning supervisor and client are a basic QA practice. If your cleaner has never asked to walk through the space with you, ask why.
- Satisfaction surveys: Post-service surveys sent to the client to flag issues before they become recurring complaints.
- Service logs: Signed completion records that confirm who cleaned, what was completed, and when. These are both a QA tool and a liability record.

SECTION 09

Red Flags to Avoid



Knowing the warning signs of an unreliable cleaning company protects you from a costly mistake.

The cleaning industry has a low barrier to entry — anyone with a bucket and some products can claim to be a cleaning service. Knowing the warning signs of an unreliable or dishonest operator saves you from the disruption and risk of a bad hire.

Red Flags to Watch For

- **Cannot produce insurance certificate:** Any legitimate cleaning business can produce a certificate of insurance within 24 hours. Inability or unwillingness to do so is an immediate disqualifier.
- **No WSIB:** Any cleaning company with employees in Ontario is required to have WSIB coverage. 'I'm a solo operator' is not a waiver — confirm sole proprietor status.
- **Quote significantly below market:** If a quote is 40–50% below comparable providers, ask why. The answer is usually missing overhead (no insurance, no training, no backup staff).
- **No written agreement:** A professional company provides a written scope and contract. A company that refuses to put anything in writing is telling you something about how it operates.
- **Frequent staff changes:** Different people cleaning your property every visit is a sign of high turnover and poor management — and a security concern.
- **Unresponsive communication:** If a company is hard to reach during the sales process, it will be impossible to reach when there is a service problem.

SECTION 10

Making Your Final Decision



A structured decision process leads to a better long-term cleaning relationship.

Once you have gathered information from multiple providers, making a structured final decision — rather than defaulting to price — leads to a better outcome. The right cleaning company is a long-term service partner, not a commodity.

Decision Criteria Weighting

Notes

Non-negotiable — eliminate uninsured providers first

Local references from comparable clients

Detail, scope coverage, QA process

Background checks, training program, turnover ratio

Evaluate after confirming overhead is in place

Responsiveness, professionalism, cultural match

Binx Professional Cleaning

Binx Professional Cleaning meets every criterion in this guide: \$5M liability insurance, current WSIB, background-checked staff, Quality Audit inspection system, and Green Seal-certified products available. Serving North Bay and Sudbury since 2016. Call (705) 845-0998 or visit binx.ca.

ABOUT BINX

Why Clients Trust Binx Professional Cleaning

\$	W	Q	G
\$5M	WSIB	Quality	100%
Liability Insurance	Full Coverage	Audit Verified	Green Certified

Binx Professional Cleaning is a locally owned and operated cleaning company serving North Bay, Sudbury, and surrounding communities in Northern Ontario. With 70+ trained cleaning professionals, we deliver consistent, verified, and insured cleaning services to over 200 commercial and residential clients every week.

We are proud partners of Cleaning for a Reason, providing free cleaning services to cancer patients in our community. We use 100% green-certified Green Cleaning Chemical products across every account. Every cleaning visit is verified through our Quality Audit inspection platform – so you never have to wonder whether the work was done.



Binx Professional Cleaning — North Bay & Sudbury

Binx Professional Cleaning has served homes and businesses across Northern Ontario since 2016. Fully insured, WSIB-covered, background-checked staff, and quality-verified service on every visit. Call (705) 845-0998 or visit binx.ca.

Get a Free Quote — binx.ca/contact

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\$5M Insured • WSIB Covered • Quality Audit Verified • 100% Green Certified • Cleaning for a Reason Partner