

Gutter Cleaning Business Analysis

By: Nik Hulewsky, Host of [Nikonomics](#)

Business Snapshot

Gutter cleaning is a simple, seasonal home maintenance service where you remove leaves and debris from gutters and downspouts to prevent water damage.

Customers are mostly homeowners (especially those with two-story homes who don't want ladder risk), plus some small commercial properties.

Pricing runs \$150–\$400 per cleaning, with jobs repeated once or twice per year.

Business Model

- **Revenue Model:** One-time service fees, seasonal contracts, annual maintenance plans
 - **Pricing:** \$150–\$400 per cleaning depending on home size and height
 - **Churn/Retention:** 60–70% annual retention when proactive scheduling is offered
 - **Sales Cycle:** Fast (same-day to one week)
 - **Seasonality:** Peak demand spring and fall, slowest in winter months
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Operations

- **Solo-Founder Viable?** Yes, highly solo-friendly business
 - **Avg Hours per Week:** 25–35 hours (50+ in seasonal peaks)
 - **Labor Required:** Start solo, scale with 1099 contractors
 - **Fulfillment Tasks:** Driving between homes, ladder setup, debris removal, inspections, customer communication
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Financials

- **Startup Cost:** \$2,000–\$8,000 (ladder, safety gear, signage, insurance, tools)
 - **Net Margin:** 65–80%
 - **Monthly/Annual Revenue Potential:** \$3K–\$8K/month solo; \$15K–\$50K/month scaled
 - **Time to Break Even:** 2–4 months
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Customer Acquisition Profile

- **Primary Channels:** Google Local Services, door-to-door canvassing, yard signs, referrals
 - **Most Effective Marketing:** Google Local ads, NextDoor app, seasonal flyers/door hangers
 - **Typical CAC Range:** \$15–\$40 per customer
 - **ROAS or LTV:CAC Ratio:** 4:1 to 8:1
 - **Time to Build Pipeline:** 3–6 months for steady flow
 - **Referral-Driven?** Yes, 30–40% of business comes from referrals once established
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Risks and Red Flags

- **Licenses/Certs Required:** Business license, liability insurance (\$1M+ recommended), contractor license in some areas
 - **Regulatory Risk:** Low (minimal oversight)
 - **Revenue Concentration Risk:** Low — many small homeowner accounts
 - **Market Trend:** Growing — aging homeowners and outsourcing of maintenance
 - **Defensibility:** Easy to copy — low barriers to entry, commodity service
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AI and Automation Opportunities

- **Automation Targets:** Scheduling, invoicing, payment processing, route planning
 - **High-Leverage AI Use Cases:** Lead qualification chatbots, photo-based quote estimates, automated follow-ups, weather-based scheduling alerts
 - **Not Automatable:** Physical cleaning, ladder work, on-site inspections
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Founder Fit

- **Emotional Investment Needed?** No
 - **Trust-Driven or Ops-Driven?** Ops-driven with trust elements (property access required)
 - **Can Succeed Without Passion?** Yes — systems and reliability matter most
 - **Best For:** Operators who want fast cash flow, simple systems, and minimal startup cost
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Bonus Insights:

- **Real Example:** Luke's Gutter Service (Texas) — \$12K/month solo operator during peak season
 - **Clients Needed for \$10K/month:** 35–65 recurring homeowners depending on pricing/frequency
 - **Key Platforms Used:** Google My Business, Jobber/ServiceTitan (scheduling), QuickBooks (invoicing)
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Nik's 8+1 Scorecard

Category	Score	Notes
Neanderthal-Friendly	5/5	Ladder + scoop + debris removal. Simple and learnable.
Tastes Like Chicken	5/5	Everyone understands “clean gutters, get paid.”
Startup Cost & Payback	5/5	\$2K–\$8K startup, 2–4 month breakeven.
Recurring Revenue	3/5	Seasonal repeat jobs, not true monthly subscriptions.
Operator-Friendly	5/5	Perfect solo business, scalable with contractors.
Low Downside Risk	4/5	Minimal oversight, assets reusable, biggest risk is injury.
Founder Flexibility	5/5	Pure process play, passion unnecessary.

Customer Acquisition	4/5	Google + referrals drive steady pipeline, low CAC.
AI Leverage	3/5	Automatable admin tasks, physical work manual.

Total Score: 39/45 – Solid Pick with Upside

Final Notes

Score Range: 32-39 = Solid pick with upside!

Nik's Verdict:

This is textbook starter business material. The model is dead simple, startup cost is low, margins are high, and you can be cash-flow positive in under 90 days. The downside is the seasonality and lack of defensibility, but in most local markets, execution and reliability are enough to win.

Bottom Line:

If you can stomach ladders and don't mind seasonal swings, this is a boring but profitable business that pays the bills and gets you in the game quickly.