

## Uber Clean House cashes in on sharing economy

The rise of the sharing economy is changing the way many industries operate. As more Australians embrace online platforms such as Airbnb, it is time for cleaning companies to consider what they can do to take advantage of the new opportunities. INCLEAN assistant editor **Lizzie Hunter** spoke to one such cleaning operator who founded his company, Uber Clean House, after recognising a demand for cleaning services specifically for Airbnb hosts.

Shortly after Sam Mitrovic and his family became Airbnb hosts back in 2014, Mitrovic realised hosting involved a lot more than just welcoming travellers to his home.

“Every few days we had to clean up after our guests which was quite time consuming,” Mitrovic explained. “The cleaning always happened at different times based on how long the guests stayed with us, so we had to fit the cleaning into our busy schedules.

“I realised that other Airbnb hosts would be in a similar situation and, as there were no cleaning services on offer for short term accommodation at the time, I decided to start a cleaning service to specifically support Airbnb hosts.”

Mitrovic’s business, Uber Clean House, was launched in July 2015. The Melbourne-based business offers cleaning services to residential properties in the central and south eastern suburbs of the city.

Over the past two years, the demand for Airbnb cleaning services has grown, with more cleaning companies now offering Airbnb services after catching on to the trend.

“When we first started, we were the only company offering the Airbnb service. Back then, there were perhaps three to four thousand Airbnb listings. Last time I checked, there were more than 17,000 Airbnb listings in Melbourne.”

While Airbnb hosts are the company’s main target customer base, Uber Clean House also offers end-of-lease cleaning and home cleaning services such as spring cleaning, carpet cleaning, window cleaning and tile cleaning. The cleaning firm also offers a linen service specifically for Airbnb clients.

### Evolving with the sharing economy

Being an Airbnb host himself means Mitrovic has experienced what other hosts go through, equipping him the knowledge and expertise to empathise and form strong relationships with his clients.

“When we started, we were the only company offering the Airbnb service. Back then, there were perhaps three to four thousand Airbnb listings. Last time I checked, there were more than 17,000 Airbnb listings in Melbourne.”

“We know how the system works and the processes clients go through. Because the company started very early on compared to other Airbnb cleaning services. We have evolved with the sharing economy which helps us understand our clients better.”

Mitrovic says his staff’s training and cleaning processes for Airbnb properties differs from traditional hotel cleaning and housekeeping.

“In a hotel, every room is more or less the same. But every Airbnb property we clean is unique, every host is different and we need to cater to that.

“Some of our clients have large properties and some have small studios. Our cleaners must be flexible; some clients book in for services every two days, whereas others will book us every few weeks depending on how long the guests are staying.”

Another point of difference Mitrovic says is offering customers the option to pay using Bitcoin. According to Mitrovic, Uber Clean House was among the first cleaning business in Australia to accept payment by Bitcoin.

“The key for us as an industry is to be more proactive and open to change. At Uber Clean House we’re always open to testing new ideas that offer the best possible service to customer. I think the industry is moving in the right direction, there are a lot of new companies exploring different ways to interact with clients.”

Although demand is growing for the business, expanding Uber Clean House to other states such as Sydney, which is ranked within the top 10 most active Airbnb markets in the world, depends on resources and logistics for Mitrovic.

“I would rather experience steady growth and have a sustainable business than to expand quickly. The reason I am in business is to offer a product that I am proud of; a product that I am happy with and would use myself. Expansion for the sake of expansion is not what I want to do.”

[www.ubercleanhouse.com.au](http://www.ubercleanhouse.com.au)