

The UK Trade Pricing Guide.

The base-and-modifier method, typical 2026 price bands for eight trades, and the three mistakes that quietly kill new rounds.

From The Works Co. — publisher of plain operating manuals for AI-proof local trades. Free to share.

Base and modifier. That's the whole trick.

Every trade that quotes well does the same three things, whether they'd describe it this way or not.

1 • Anchor a base price

Every trade has a standard unit: the three-bed semi, the double oven, the square metre of block paving. Price that unit first, from real local numbers — not from what feels polite.

2 • Apply the modifiers

Area, frequency, vehicle size, first-visit premium. Multipliers keep quoting fast and defensible, and they stop you inventing a new price on every doorstep. A first clean is +50–100%. A one-off is +25–50% on the round rate. An affluent postcode is +15%.

3 • Name the add-ons

The blocked downpipe, the pet hair, the re-sand. Priced as named lines, agreed up front — never discovered on arrival, never given away free. Add-ons are where thin jobs become good ones.

The test: if you can't quote any standard job in under a minute from your own price card, you don't have prices — you have moods.

THE BANDS

Typical UK prices, 2026.

Starting bands for a typical area — not quotes, not gospel. Local markets vary more than people expect; the method matters more than any number here.

Trade	Standard unit	Typical band
Window cleaning	3-bed semi, 4-weekly round	£18-£25 / visit
Gutter clearing	3-bed semi, vacuum clear	£70-£100
Pressure washing	Driveway & patio, per m ²	£2.50-£4 / m ²
Lawn treatments	100-250m ² , per treatment	£35-£50
Oven cleaning	Double oven	£65-£85
Mobile valeting	Full valet, medium car	£75-£100
Carpet cleaning	Single room / 3-bed house	£40-£55 / £130-£165
End of tenancy	2-bed, checklist standard	£220-£260

London and the South East typically run 15-25% above these bands. Minimum job charges (commonly £100-£150 for pressure washing) apply where setup costs dominate.

THE MISTAKES

Three ways new operators quietly go broke.

01 Pricing from nerves, not numbers.

Underpricing feels safe — you win the job. But £4 under the market across an 80-house window round is £4,000 a year given away, permanently, for the privilege of being busy. Customers rarely leave over a fair price; they leave over unreliability.

02 Blending the add-ons into one number.

One blended price means you eat every blocked downpipe and every seat of pet hair for free — and the customer thinks that's what the job costs. Named lines, agreed up front, protect the diary and educate the market.

03 Ignoring the repeat maths.

The visit price is the least interesting number in the business. A £22 window customer is £286 a year. A £30 monthly valet is £360 a year. A five-treatment lawn plan renews by default. Price and sell the relationship, not the visit.

Gather 15–30 local price points in an evening.

The bands in this guide start the conversation; your postcode finishes it. Before you commit to a price card, collect real local numbers:

- **Local Facebook groups and Nextdoor** — search the trade name; people post quotes and recommendations constantly.
- **Competitor websites and Google Business profiles** — many list prices or "from" prices outright.
- **Checkatrade / Bark averages** — directionally useful, usually a touch low.
- **Ask three operators one town over** — not competitors, usually happy to talk shop.

Write every number down. Cross off the outliers, take the middle of what's left, and set your standard-unit price there or a touch above. You now have an evidence-based price card — which means you can defend it on a doorstep without flinching.

Then hold it. The discipline isn't setting the price; it's not discounting it the first time someone hesitates.

WHEN YOU WANT THE WHOLE METHOD

Every calculator is one chapter of a manual.

The Works Co. publishes complete operating manuals for 23 UK trades — pricing, kit, marketing, the first £500 before you register anything, with an AI toolkit for the admin.

Plain, honest, £47 each. No course, no upsell ladder, no guru.

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