

Why a good Airbnb cleaning service makes or breaks your guest reviews

I have managed short-term lets for over a decade, and if there is one lesson I keep learning it is this: the state of the property when a guest walks in sets the tone for the entire stay. A single stray hair on a pillow or a sticky countertop can undo a dozen five-star reviews. That is why finding a reliable Airbnb cleaning service is not just an optional extra for hosts - it is the backbone of a profitable listing. In Middlesbrough and across Teesside, where the holiday let market is growing fast, hosts are starting to realise that a professional clean is an investment, not an expense.

The hidden cost of doing the cleaning yourself

When I first started hosting, I tried to handle the turnaround cleaning myself. It felt like the sensible thing to do. Save money, keep control, know exactly what the guest sees. But I quickly discovered that self-cleaning after a checkout eats into the time I should spend on guest communication, pricing strategy, and maintenance. More importantly, I was not doing a thorough enough job. I missed the dust behind the bedside table, the grime on the light switch, the faint smell in the bathroom that I had stopped noticing. Guests notice everything.

A single negative review about cleanliness can drop your listing's visibility on the platform. Airbnb's algorithm weights recent reviews heavily, so one bad mark can take weeks to recover from. Hiring a professional Airbnb cleaning service removes that risk. It turns a variable, stressful task into a consistent, predictable outcome. And in a competitive market like Teesside, consistency is what keeps your calendar full.

What a professional Airbnb cleaning service actually does differently

I used to think cleaning was cleaning. Mop the floor, wipe the surfaces, change the sheets. But a specialist service brings a different level of attention. They understand the specific checklist that matters for short-term lets. They know that the kitchen hob needs to be degreased properly because the next guest might want to cook straight away. They know that the bathroom mirror must be streak-free because guests take photos in there. They also know that the little things - like restocking tea and coffee, fluffing the cushions, and checking the lightbulbs - are part of the experience.



Another thing that surprised me was the deep cleaning element. A good Airbnb cleaning service does not just clean between guests. They schedule periodic deep cleans for things like the oven, the extractor fan, and the grout in the tiling. These tasks are easy to neglect when you are rushing between bookings, but they build up over time. The result is a property that feels fresh, not just superficially tidy. For hosts in Middlesbrough, where properties can be older and more prone to damp or wear, that deep cleaning makes a real difference to the condition of the furniture and fabrics.

How to know if a service is the right fit for your listing

Not every cleaning company is set up for the pace of short-term lets. A standard domestic cleaner might come once a week and do a general tidy. That is fine for a permanent home, but an Airbnb property needs a complete reset in a few hours, often at short notice. The best services offer a fast turnaround, flexible scheduling, and a guarantee that they will come back if something is missed. They should also be insured and have experience with the security systems and key safes that hosts use.

When I was looking for help, I spoke to several companies. Some talked about general cleaning but could not explain how they handle a same-day changeover. Others did not understand the importance of photograph-ready results. The ones that stood out had a clear process for checking every room against a standard list and took photos of their work. That level of accountability is rare, but it matters.

The Bust The Dust Airbnb cleaning service in practice

I have worked with the [Bust The Dust Airbnb cleaning service](#) on a few of my own properties in the Teesside area, and the difference is tangible. They do not just clean; they inspect. The team arrives with a checklist tailored to the specific property, and they take the time to understand what each host prioritises. For one of my flats, the main issue was the carpet in the living room, which showed every mark. They recommended a regular steam clean schedule and followed up without me having to remind them. That kind of proactive thinking is what separates a good service from a great one.

The Bust The Dust Airbnb cleaning service also covers end of tenancy cleaning, which is useful if you are transitioning a property from a long-term let to a holiday let. They know the standards that both landlords and platform guests expect, and they can handle the extra work that a deep empty-property clean requires. For hosts who manage multiple listings, having a single reliable contact for all cleaning needs simplifies the whole operation.

Practical tips for getting the most out of your cleaning service

Even the best team needs clear communication to deliver the right result. Here are a few things I have learned to do before each clean:



- Send a quick message after the guest checks out to flag any specific issues, such as a spill or a broken item.

- Leave a spare set of keys or a key code that works, and confirm the arrival window.
- Keep a small stock of consumables - bin bags, toilet rolls, dishwasher tablets - so the cleaners can replenish without asking.
- Agree a standard ordering for furniture and cushions, and stick to it. Consistency makes the property look the same in every photo.
- Set a realistic time budget. A one-bedroom apartment needs about two hours for a thorough clean. A three-bedroom house needs three to four hours. Rushing the cleaning time leads to corners being cut.

I have also found it helpful to do a quick walkthrough after the first few cleans to check that the standards match what I expected. Most services welcome that feedback, and it builds a better working relationship. Over time, the cleaners learn the property as well as I do, and the whole process becomes smoother.

The financial side: is it worth the cost?

Some hosts balk at the price of professional cleaning. A standard turnaround clean in Teesside might cost between 40 and 80 pounds, depending on the size and condition of the property. That feels like a lot when you are already paying for utilities, insurance, and platform fees. But I have run the numbers on my own listings. The average nightly rate for a well-reviewed property in the area is around 80 to 120 pounds. A single extra booking from a good review more than covers the cleaning cost for a month. More importantly, a consistently clean property attracts repeat guests and reduces the time the property sits empty between bookings.

There is also the peace of mind factor. When you hand over the cleaning to a professional, you free up mental bandwidth to focus on the parts of hosting that actually generate income: pricing, marketing, and guest experience. I have stopped worrying about whether I left a smudge on the mirror. Instead, I spend that time optimising my listing photos or responding to booking inquiries faster.

Choosing the right service for your area

If you host in Middlesbrough or anywhere across Teesside, look for a cleaning company that knows the local market. Properties in this region have their own quirks. Older buildings may have more dust and require more frequent deep cleans. Coastal properties near Saltburn or Redcar need extra attention to windows and ventilation to prevent salt residue and damp. A local team understands these nuances and can adapt their methods accordingly.

I have seen too many hosts hire a national chain that sends different cleaners each time. The results are inconsistent, and communication becomes a nightmare. A local service with a stable team builds institutional knowledge about your property. They know where the spare

bedding is stored, which windows stick, and how the heating system works. That familiarity saves time and prevents mistakes.

The final word on Airbnb cleaning services

Running a successful short-term let is a balancing act between hospitality, maintenance, and business management. Cleaning sits at the centre of all three. A clean property is the foundation of good reviews, which drive bookings and revenue. A dirty property erodes trust and damages your reputation with both guests and the platform.



I have made the mistake of trying to cut corners on cleaning, and I have paid for it in lost bookings and extra stress. Hiring a professional Airbnb cleaning service is not an admission of failure. It is a strategic decision to protect your investment and your time. For hosts in Teesside, the Bust The Dust Airbnb cleaning service offers exactly that kind of reliable, thorough support. They treat each property as if it were their own, and that attitude shows in the results.

If you are still doing all the cleaning yourself, I would encourage you to try outsourcing it for just one booking cycle. See how it feels to arrive at your property after the cleaners have been, with everything fresh and ready for the next guest. You might find, as I did, that the cost is small compared to the freedom it buys you.

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