



2026 Building Service Contractor Benchmarking Survey Report

BSCs are poised for growth despite resource challenges

Building service contractors are optimistic about demand for their services and planning for long-term growth, according to the results of CMM's 2026 BSC benchmarking survey. Among survey respondents, 85% project an increase in gross sales revenue for 2026, and more than half of those (67%) expect growth 6% or higher.

Most BSCs (61%) are targeting commercial office and property management facilities for their client base growth. Healthcare (38%) and government (30%) facilities follow as popular client targets.

Competition is a fact of life amid BSCs. Survey respondents report that they gain most of their new accounts (71%) by replacing another BSC. Only 16% of their customer growth comes from a client bringing in a contractor to replace in-house staff.

Beneath the optimism and plans for gaining new clients, BSCs expressed concern about having the resources, especially staff, to meet demands for their services in a profitable manner.

Staffing challenges

Hiring expectations match revenue projections, with 85% of respondents reporting they will add staff in 2026 to meet their service demands. Labor accounts for more than 60% of total operating costs for 42% of survey respondents, and above 70% of total operating costs for 23%.

The recruitment of qualified cleaning staff remains problematic, with 75% of respondents reporting this as their most pressing labor challenge. Last year's BSC survey had similar findings with 69% of respondents choosing the recruitment and hiring of qualified individuals as their top labor problem.

Other 2026 labor challenges include paying enough to remain competitive (56%) and retaining existing staff (44%).

Survey respondents pointed to factors like an aging workforce, physically demanding

Download the full 2026 Building Service Contractor Benchmarking Survey Report at: cmmonline.com/2026-bsc-survey.

About this report: Survey data is based on results from email solicitations to building service contractors from June 23 to Aug. 5. Results are self-reported and not based on audited financial statements. Percentages in graphs and charts are rounded to the nearest whole number.

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responsibilities, limited public recognition, and employee burnout as contributors to worker shortages. As one opined, “Without a sustainable strategy for recruiting, developing, and retaining the next generation of cleaning professionals, labor availability will continue to be the greatest constraint on service quality, operational stability, and long-term industry growth.”

Technology solutions

Despite heavy promotion of autonomous cleaning equipment as a solution to human labor shortages, 73% of survey respondents admitted they have never piloted or adopted it. Further expressing their reluctance, only one-third (33%) of this group said they are likely to adopt the technology within two years, while almost half (45%) are not likely to adopt it or even try it. However, the 23% who have adopted autonomous cleaning equipment are sold on its benefits, with 76% reporting they are likely to increase automation during the next two years.

Amid the technology options, artificial intelligence (AI) has the most interest, with 58% of respondents reporting they plan to adopt AI in the next 12 months. “AI has completely changed the game,” remarked a respondent. “The name of the game now should not be whether or not to use AI, but how to use it responsibly.”

Survey Prize Winners

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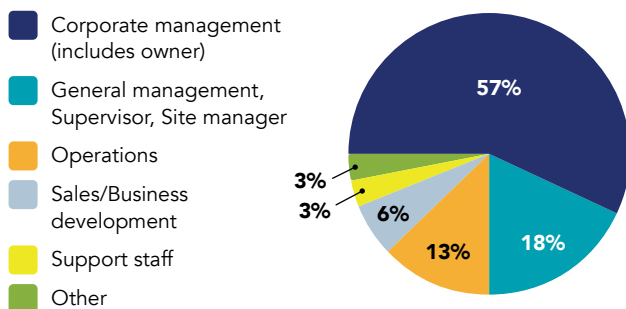
Three survey participants received a case of Papernet Dissolve Tech dissolvable hand towels, courtesy of survey sponsor Sofidel, and a US\$100 check from CMM.

The winners are:

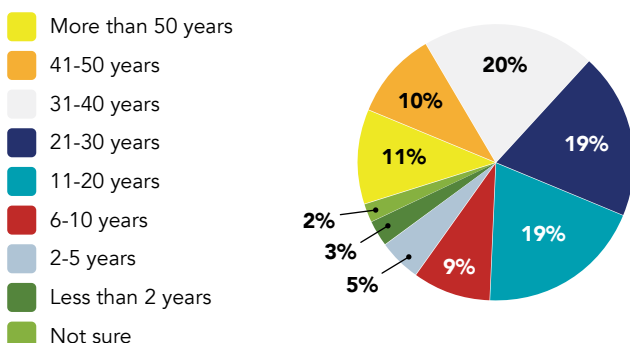
- **Joe Buchholz**
Buck Services Inc.
West Chicago, Illinois
- **Luis Hernandez**
DynaClean Professional Services
Temple, Texas
- **David Kreft**
The Budd Group
Greenville, South Carolina

However, nearly a quarter of respondents (23%) have no plans to adopt new technology within the next year. One respondent summed up reservations about the current technology: “AI has been helpful administratively, however, most of

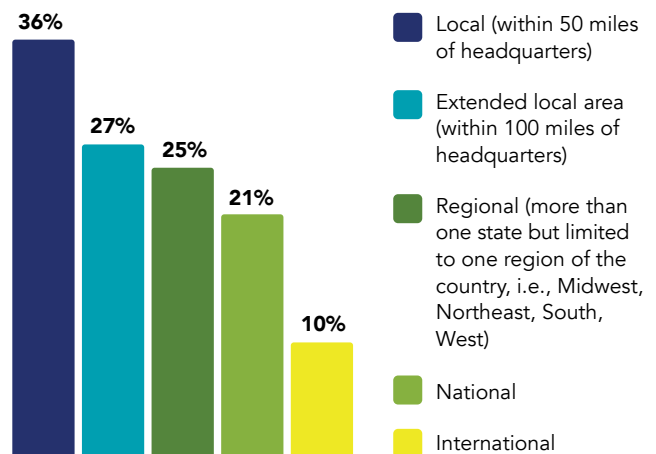
Business role



Years in the cleaning industry



Areas serviced



How do you set your business apart?

Experience/reputation	92%
Value-added services.....	68%
One-stop shop (complete integrated facility services)	49%
Industry-recognized certifications.....	46%
Price	26%

the janitorial equipment that is on the market is still not working or is over-priced.”

Client expectations

Whether cleanliness is achieved through automation or old-fashioned elbow grease, most BSC clients prioritize the well-being this cleanliness brings to their facilities and occupants. More than half (54%) chose health,

safety, and security of buildings and tenants as a very important client priority, followed closely by facility image (51%). Reducing overall cleaning costs placed third, with 43% ranking it as very important to clients. Interestingly, reducing the number of service contractors was a very important client priority for only 19% of survey respondents, suggesting that clients are looking for cost savings other than cutting cleaning staff.

Total square footage cleaned (monthly)

Less than 250,000 square feet.....	14%
250,000-499,000 square feet.....	14%
500,000-999,999 square feet.....	12%
1,000,000-2,499,999 square feet.....	12%
2,500,000-4,999,999 square feet.....	9%
5,000,000-9,999,999 square feet.....	14%
10,000,000 square feet or more	13%
Unsure.....	11%

Additional facility maintenance services offered

Day porter.....	64%
Exterior maintenance (buildings, grounds, parking lots)	55%
Lightbulb replacement/re-lamping.....	40%
Waste management/recycling	32%
Preventive maintenance/building systems	30%
Landscaping/lawn care	30%
Painting.....	29%
Snow removal	23%
Laundry operations.....	21%
Pest control.....	18%
Disaster restoration/remediation.....	18%
Building security	15%
None, we only provide cleaning services	17%

Additional cleaning services provided

	Provide service	Subcontract service	N/A
Disinfecting services	92%	5%	2%
Carpet extraction/deep cleaning	83%	15%	2%
Restroom supplies management	82%	2%	15%
Stripping/recoating hard floors	79%	14%	7%
Clean room (sensitive environments)	70%	6%	24%
Window cleaning	67%	25%	8%
Polishing/restoring stone and marble surfaces	53%	24%	24%
Entry mat service	42%	28%	31%

Top surfaces and areas for customer complaints

Restrooms.....	43%
Hard floor surfaces.....	23%
Common/shared spaces.....	17%
Carpeting.....	9%
Trash	2%
Other	6%

82% are concerned about employee **SLIPS, TRIPS, AND FALLS**

Importance of sustainable cleaning practices

Very important	33%
Important	30%
Somewhat important	28%
Not important	9%

Business/Economic factor effects on company

	High degree	Modest degree	Limited degree	Not a factor
Supply chain issues	12%	29%	39%	20%
Tariffs	11%	25%	32%	32%
Immigration policies	20%	15%	23%	42%
Minimum wage changes	26%	26%	21%	26%

To differentiate themselves from the competition, a resounding majority of BSC respondents (92%) rely on their experience and reputation. They believe that offering value-added services (68%) and one-stop shopping (49%) also helps them attract clients. Only 26% credit the price of their services as their differentiator.

Facility occupant well-being, as well as client satisfaction, depends on BSC expertise in caring

for top problem areas. As in previous years, survey respondents (43%) named restrooms as the biggest problem space, more than hard floors (23%) and carpet (9%) combined.

Dig deeper into BSC problem areas, challenges, successes, and other survey findings by examining the charts and graphs in this article, then download the full survey report at cmmonline.com/2026-bsc-survey. 

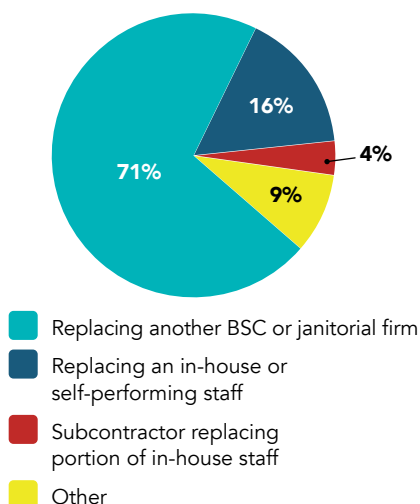
Business challenges experienced

	To a large extent	To a moderate extent	To a small extent	To no extent	Does not apply
Maintaining profitable margins	39%	35%	17%	4%	5%
Recruiting and retaining staff	39%	33%	22%	1%	4%
Winning new bids/contracts	39%	30%	23%	3%	6%
Customer retention	32%	19%	34%	8%	6%
Validating cleaning results	31%	29%	26%	10%	3%
Achieving sustainability initiatives	20%	31%	30%	15%	5%

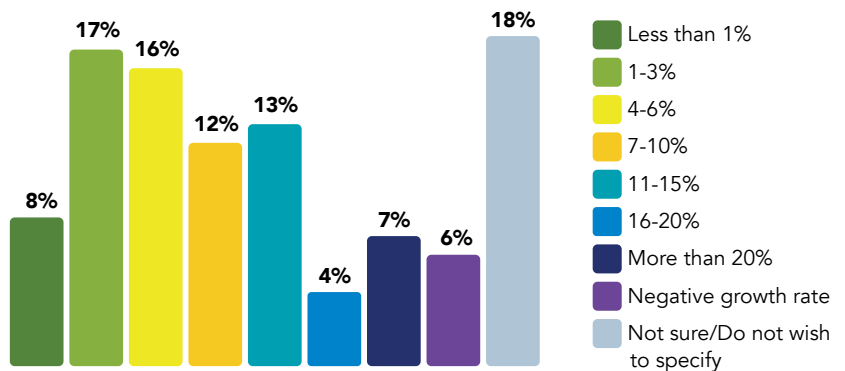
Total gross revenue for 2025

Less than \$1,000,000.....	28%
\$1,000,000 – \$2,499,999	15%
\$2,500,000 – \$4,999,999	13%
\$5,000,000 – \$9,999,999	9%
\$10,000,000 – \$24,999,999	12%
\$25,000,000 or more	13%
Not sure/Do not wish to specify	9%

New accounts profile



Sales growth rate for 2025 compared to 2024



Top challenges impacting customers

	Very Important	Important	Somewhat Important	Not Important
Health, safety, and security of buildings and tenants	54%	34%	9%	2%
Improving facility image	51%	41%	7%	1%
Reducing overall cleaning costs	43%	38%	14%	4%
Asset preservation	40%	38%	17%	5%
Tenant retention	39%	35%	16%	10%
Reducing number of service contractors	19%	30%	33%	18%
Sustainability/ESG initiatives	19%	30%	38%	13%

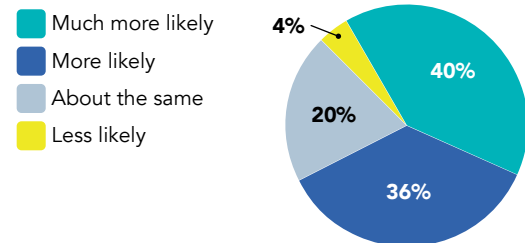
Facility type targeted for revenue growth, next 12 months

Commercial (office/property management)	61%
Healthcare (hospital, long-term care, offices)	38%
Government buildings	30%
Industrial (manufacturing, warehouses)	29%
Education (K-12, colleges/universities)	28%
Hospitality (hotel, motel, food service, restaurants)	17%
Retail (shopping centers, casinos, entertainment)	12%
Public venues (arenas, stadiums, convention centers)	11%
Transportation (airports, mass transit)	9%

Robotic/Autonomous cleaning equipment implementation, last five years

We never adopted or piloted robotic/autonomous cleaning equipment.....	73%
We have adopted and/or piloted robotic/autonomous cleaning equipment.....	23%
We have discontinued our use of robotic/autonomous cleaning equipment.....	4%

Likelihood of increased automation or robotics, next two years compared to the last five years



Technologies to adopt in the next 12 months

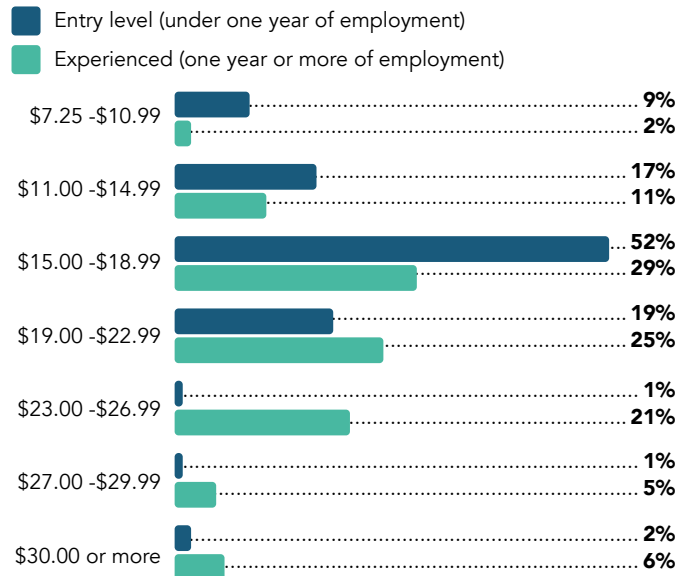
Artificial Intelligence	58%
Cleaning validation programs/technologies	49%
Enterprise resource planning (ERP) systems	19%
UV disinfecting systems	17%
We do not plan to implement new technology in the next 12 months	23%

Preferred cleaning industry resources

Trade media (magazines, websites, e-newsletters)	80%
Networking with other industry professionals	64%
Industry trade shows	61%
Industry associations	52%
Distributors.....	51%
Manufacturers.....	48%
Social media outlets	48%

29% report a 1-10% annual TURNOVER RATE

Average hourly rate for field workers



Labor costs, as a percentage of operating costs

50% or less	26%	71 - 80%	14%
51 - 60%	32%	81 - 90%	7%
61 - 70%	20%	91 - 100%	1%

Labor and employee challenges

Recruiting/hiring qualified individuals	75%
Paying staff enough to keep them from going elsewhere.....	56%
Creating growth opportunities	45%
Retaining existing staff.....	44%

Purchasing control

I specify or recommend purchases.	31%
I have sole purchasing authority.	31%
I approve purchases.	19%
I am not involved in purchasing equipment and supplies.	18%

How/Where are products and supplies purchased?

	Brick & Mortar / In-person	Online
Jansan supply distributor	46%	54%
Manufacturer (direct)	24%	76%
Wholesaler	28%	72%
Office supply dealer	22%	78%
Safety/industrial distributor	38%	62%
Big box retailer	63%	37%

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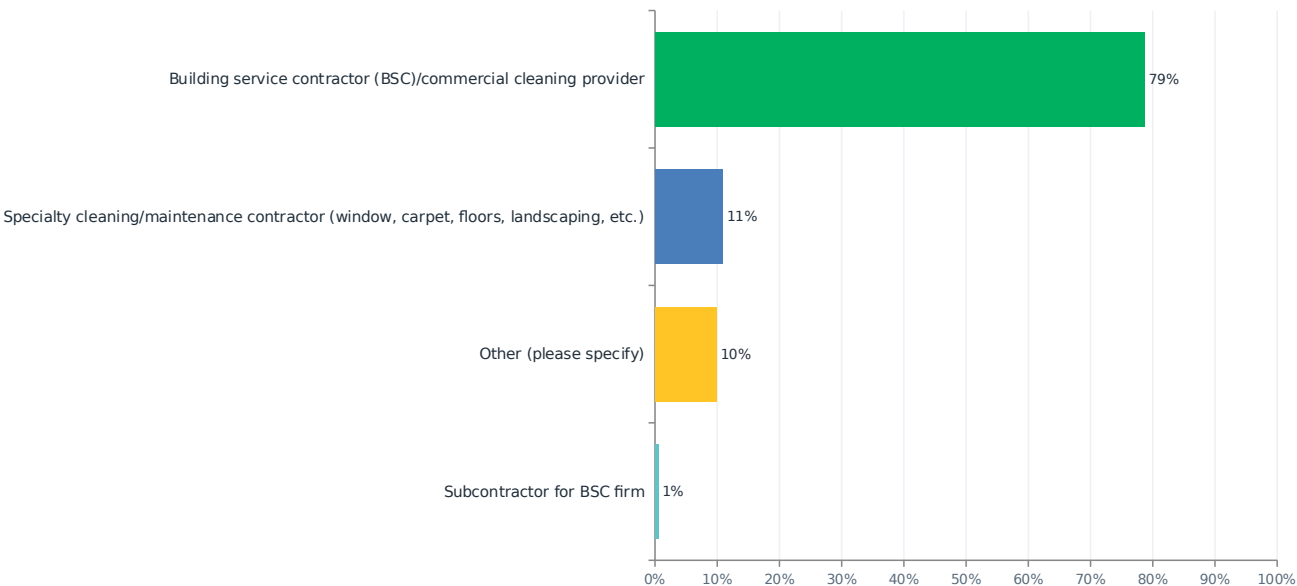
ISSA / Cleaning & Maintenance Management

All Data | Total responses: 202 (103 complete, 99 partial) | Base varies by question

Prepared by All In One Insights

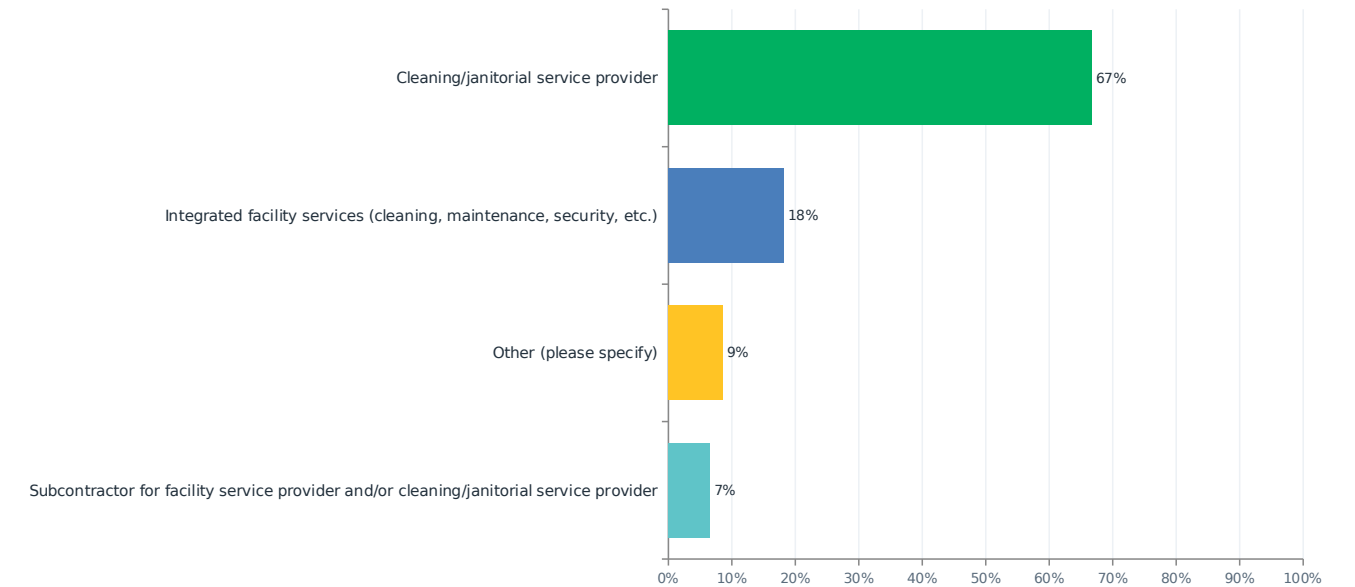
Which of the following best describes your PRIMARY business?

Base: 202



How would you categorize the overall service organization?

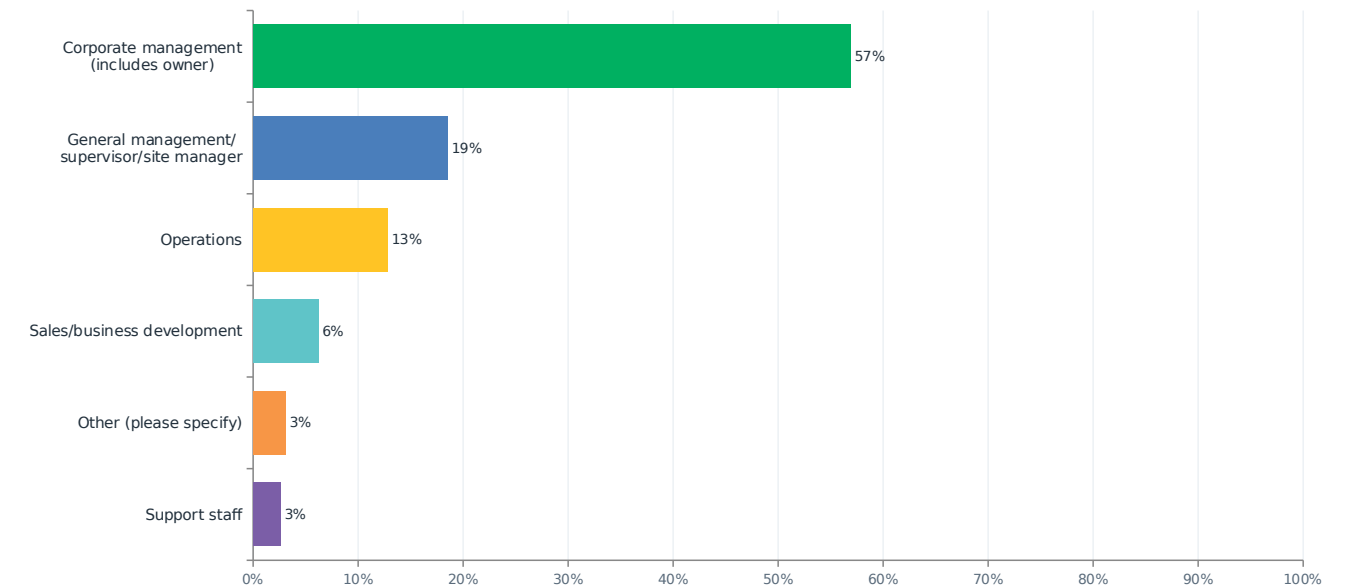
Base: 198



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Which of the following best describes your role in the business?

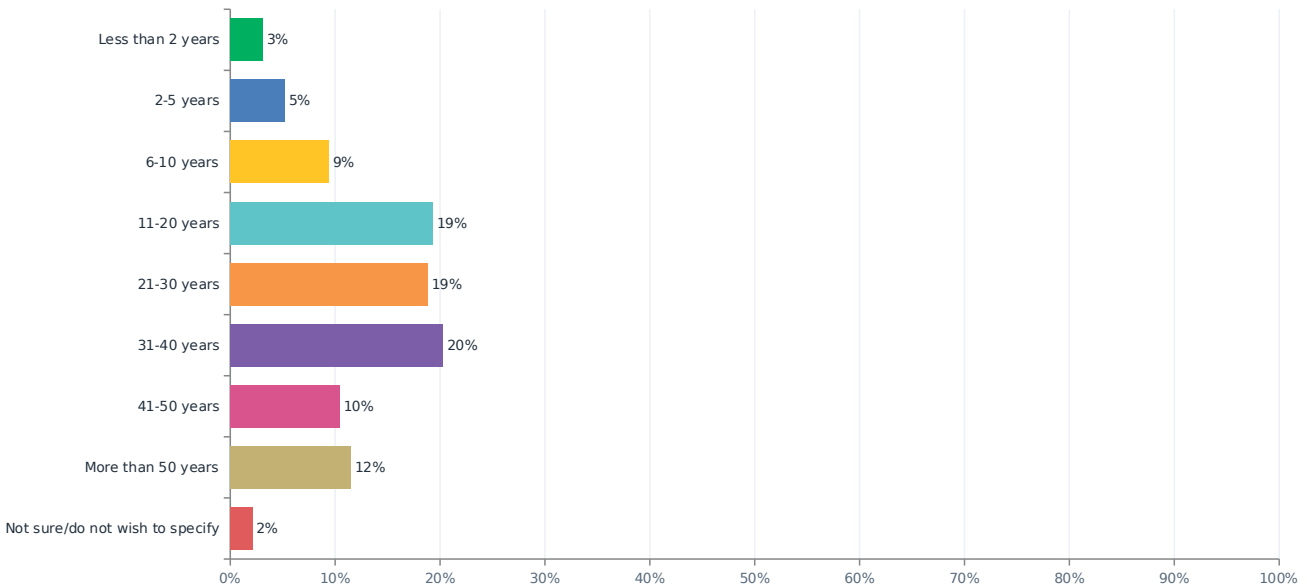
Base: 195



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How many years has the company been in the cleaning industry?

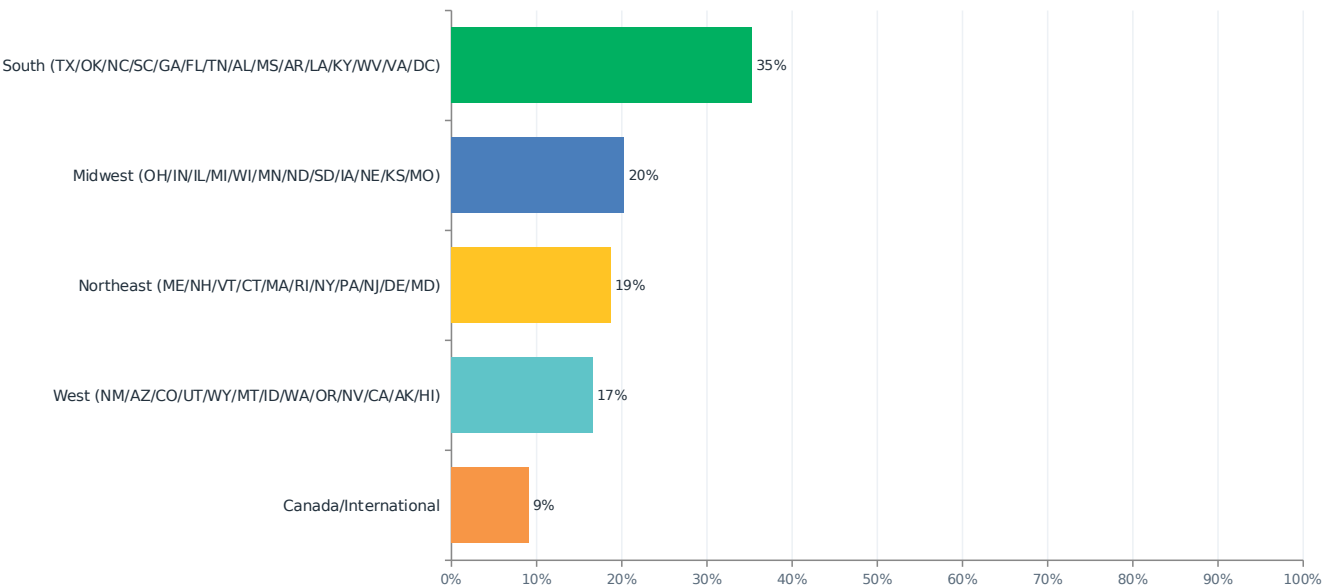
Base: 192 · Average years in industry: 27.6 · Band midpoints; "More than 50 years" valued at 55. Excludes "not sure".



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Where is the business headquarters located?

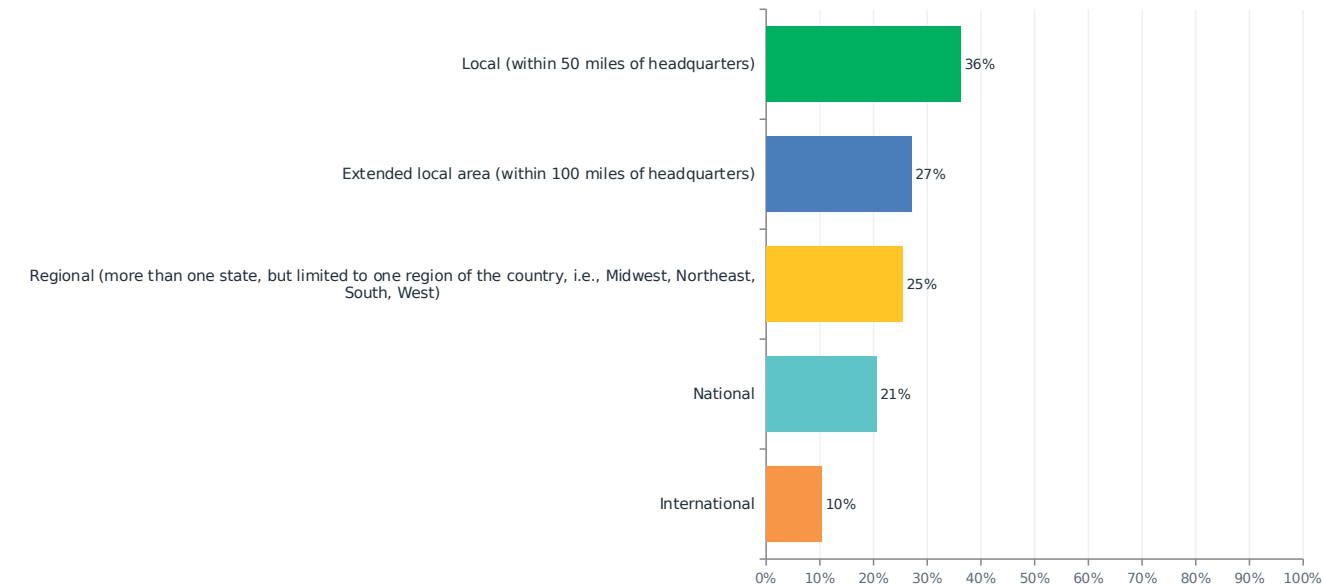
Base: 187



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What geographic area does the business serve? (Select all that apply)

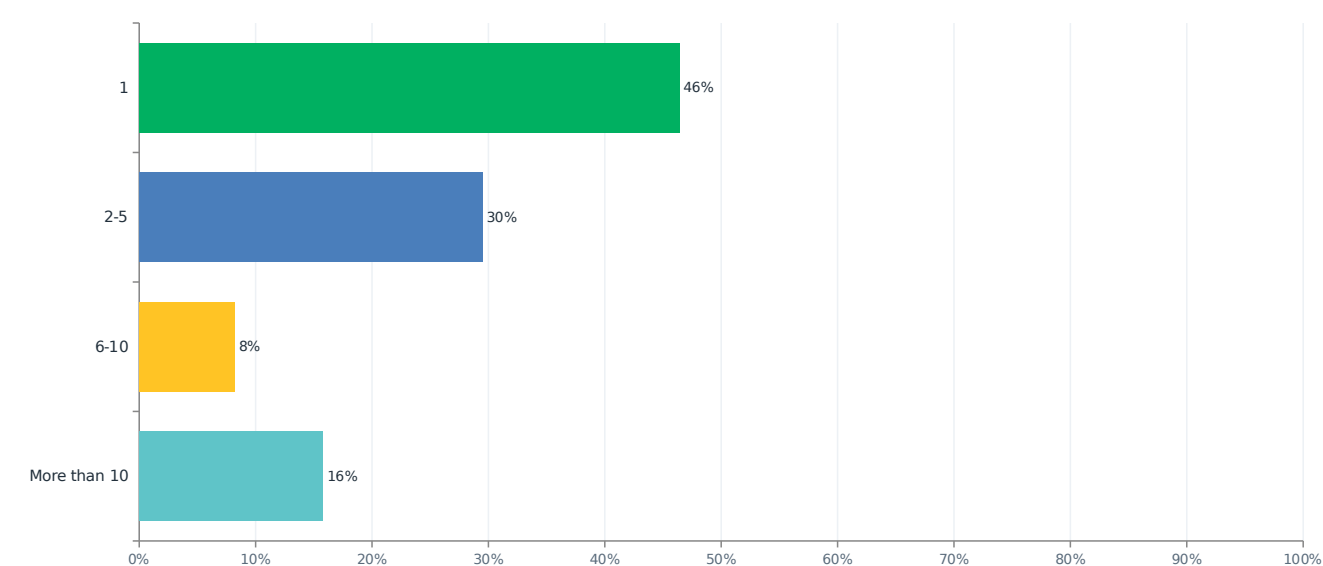
Base: 185 · Multiple responses accepted; percentages total more than 100%.



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How many branches/locations does the company operate?

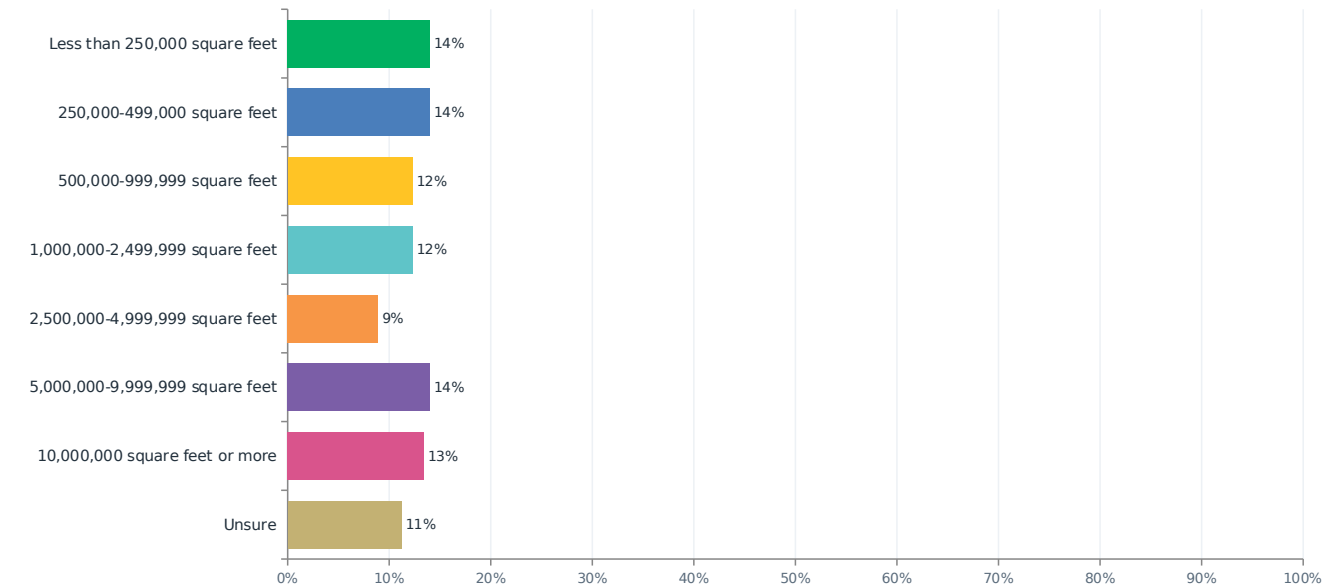
Base: 183 · Average branches/locations: 4.5 · Note: source export contained date-corrupted labels ("5-Feb", "10-Jun"); corrected here to "2-5" and "6-10". · Band midpoints; "More than 10" valued at 15.



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What total square footage is the company responsible for cleaning on a MONTHLY basis?

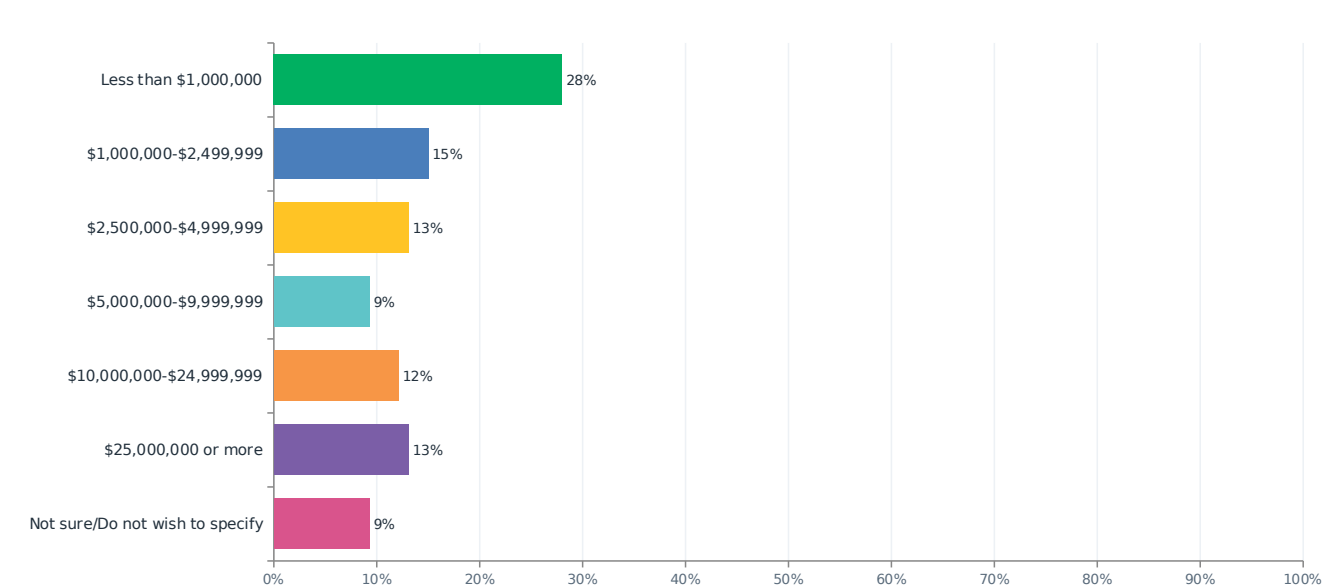
Base: 179 · Average square footage: 4,245,283 · Band midpoints; top band valued at 15,000,000. Excludes "unsure".



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Estimate the company's total GROSS revenue for 2025.

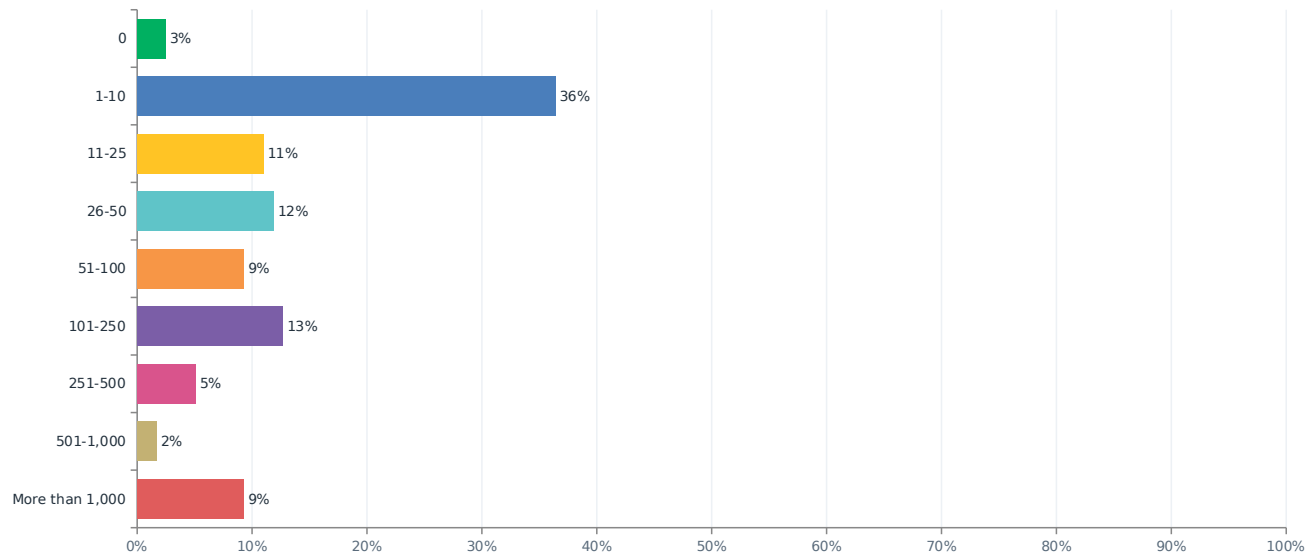
Base: 107 · Average gross revenue: 9,515,464 · Band midpoints; "\$25,000,000 or more" valued at \$37,500,000. Excludes "not sure".



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How many full-time employees do you currently have?

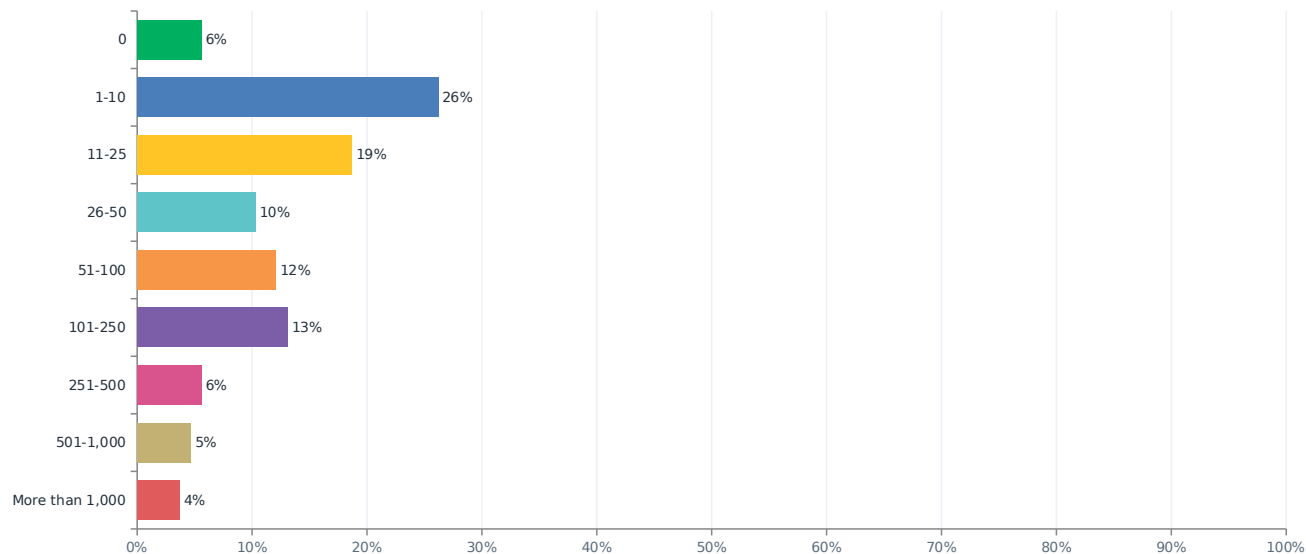
Base: 118 · Average: 3,002 · Median: 25.5 · Average is pulled sharply upward by a small number of very large national firms (top values of 75,000 and 100,000 employees). Median is the representative figure here.



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How many part-time/contract/other employees do you have?

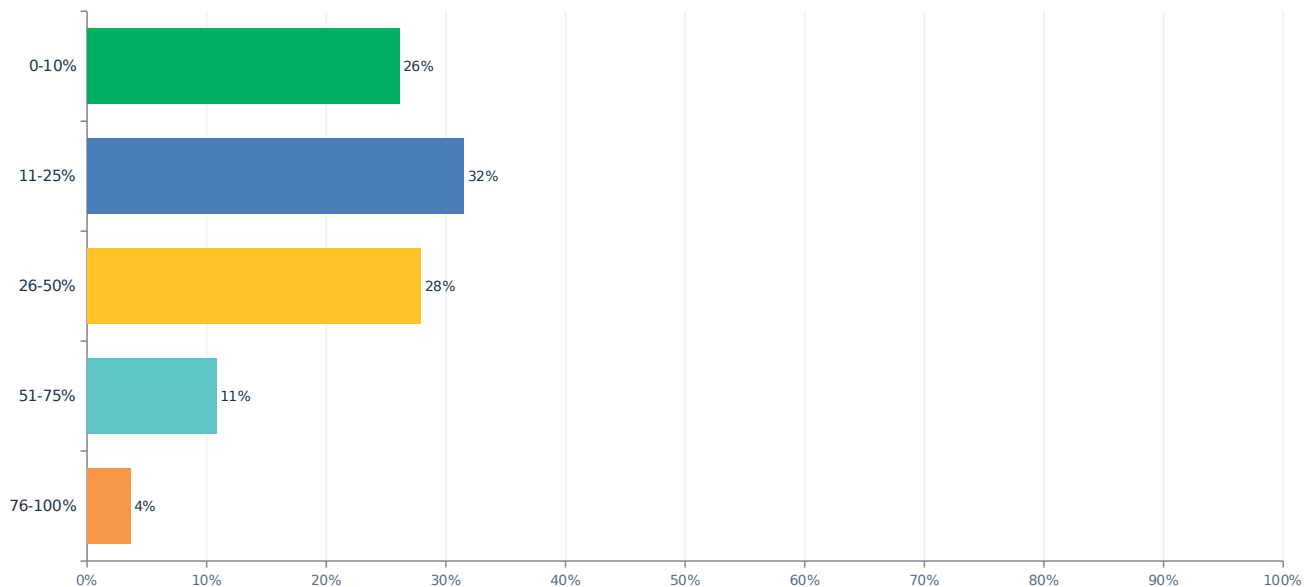
Base: 107 · Average: 436 · Median: 25 · Average is pulled upward by a small number of very large firms (top value 25,000). Median is the representative figure here.



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Percentage of employees who are "Entry-level" (under one year of employment)

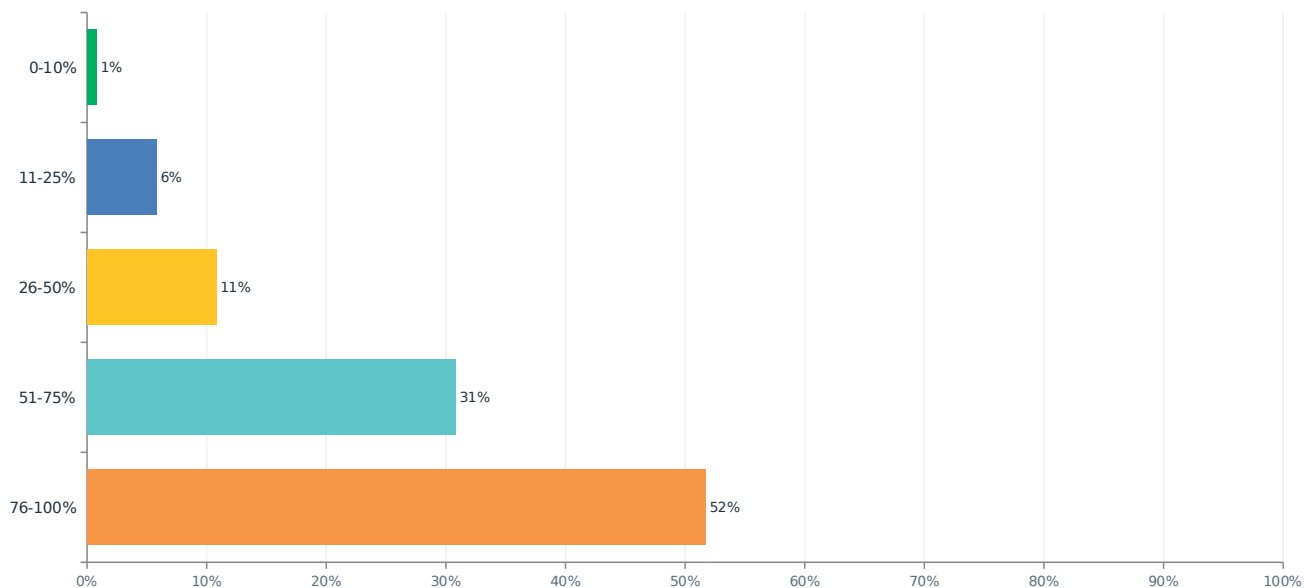
Base: 111 · Average: 28.4 · Median: 25



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Percentage of employees who are "Experienced" (more than one year of employment)

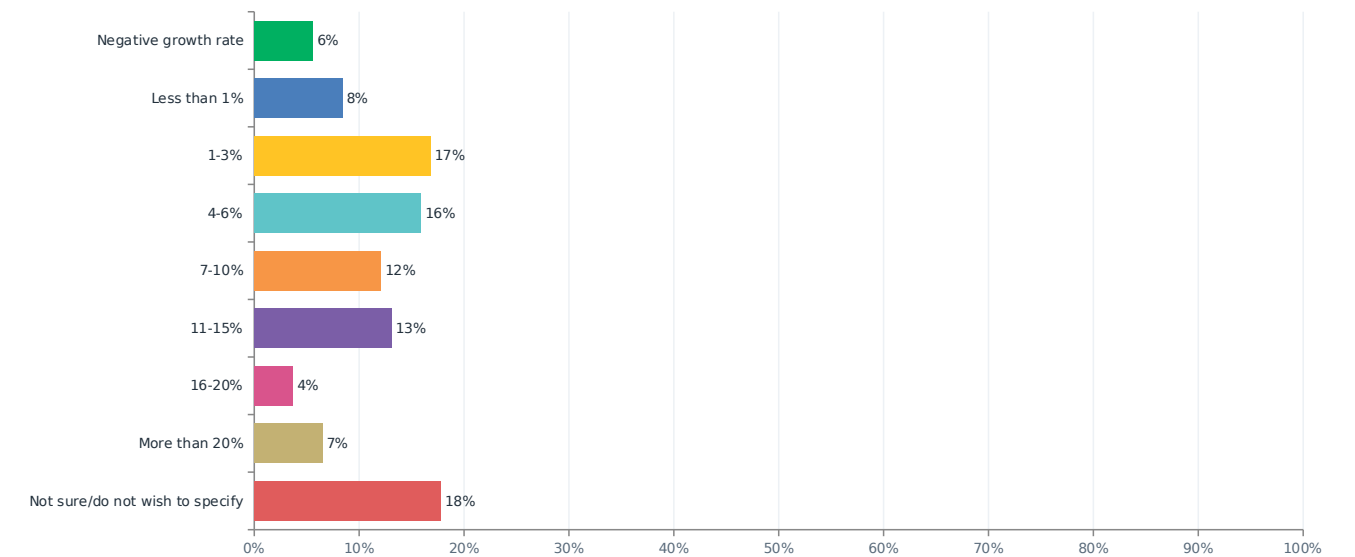
Base: 120 · Average: 73.7 · Median: 80



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What was your sales growth rate for 2025 compared to 2024?

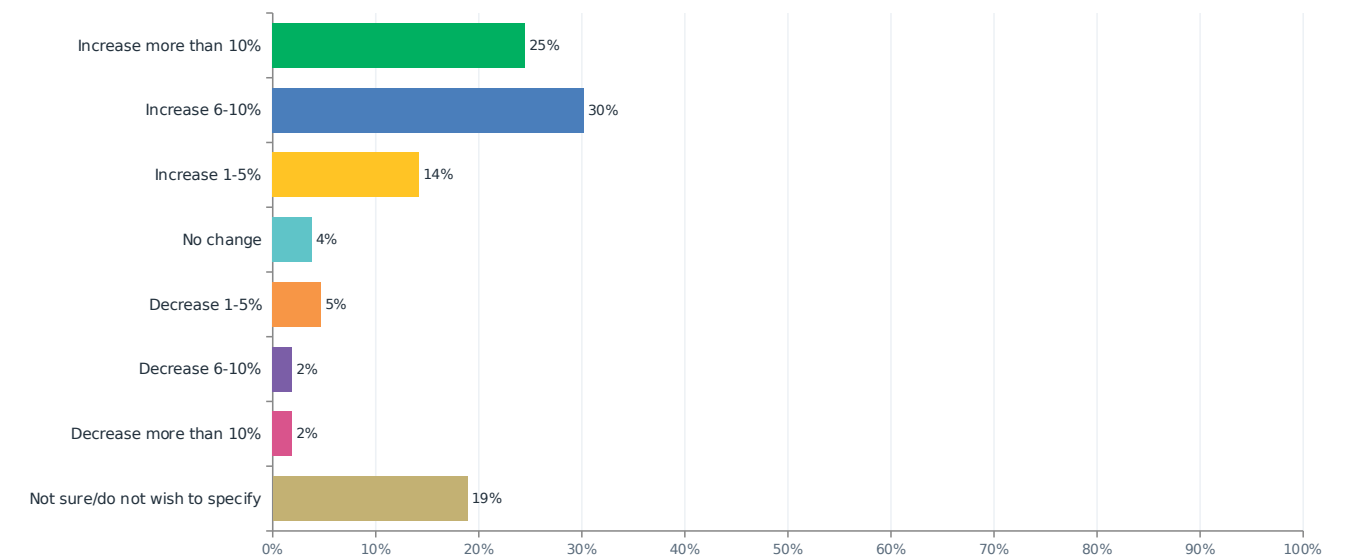
Base: 107 · Average growth rate: 8.1 · Band midpoints; "More than 20%" valued at 25%. Excludes "not sure" and "negative growth rate" (no magnitude was captured for negative growth) — average therefore reflects growing firms only.



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What is your company's projected increase/decrease in gross sales revenue for 2026?

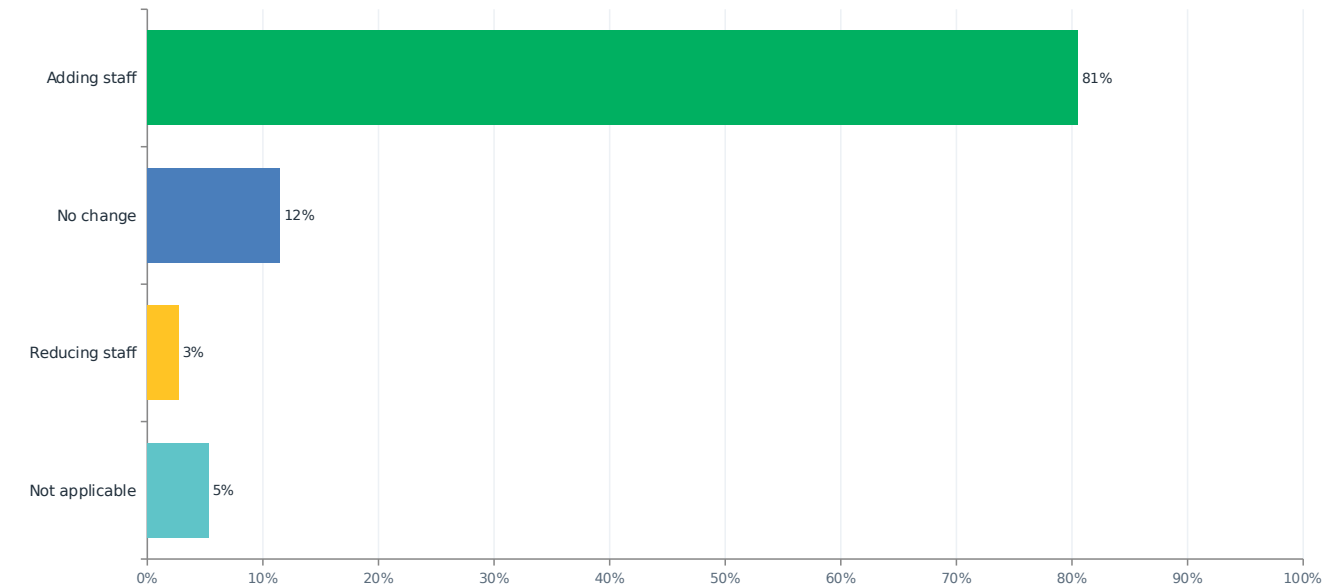
Base: 106 · Average projected change: 7.3 · Band midpoints; outer bands valued at +/-15%. Excludes "not sure". Net of increases and decreases.



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Regarding staff size, do you anticipate that in the coming year you will be...?

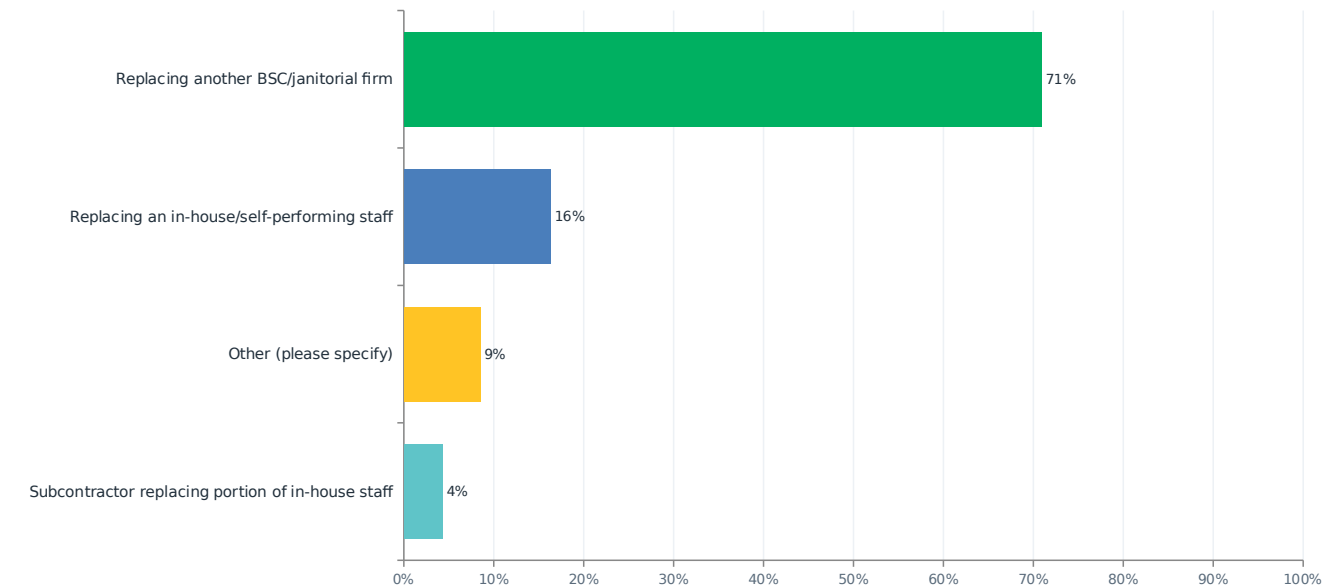
Base: 113



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Which of the following typically represents your NEW accounts?

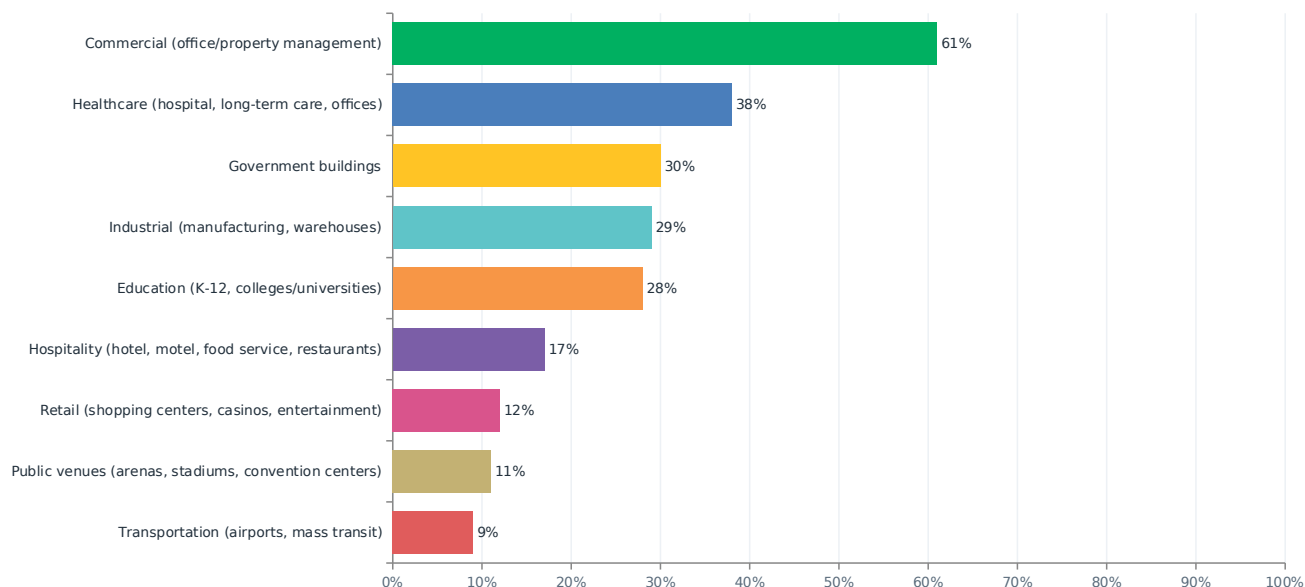
Base: 141



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Which building types/facilities will you target primarily for revenue growth in the next 12 months?

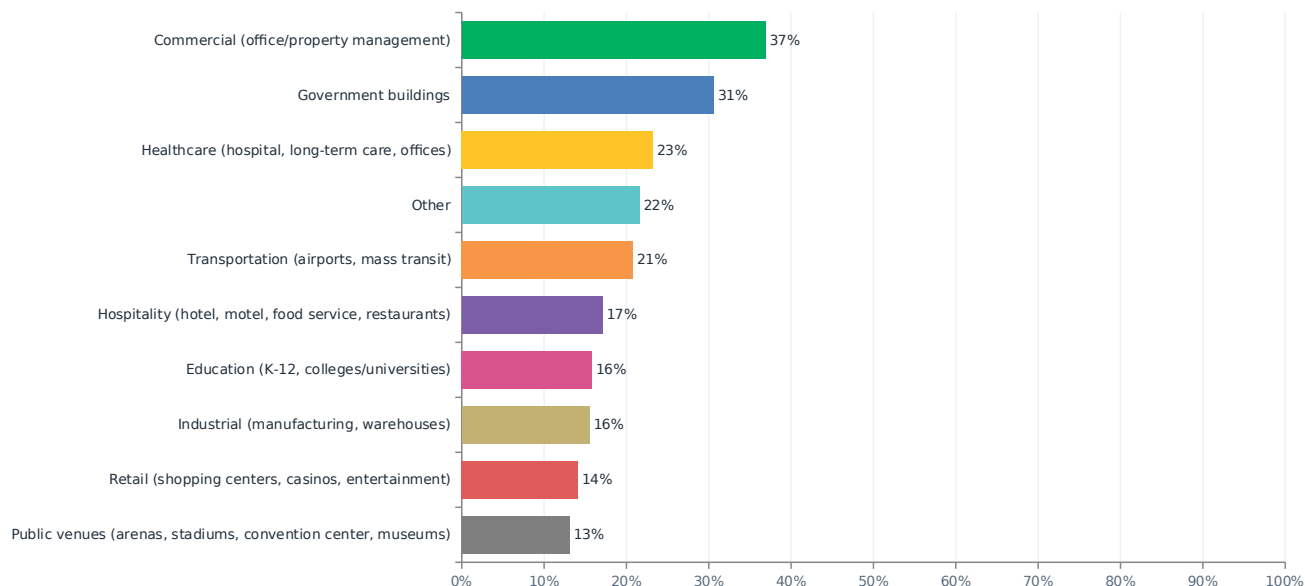
Base: 100 · Multiple responses accepted; percentages total more than 100%.



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What percentage of your total revenue comes from servicing the following building types/facilities?

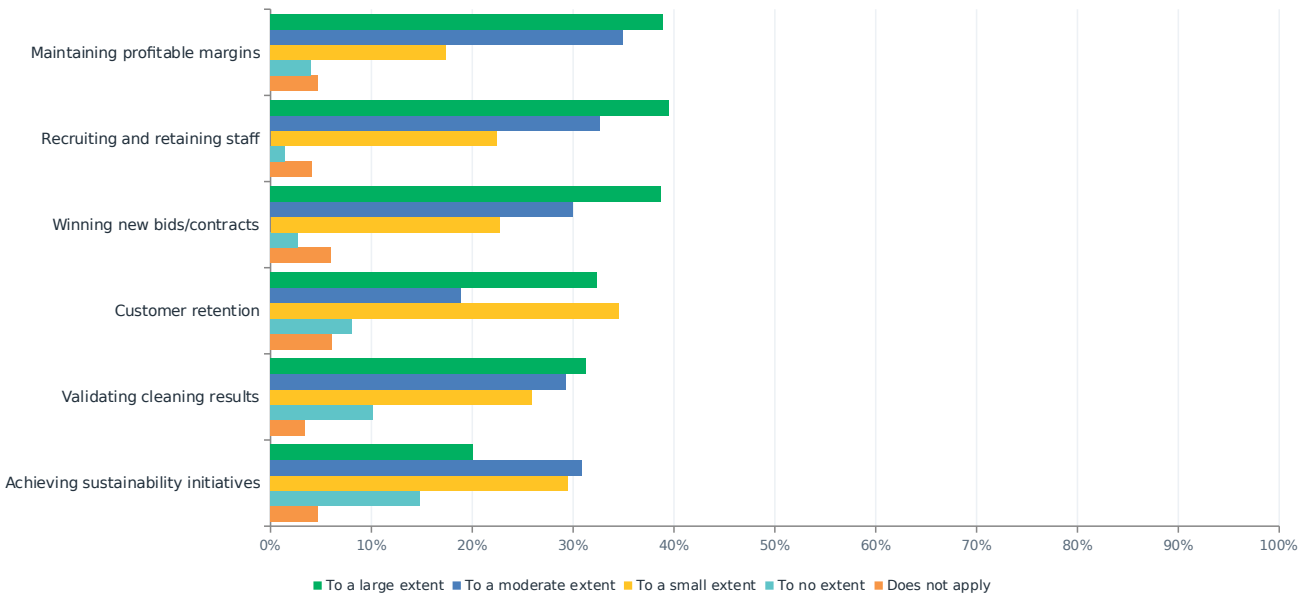
Average percentage among respondents reporting revenue from that building type (i.e., excluding zeros).



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How much do the following challenges pertain to your business?

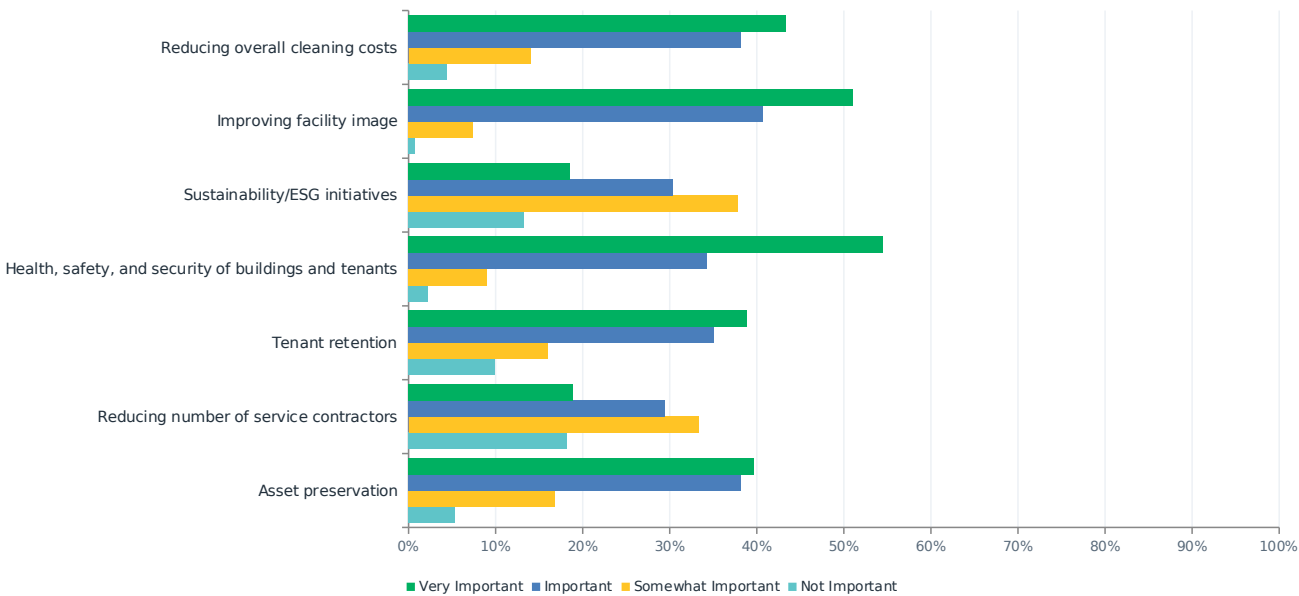
Base: 147-150 by item



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Which of the following challenges/concerns are most important to your customers?

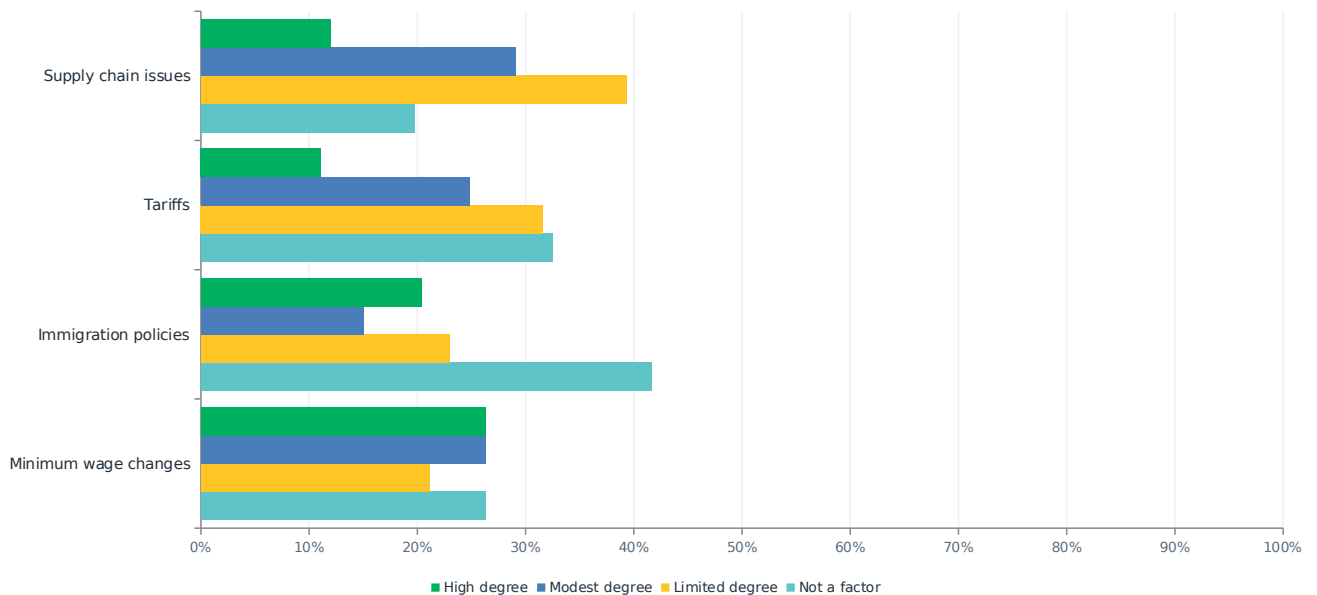
Base: 131-136 by item



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To what degree have the following business/economic factors impacted your business in the past year?

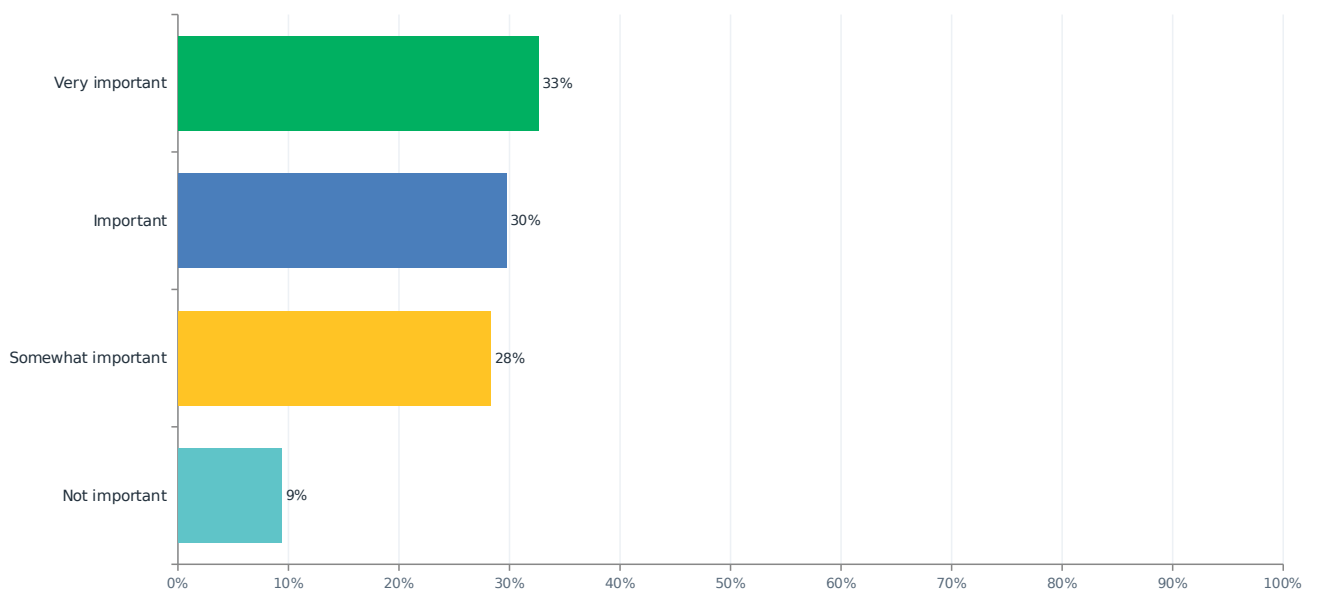
Base: 113-117 by item



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How significant are sustainable cleaning practices to your clients?

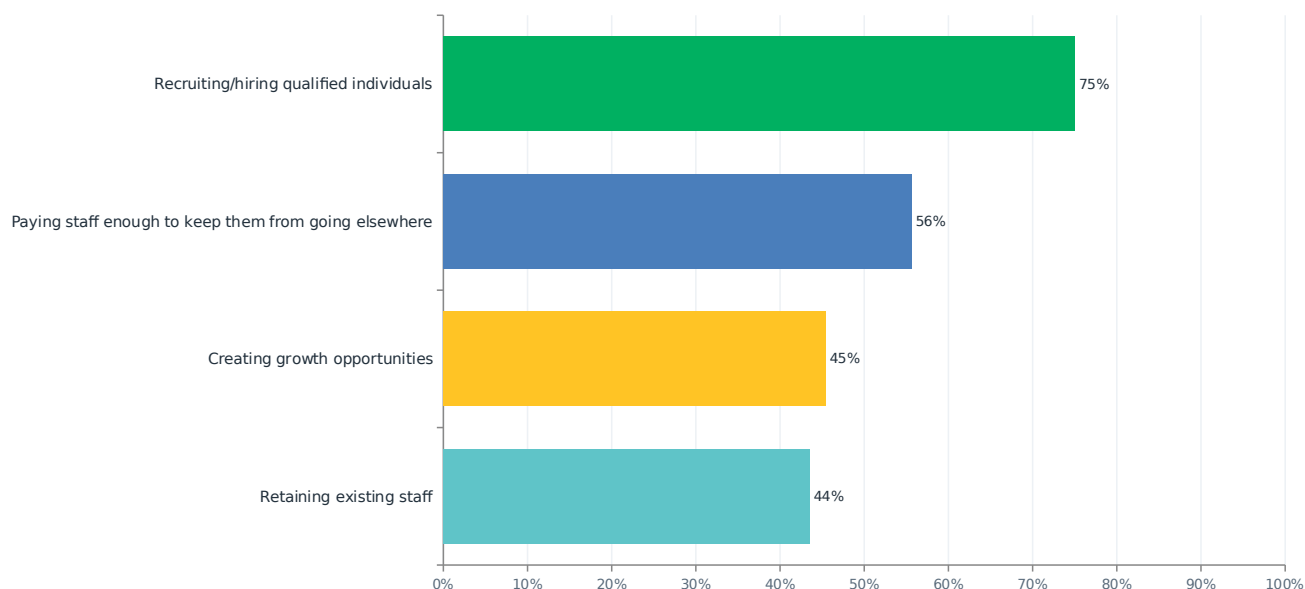
Base: 138



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When it comes to labor and employees, what are your organization's biggest challenges?

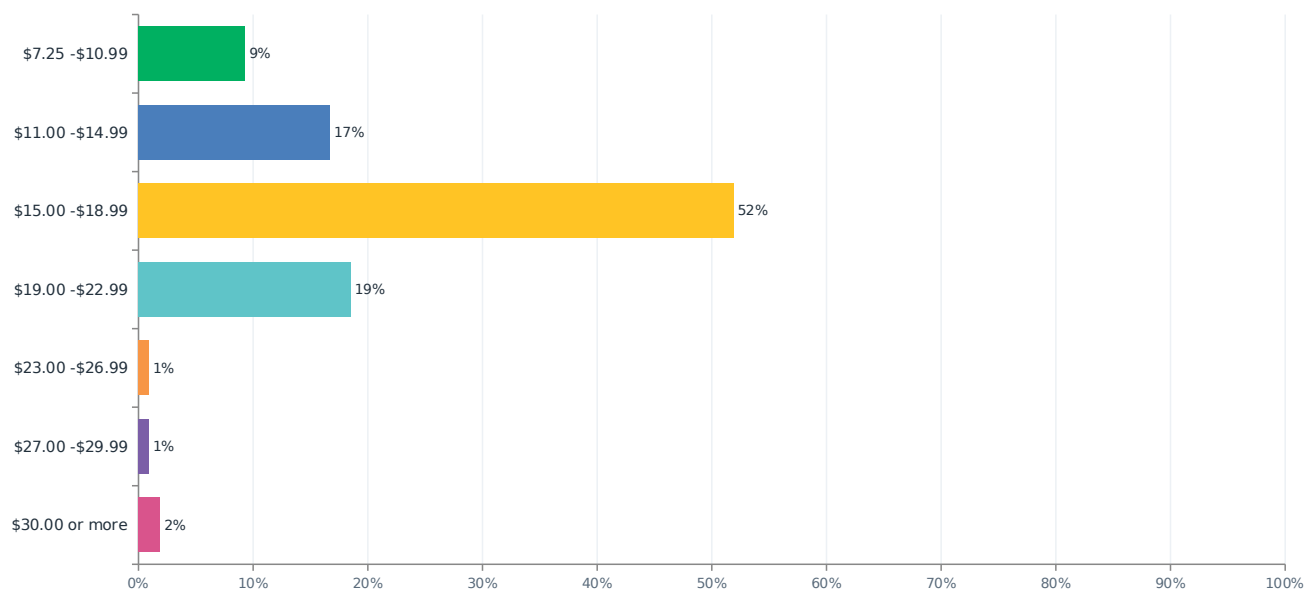
Base: 108 · Multiple responses accepted; percentages total more than 100%.



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Average hourly rate for field employees — ENTRY-LEVEL (under one year of employment)

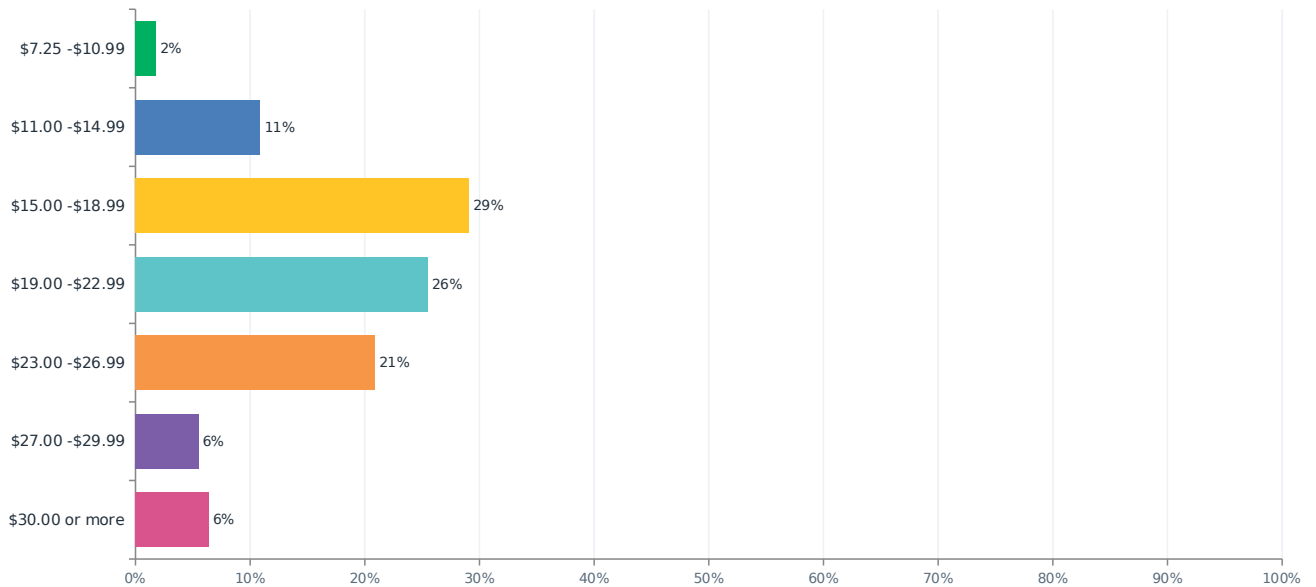
Base: 108 · Average hourly rate: 16.8 · Band midpoints; "\$30.00 or more" valued at \$32.00.



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Average hourly rate for field employees — EXPERIENCED (more than one year of employment)

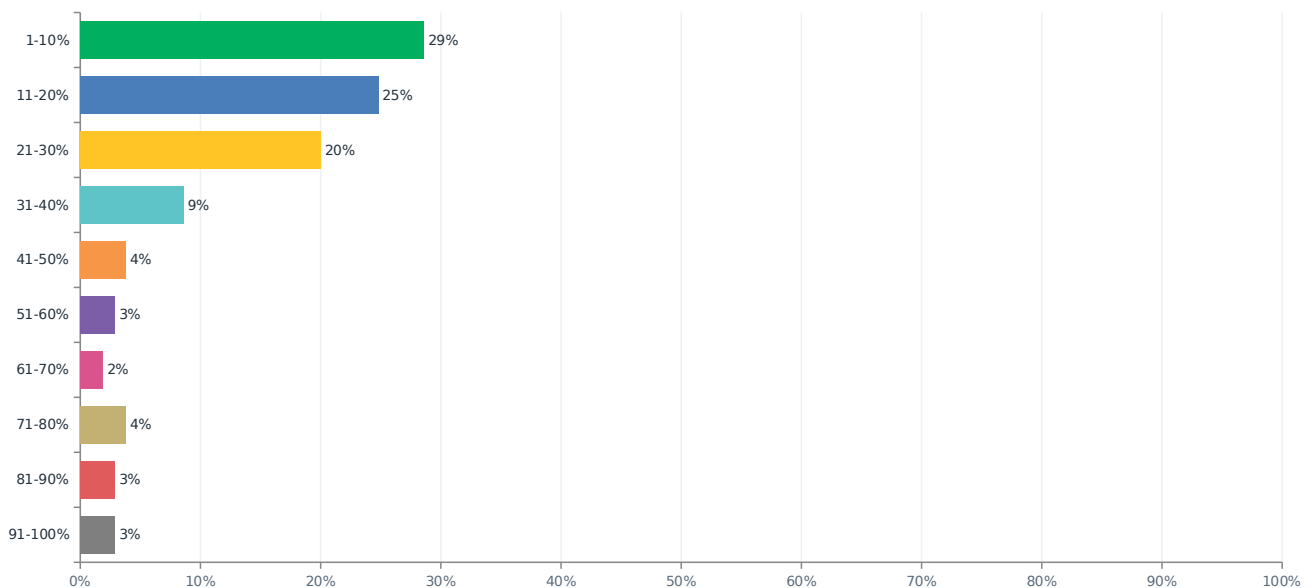
Base: 110 · Average hourly rate: 20.7 · Band midpoints; "\$30.00 or more" valued at \$32.00.



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Estimate your ANNUAL employee turnover rate.

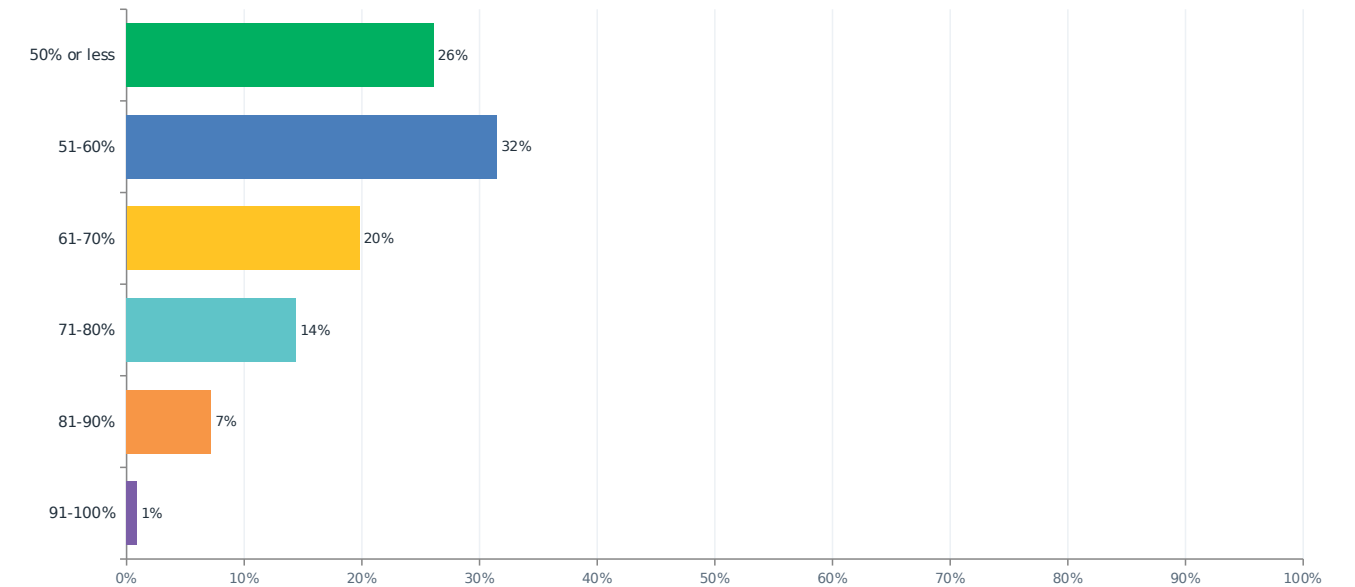
Base: 105 · Average turnover rate: 26.2 · Band midpoints.



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Estimate your AVERAGE total costs for labor (wages and benefits) as a percentage of overall operating costs.

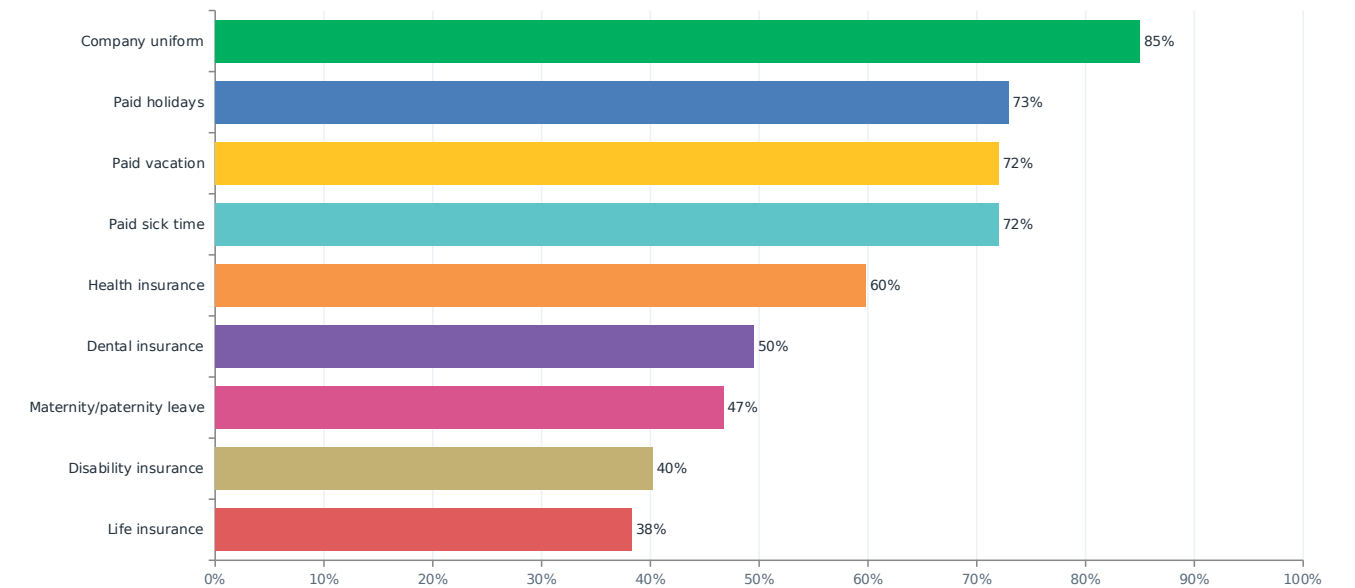
Base: 111 · Average labor cost share: 60.1 · Band midpoints; open bottom band "50% or less" valued at 45%.



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What benefits do you offer employees?

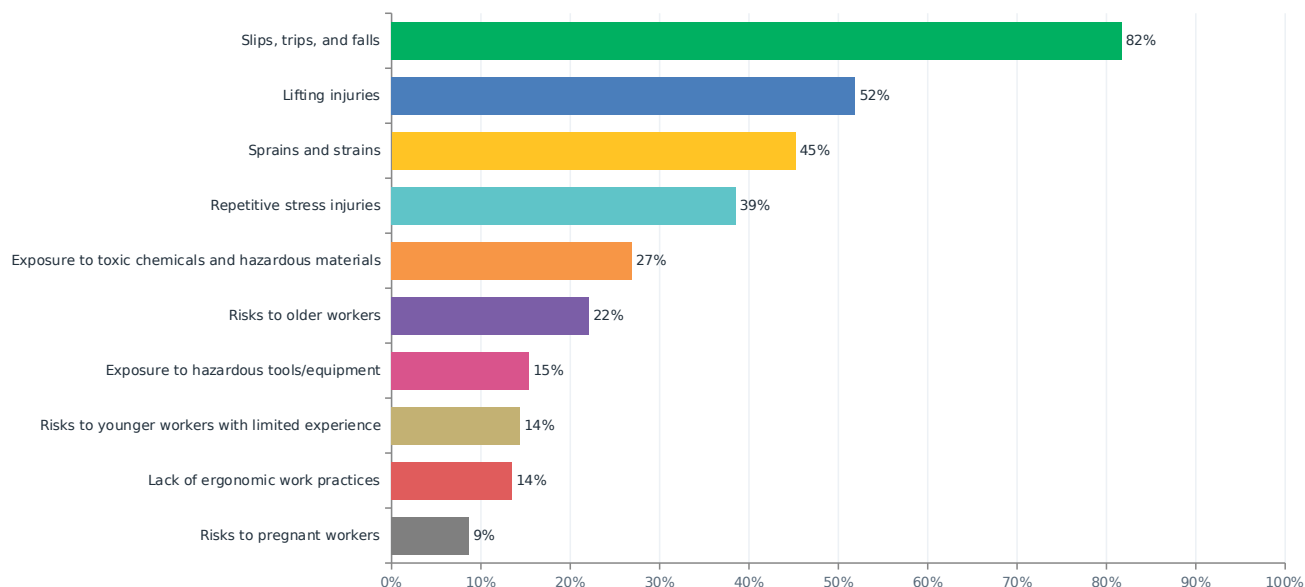
Base: 107 · Multiple responses accepted; percentages total more than 100%.



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Which employee health and safety issues concern you the most?

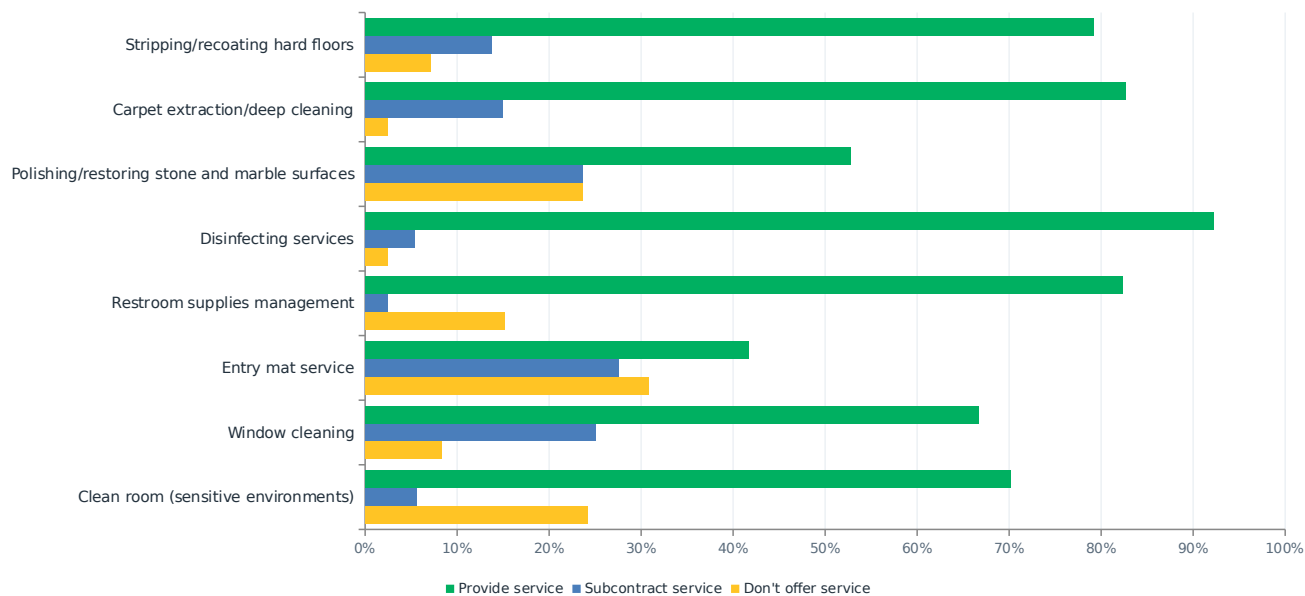
Base: 104 · Multiple responses accepted; percentages total more than 100%.



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Which of the following services do you provide IN ADDITION to typical cleaning services, and which do you subcontract?

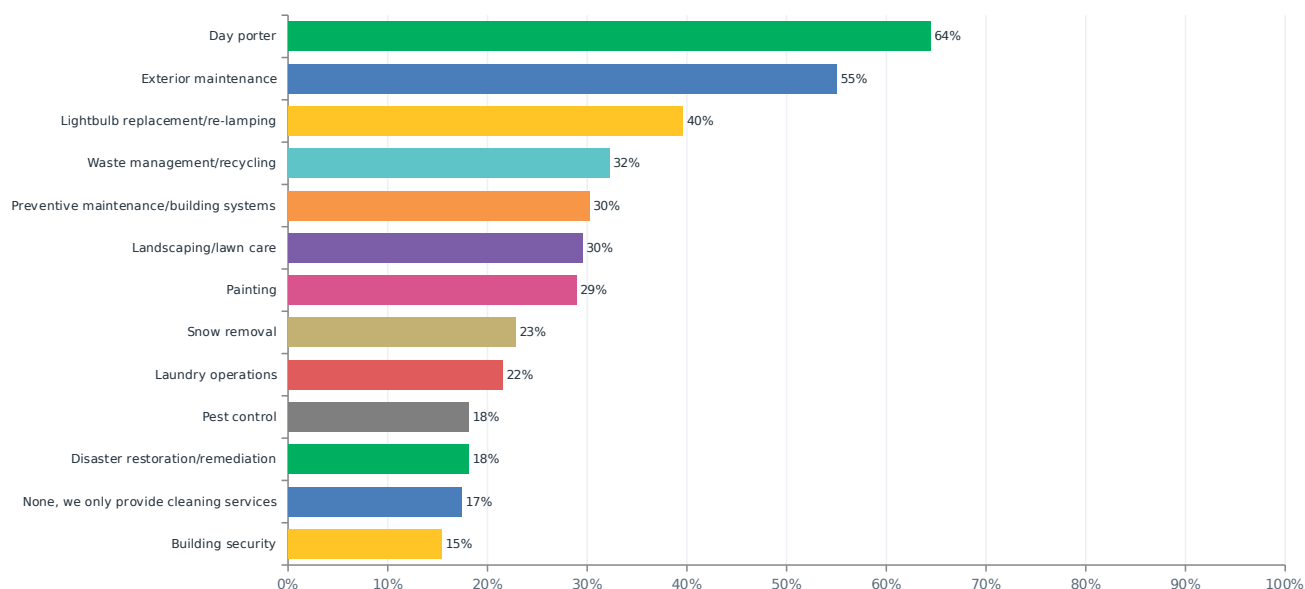
Base: 156-168 by item



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In addition to cleaning services, which of the following facility services do you offer?

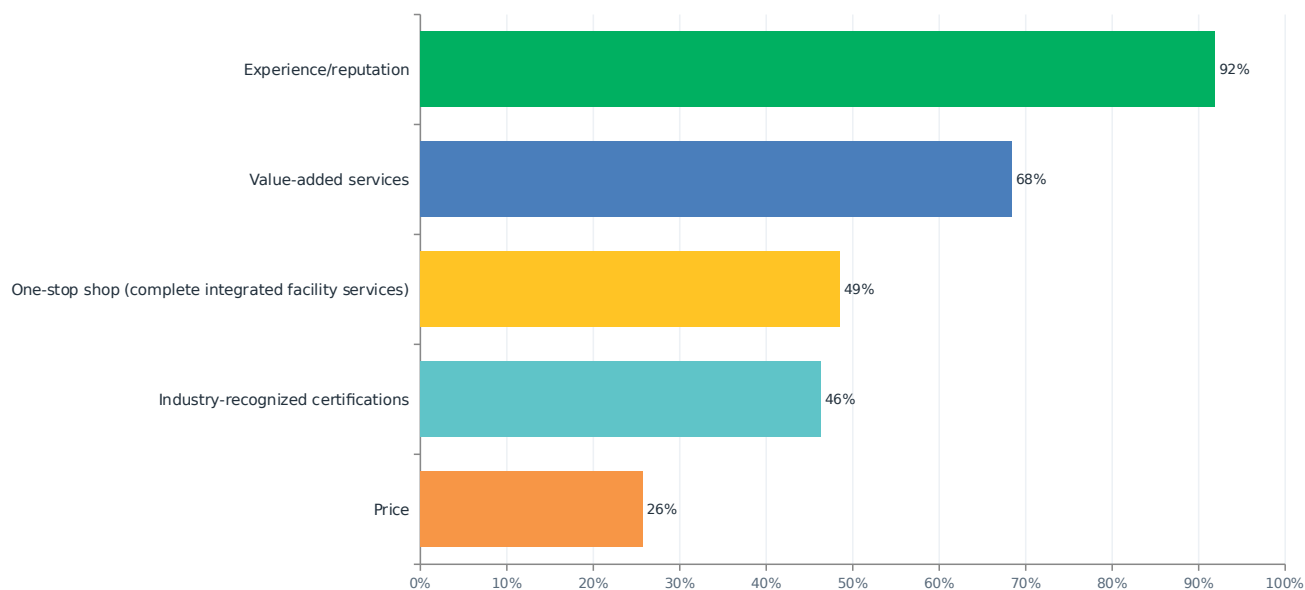
Base: 149 · Multiple responses accepted; percentages total more than 100%.



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How do you differentiate your company and services to win bids/contracts?

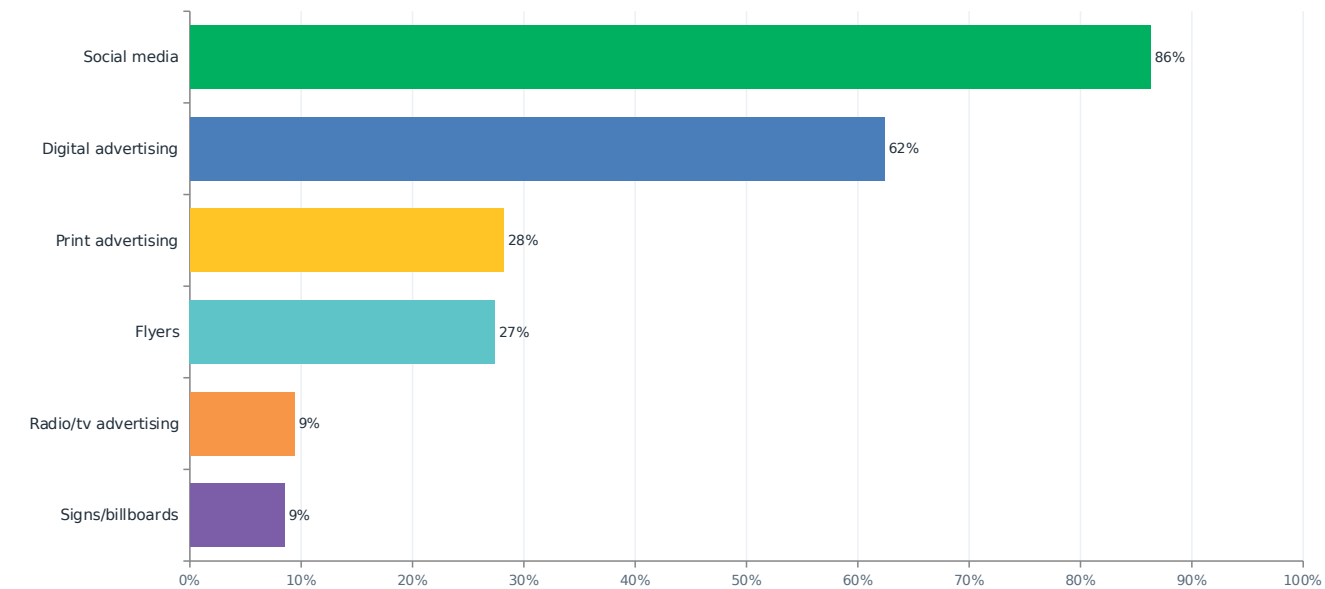
Base: 136 · Multiple responses accepted; percentages total more than 100%.



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How do you promote your business to potential clients?

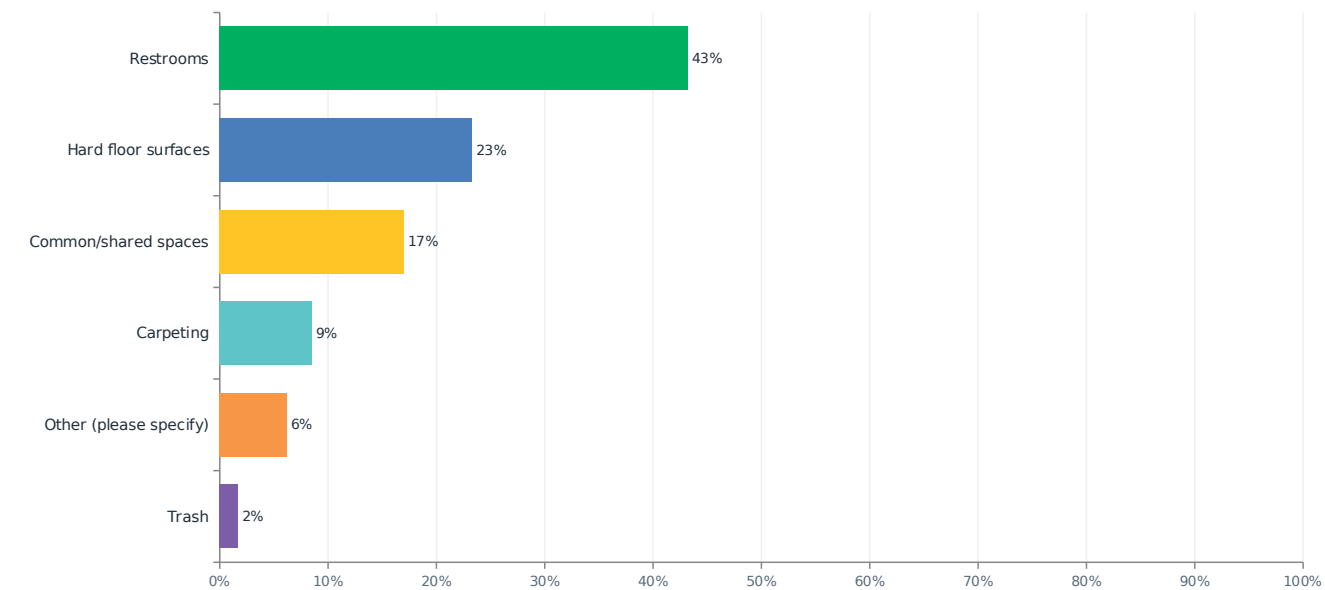
Base: 117 · Multiple responses accepted; percentages total more than 100%.



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Which are the biggest problem areas/surfaces in the facilities you maintain?

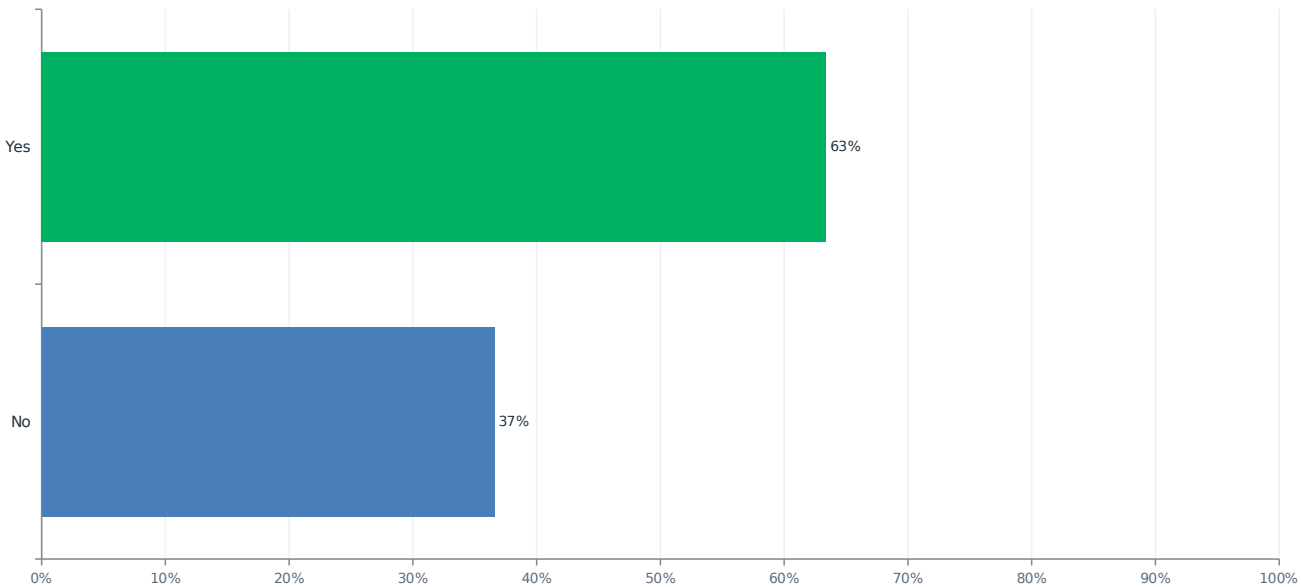
Base: 176



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Do you experience toilet clogs in the facilities you service?

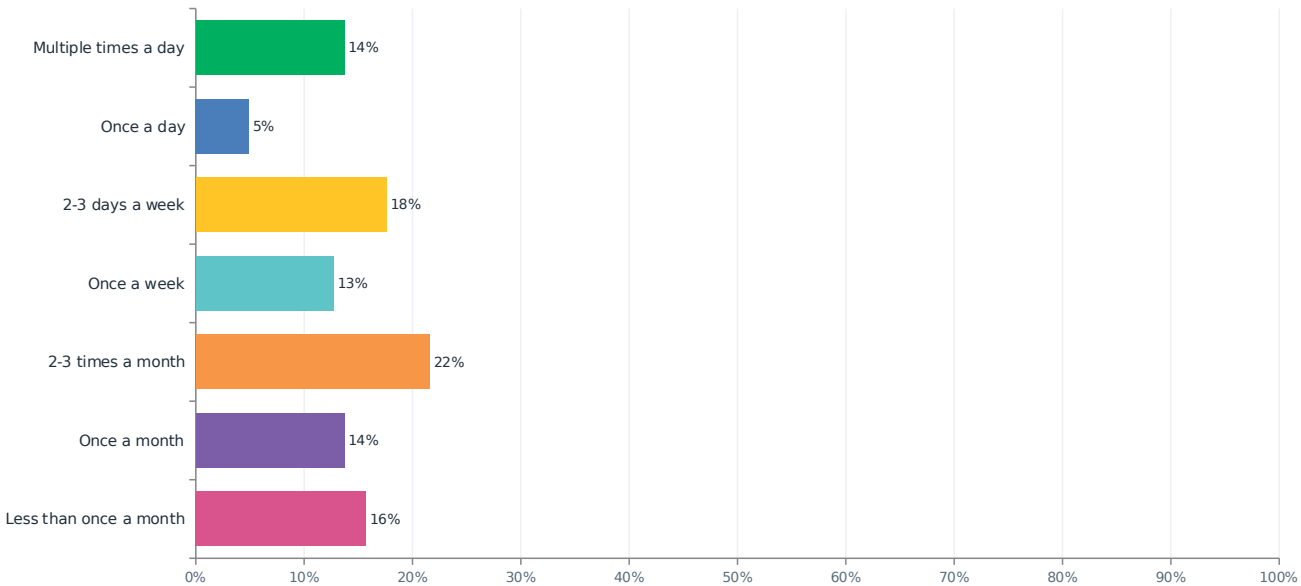
Base: 161



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How often do you experience toilet clogs each month?

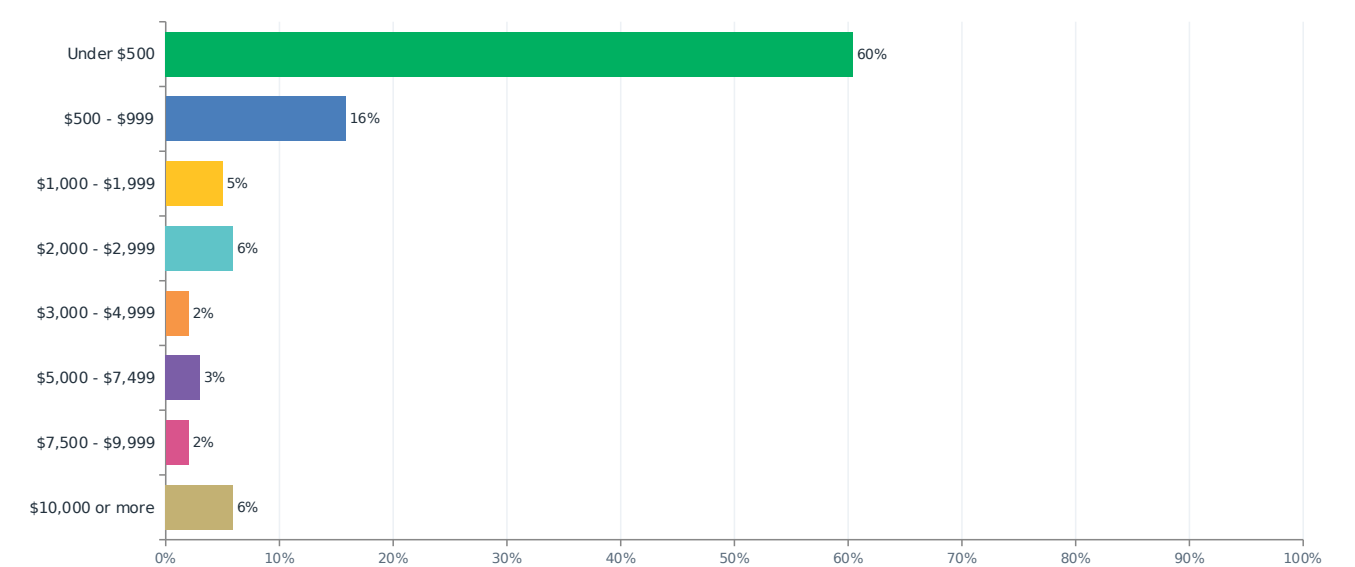
Base: 102 · Asked only of those who experience toilet clogs.



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What is the annual cost associated with toilet clogs?

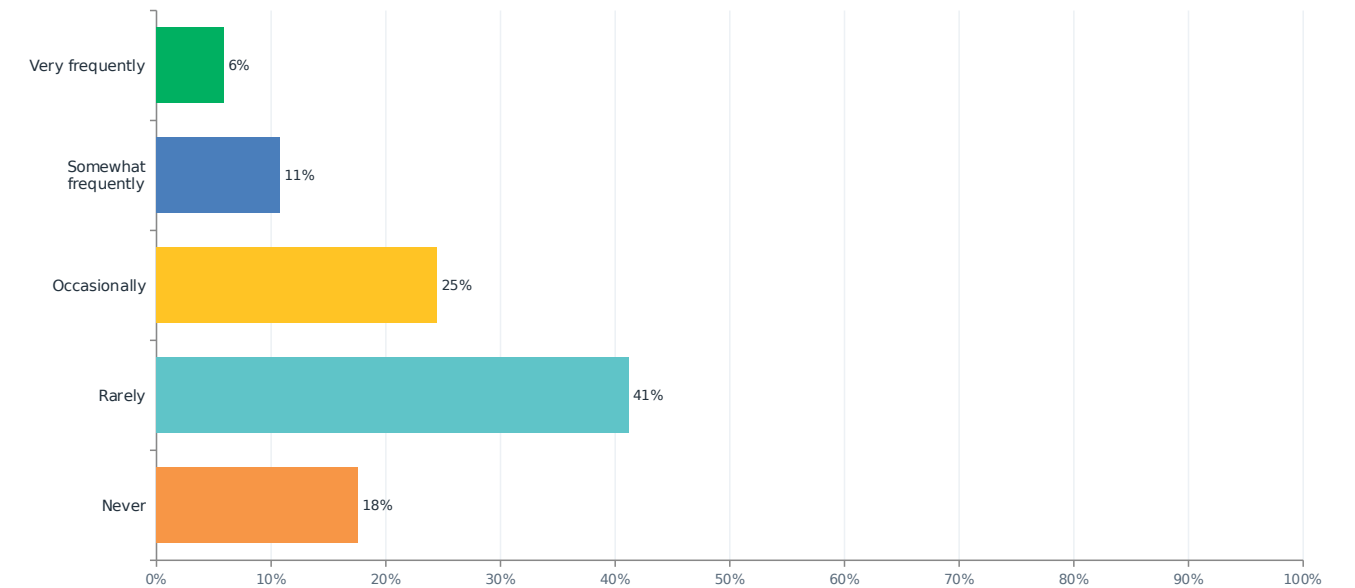
Base: 101 · Average annual cost: 1,673 · Asked only of those who experience toilet clogs. · Band midpoints; "\$10,000 or more" valued at \$12,500.



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How often do toilet clogs negatively impact your company's reputation?

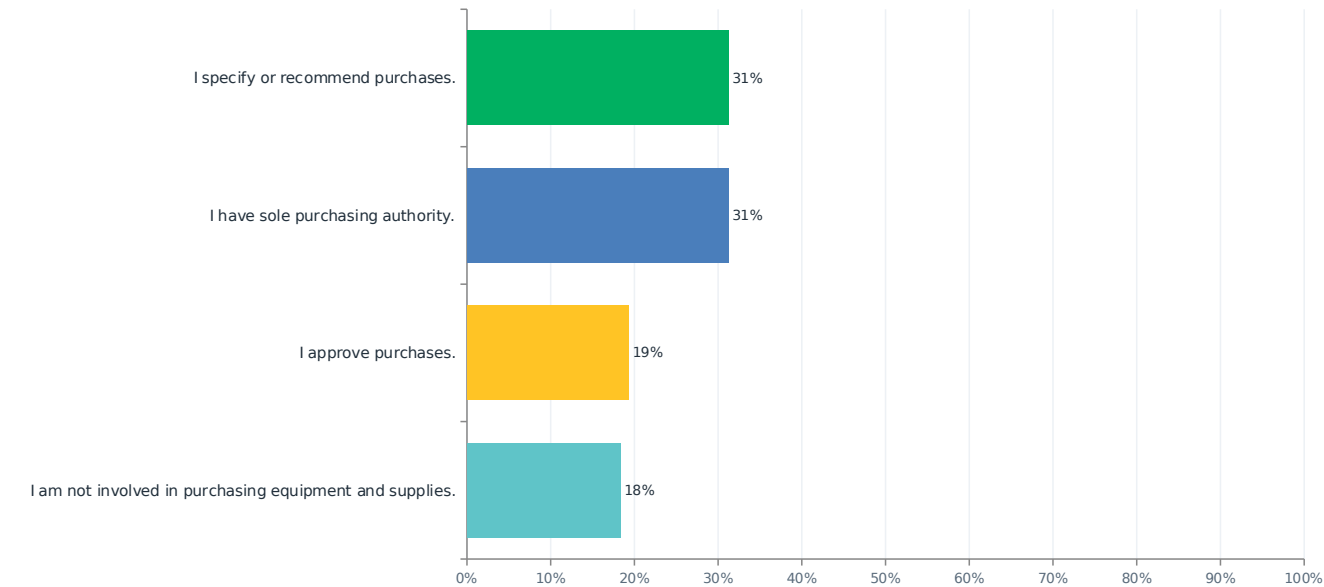
Base: 102 · Asked only of those who experience toilet clogs.



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Which of the following best describes your role in purchasing equipment and supplies?

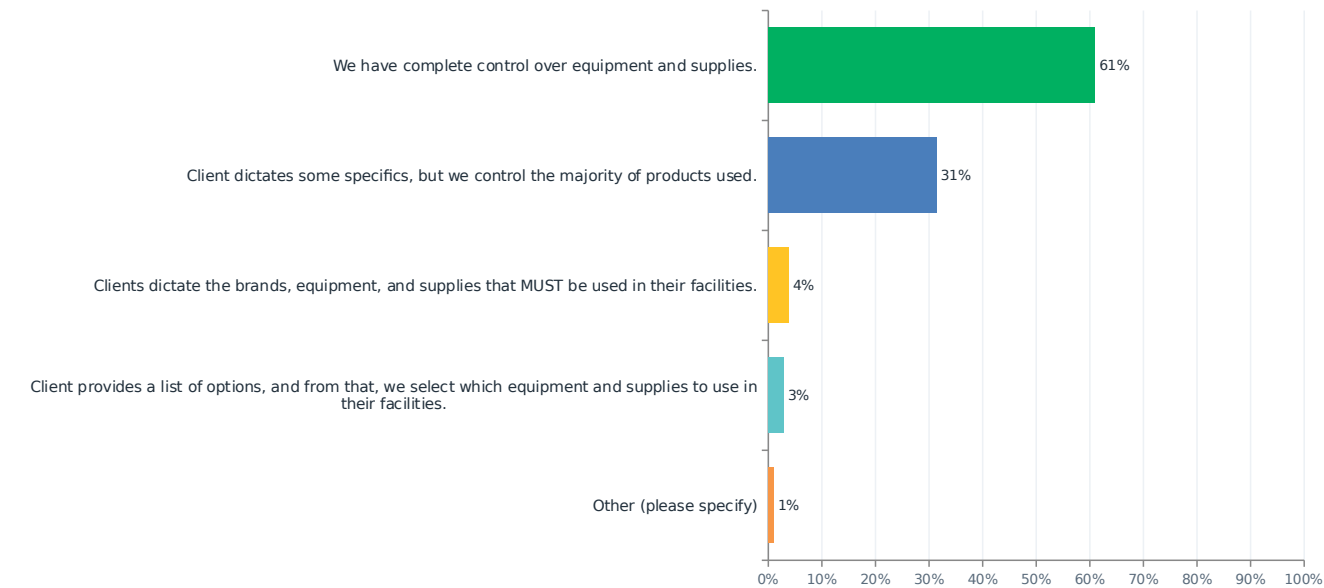
Base: 109



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How much control does your company have over specifying brands and products used in your customers' facilities?

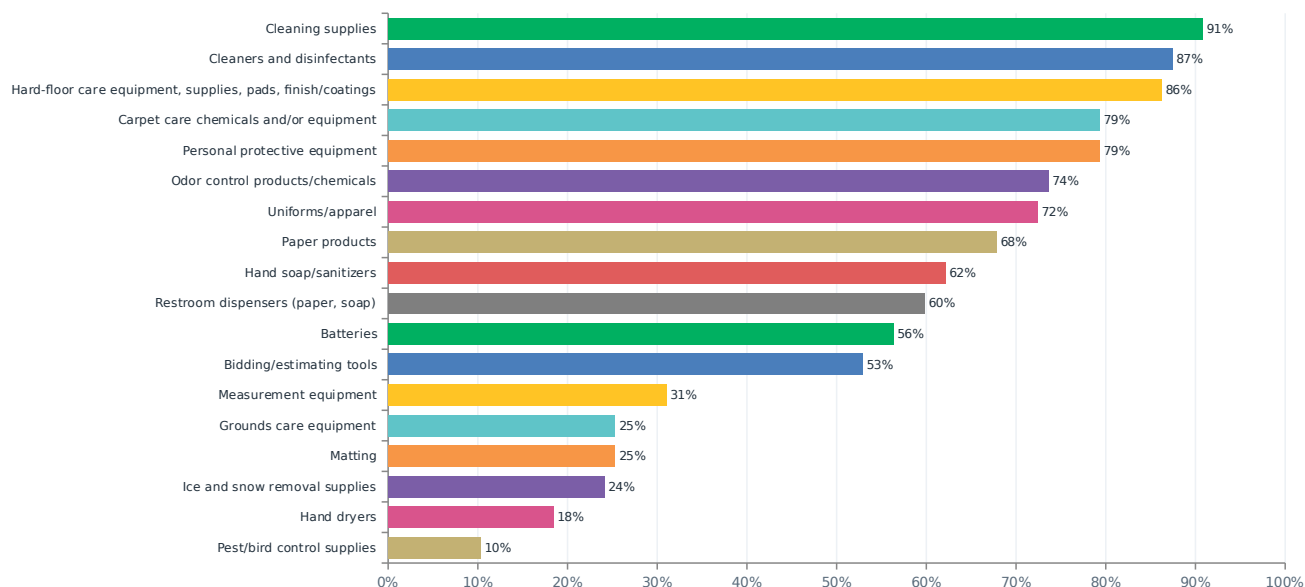
Base: 105



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Which of the following products are you responsible for purchasing?

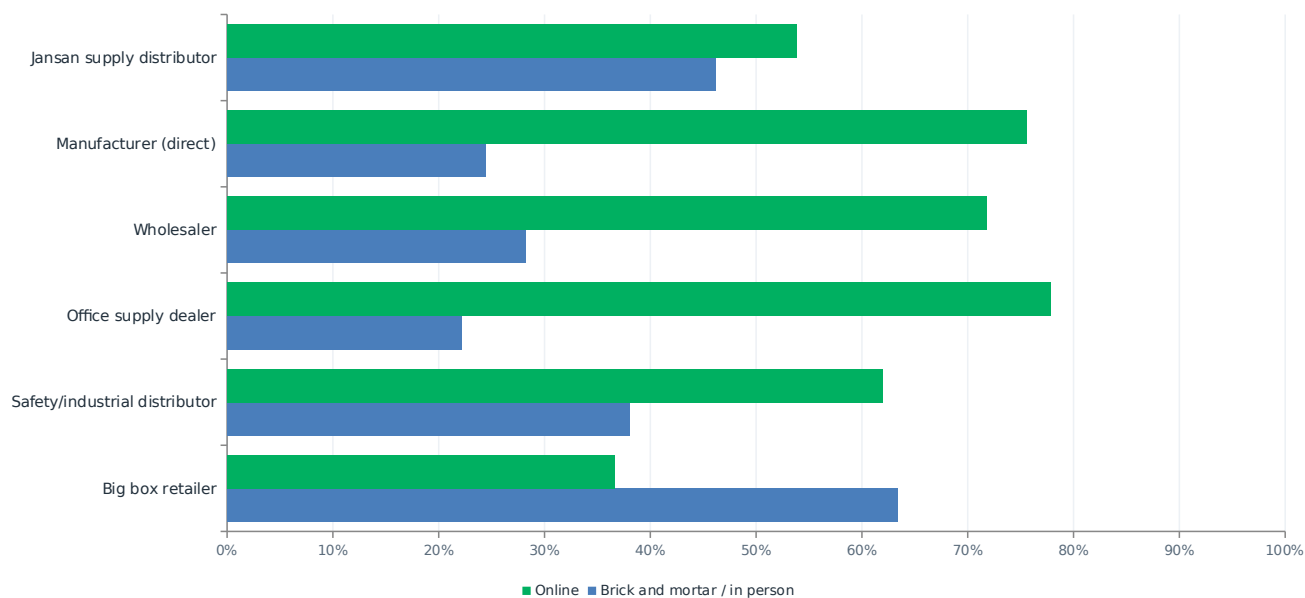
Base: 87 · Multiple responses accepted; percentages total more than 100%.



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By what means do you purchase cleaning/maintenance products and supplies from the following sources?

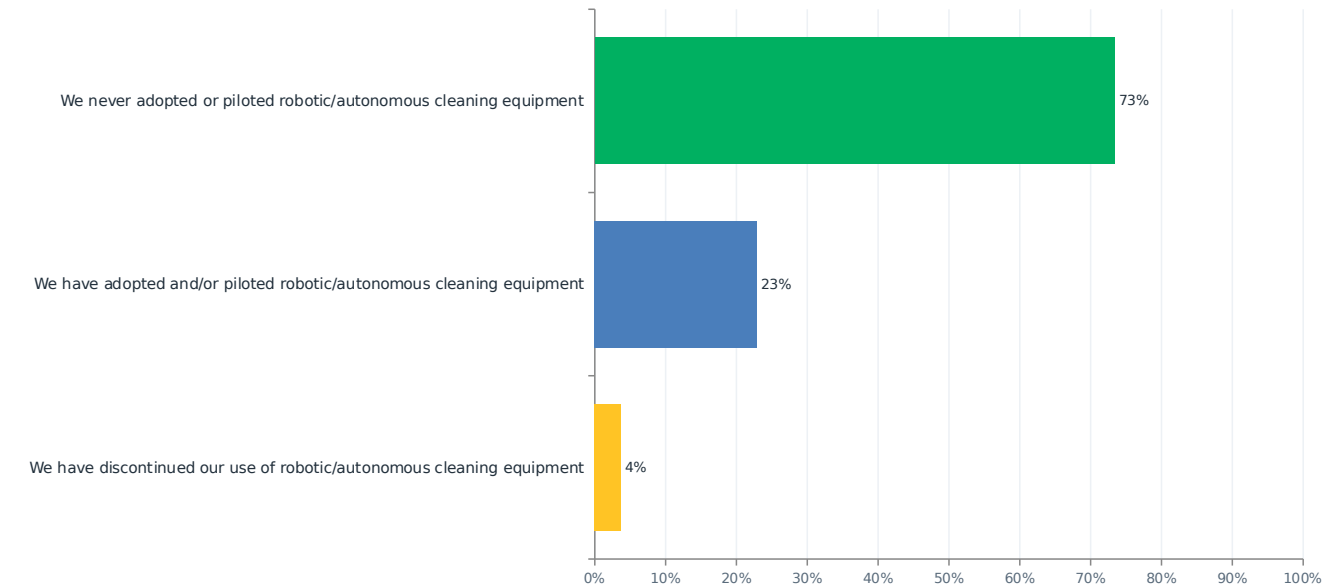
Base: 63-78 by item



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In the last five years, how has your company implemented robotic/autonomous cleaning equipment?

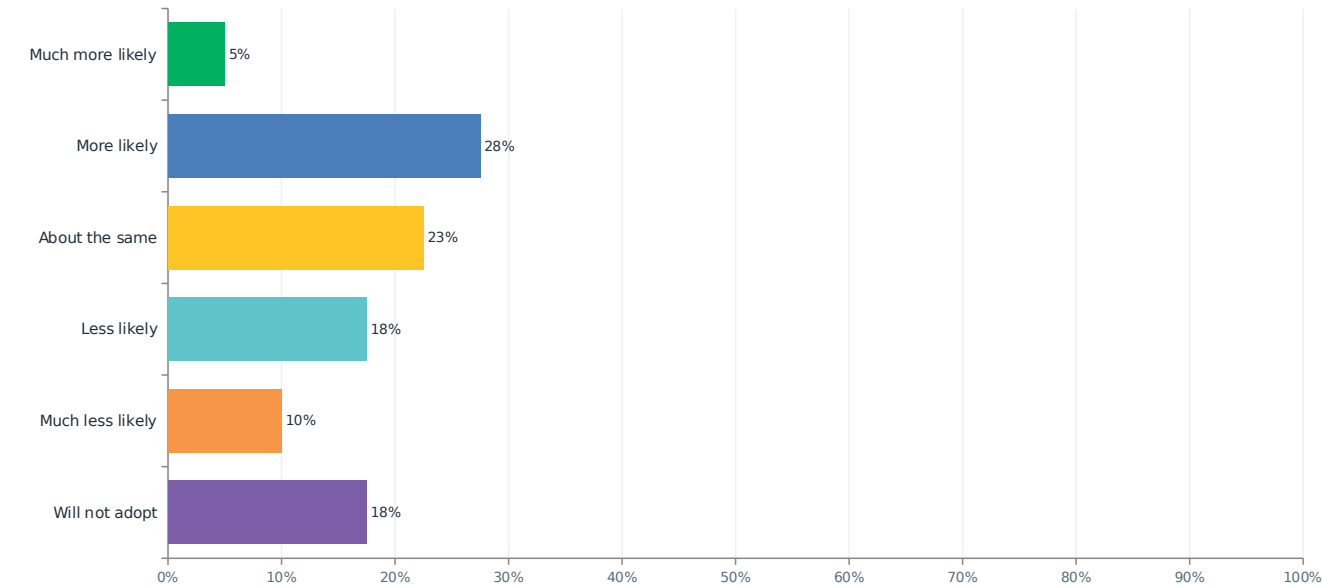
Base: 109



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How likely are you to adopt or pilot automation/robotics in the next two years?

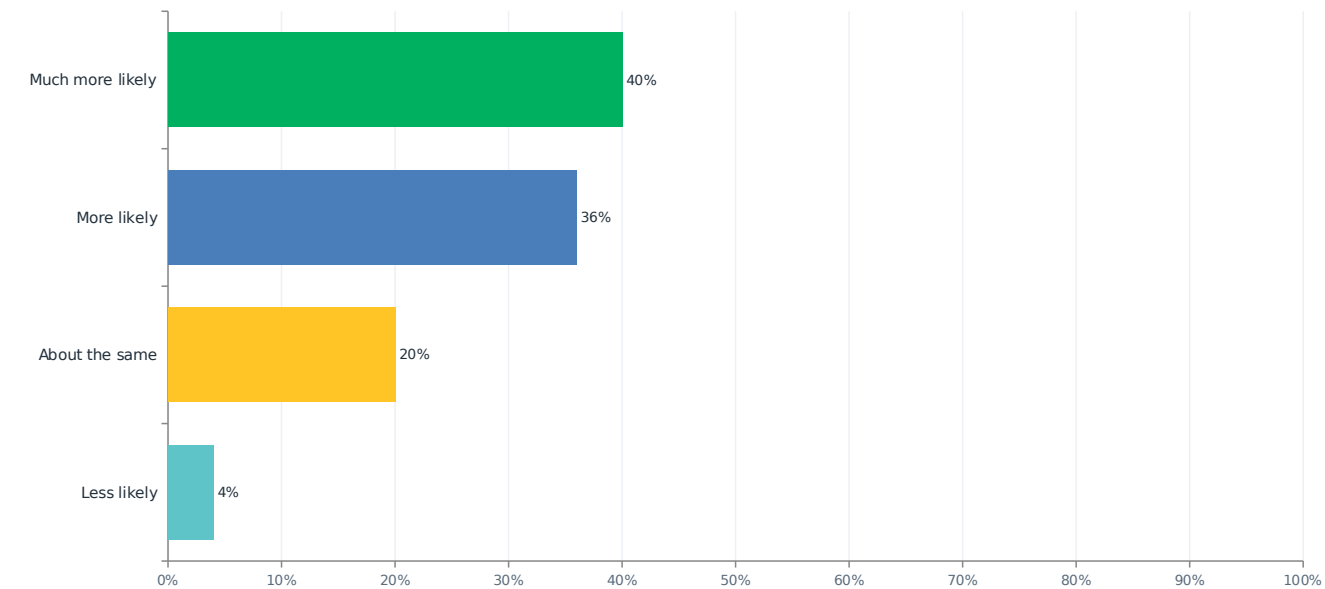
Base: 80 · Asked only of firms that have never adopted or piloted robotics.



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How likely are you to increase automation/robotics in the next two years vs. the last five?

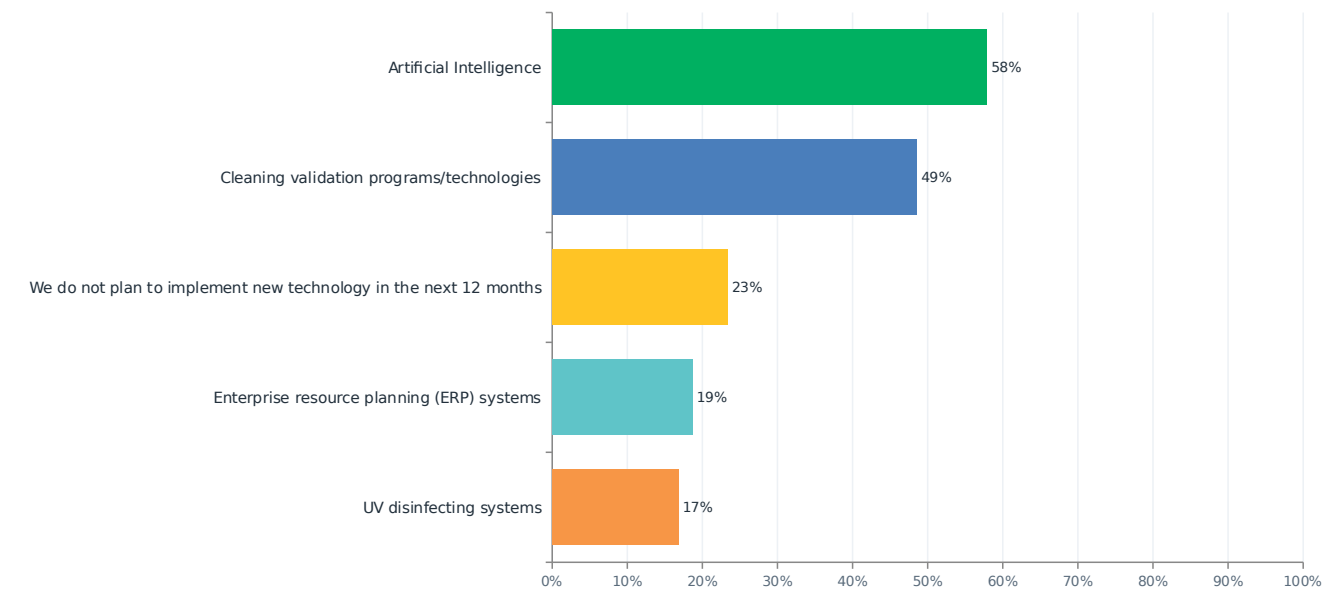
Base: 25 · Asked only of firms that have adopted or piloted robotics. Small base — directional only.



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Which technologies are you most likely to implement in the next 12 months?

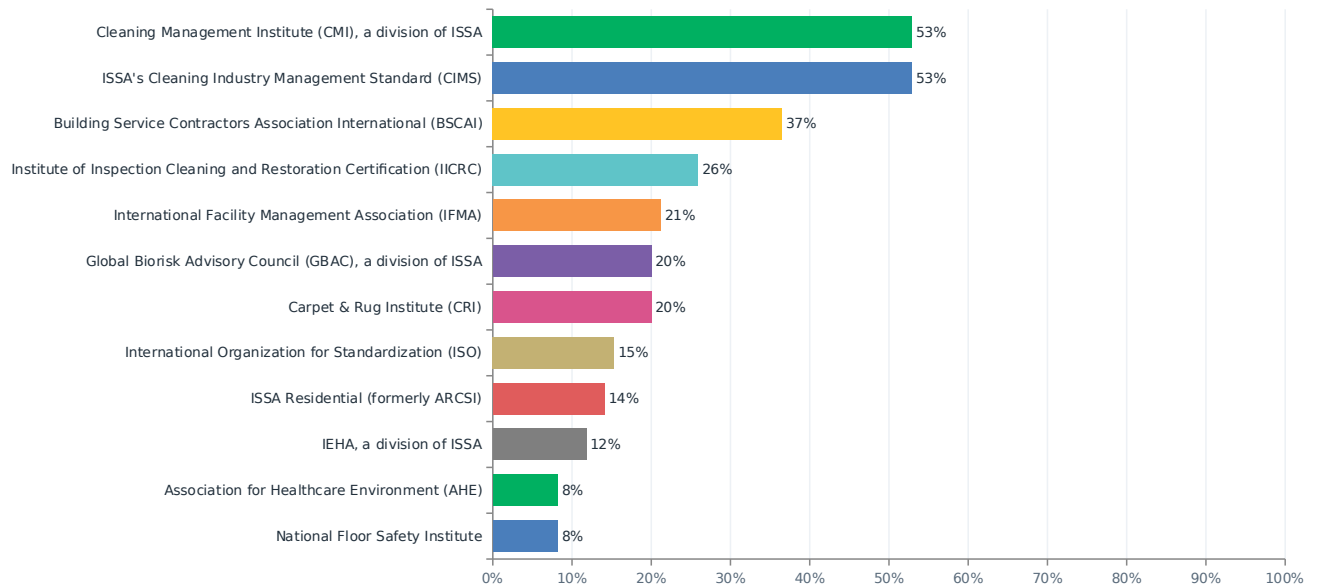
Base: 107 · Multiple responses accepted; percentages total more than 100%.



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Which training/certification/accreditation providers do you use?

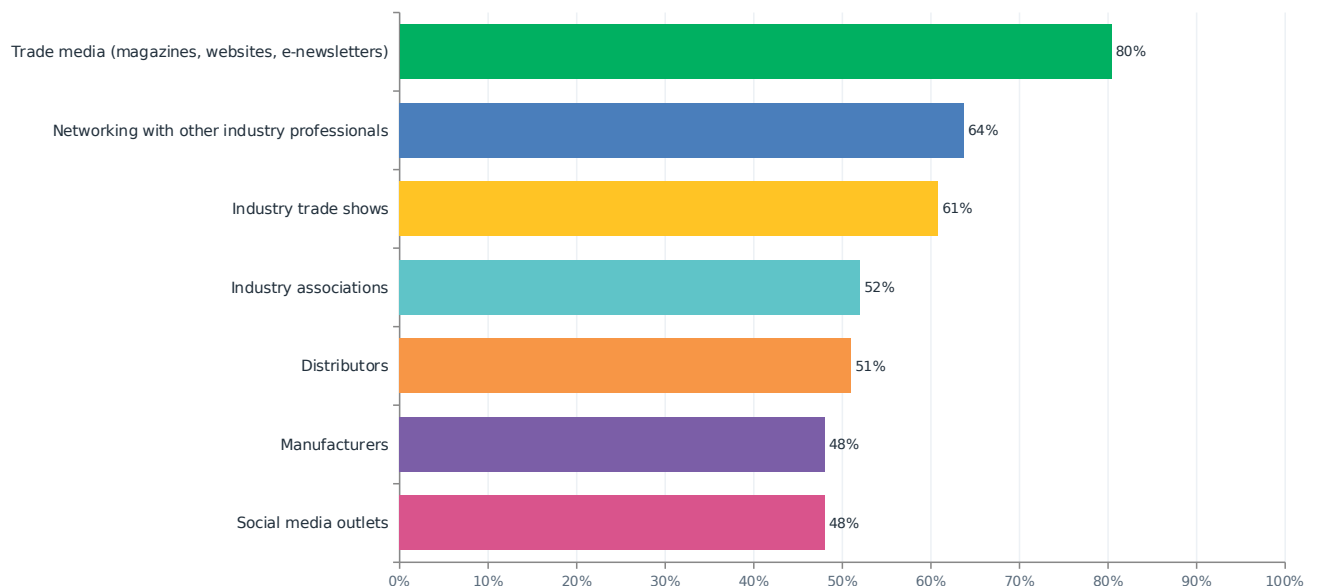
Base: 85 · Multiple responses accepted; percentages total more than 100%.



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What resources do you use to learn about the cleaning/facility services industry?

Base: 102 · Multiple responses accepted; percentages total more than 100%.



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