In the Roanoke real estate market, first impressions happen online. Buyers scroll through listing photos long before they ever step through the front door, and a home that looks bright and spotless in pictures gets more showings. That is why pre-listing house cleaning in Roanoke has become a regular part of selling a home, and why several customer reviews for The Happy Housekeepers mention getting houses ready for the market.

A pre-listing clean focuses on the details buyers notice. Kitchens and bathrooms get complete clean-ups, since those rooms sell houses. Floors are vacuumed and mopped, furniture dusted or polished and window sills, baseboards, blinds and ceiling fans dusted. Cobwebs come down from corners and stairwells, which matters more than you might think in photographs taken with a wide-angle lens.

Specialized services make a big difference before a listing. Washing walls and woodwork brightens rooms and makes paint look fresher. Cleaning light fixtures helps rooms look well lit in photos. Cleaning oven and refrigerator interiors matters because buyers do open appliance doors during showings. Basement cleaning is worth considering too, since many Roanoke County homes have finished lower levels that buyers take seriously.

The Happy Housekeepers | 5145 Starkey Rd, Roanoke, VA 24018 | (540) 774-4299

Real estate professionals in the area have used The Happy Housekeepers, and the company's reviews include praise from a local realty group that refers both residential and commercial clients. Agents know that a clean home photographs better, shows better and often sells faster, and they appreciate having a dependable crew they can recommend to sellers.

Sellers who are still living in the home can also benefit from a recurring plan while the house is on the market. Weekly or bi-weekly visits keep things show-ready between open houses, which is a relief for families juggling work, kids and last-minute showing requests.

The Happy Housekeepers is licensed, bonded and insured, and staff are bonded and insured by the business, so you can be residential cleaning Roanoke out of the house during cleaning just as you would be during a showing. The company holds a BBB blue seal and has served the Roanoke Valley since 1979.

When the house goes under contract, the company's move-out cleaning can handle the final clean before closing, so the new owners walk into a home that looks as good as the listing photos.

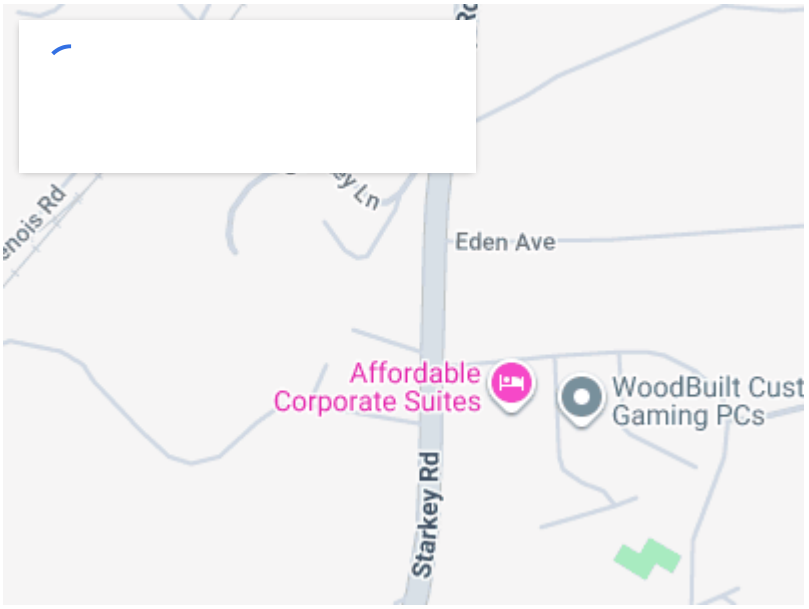
Get your home market-ready. Call The Happy Housekeepers at (540) 774-4299 for a free, no-obligation estimate, or stop by 5145 Starkey Rd, Roanoke, VA 24018.



The Happy Housekeepers

Address: 5145 Starkey Rd, Roanoke, VA 24018

Phone: (540) 774-4299



FAQ About House Cleaning Roanoke

How much does house cleaning cost in Roanoke, VA?

The cost depends on the size of your home, the number of bathrooms, how often you book and whether you add specialized tasks like oven or basement cleaning. The Happy Housekeepers gives every Roanoke customer a free, no-obligation estimate based on the actual home rather than a flat online price. Call (540) 774-4299 to get yours.

What is included in a standard house cleaning visit?

A standard visit from The Happy Housekeepers includes dusting or polishing furniture, vacuuming carpets, mopping hard surface floors and a complete kitchen and total bathroom clean-up. Window sills, baseboards, blinds and ceiling fans are dusted, waste baskets are emptied and cobwebs are removed where needed.

Do I need to be home during the house cleaning?

No. Employees of The Happy Housekeepers are bonded and insured by the company, so customers across Roanoke, Salem and Cave Spring do not need to be present. Entry details and any special instructions can be arranged with the office ahead of time.

How often should I schedule house cleaning?

Busy families and homes with pets often choose weekly or bi-weekly visits, while smaller households do well with monthly service. The Happy Housekeepers offers one-time, weekly, bi-weekly and monthly plans, and its residential page also mentions semi-weekly, daily and custom schedules.

Is The Happy Housekeepers licensed, bonded and insured?

Yes. The company is licensed, bonded and insured, and it displays a Better Business Bureau blue seal with a BBB profile filed under house cleaning in Roanoke. It has served the Roanoke Valley since 1979.

What is the difference between a standard clean and a deep clean?

A standard clean keeps the home in good shape, while a deep clean adds tasks that build up over months. The Happy Housekeepers offers spring and fall cleanings plus specialized work such as cleaning oven and refrigerator interiors, washing walls and woodwork, cleaning light fixtures and cleaning basements.

Do you offer move-in and move-out house cleaning in Roanoke?

Yes. Move-in and move-out cleanings are part of the company's regular services for renters, buyers and sellers in Roanoke and Roanoke County. Empty rooms allow the crew to reach every baseboard, cabinet and closet, and appliance interiors can be added.

What areas does The Happy Housekeepers serve?

The office is at 5145 Starkey Rd in the Cave Spring area of southwest Roanoke County. The team serves the City of Roanoke, Cave Spring, Salem, Vinton, Hollins and the wider Roanoke County area.

How long has The Happy Housekeepers been in business?

The company was founded in 1979 by Mary Jane Wszolek, who began providing professional cleaning across the Roanoke Valley with a focus on homes. It is still a locally owned family company and describes her hard-working, reliable and honest approach as its standard today.

What payment methods do you accept?

The Happy Housekeepers accepts Visa, Mastercard, American Express and Discover. That makes it easy for customers who are at work during the visit, or for family members arranging house cleaning for a parent in Roanoke, to pay without being on site.

What happens after my first house cleaning?

After the first cleaning, the office follows up by phone to make sure you are satisfied. Any changes you would like are noted for future visits, and associates are available by phone at (540) 774-4299 or by email whenever questions come up.

Do you clean after renovations or new construction?

Yes. The company offers builder and contractor clean-ups, and customer reviews mention cleaning after floor refinishing and painting. Fine construction dust is removed from floors, sills, baseboards, blinds and fixtures so Roanoke homeowners can enjoy the finished project.