

Here's a clean, simple business plan you can use to launch a **mobile pressure washing business**. It's short, practical, and focused on getting you profitable fast.

Mobile Pressure Washing Business Plan (Simple Version)

1. Executive Summary

Your mobile pressure washing business provides on-site cleaning services to residential and commercial customers. Services include house washing, driveway cleaning, deck and patio cleaning, gutter brightening, fleet washing, and more. Your business will operate locally with low startup costs and high profit margins.

2. Business Overview

Business Name: (Insert your business name)

Business Type: Local service-based business

Model: Mobile — you go to the customer

Primary Clients:

- Homeowners
 - Property managers
 - Small businesses
 - Realtors
 - Car lots / truck fleets
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3. Services Offered

Start simple and expand over time:

Core Services

- Driveway & sidewalk cleaning
- House soft washing
- Decks, patios, fences
- Roof soft washing (high profit)

- Gutter cleaning & brightening

Add-On / Upsell Services

- Window cleaning
 - Trash bin cleaning
 - Fleet washing (recurring revenue)
 - Graffiti removal
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4. Startup Costs (Estimated)

Item	Estimated Cost
Pressure washer (gas, 4 GPM recommended)	\$800–\$1,500
Surface cleaner	\$250–\$500
Hoses, nozzles, accessories	\$150–\$300
Water tank (optional early on)	\$200–\$600
Trailer or truck racks	\$500–\$1,500
Chemicals & soaps	\$100–\$200
Business license & insurance	\$300–\$800
Marketing (website, flyers, decals)	\$200–\$500
Total Startup	\$2,500–\$6,000

5. Pricing Strategy

Use a simple tier-based pricing approach:

Residential

- Driveway: \$99–\$199
- House wash: \$200–\$400+
- Deck cleaning: \$100–\$250

- Roof wash: \$300–\$800

Commercial

- Parking lots: \$0.08–\$0.15 per sq ft
- Fleet washing: \$20–\$40 per vehicle
- Storefronts: \$100–\$300

Pro Tip: Offer bundled packages for higher average ticket value.

6. Marketing Plan

Focus on low-cost, high-impact methods:

Free & Organic

- Google Business Profile (your #1 lead source)
- Facebook Marketplace listings
- Local Facebook groups
- Before/after photos on social media
- Ask for reviews after every job

Paid (Optional)

- Facebook ads targeting homeowners
- Door hangers or flyers in local neighborhoods
- Yard signs placed after completed jobs
- SEO-optimized mini website

Partnerships

- Realtors (pre-listing cleanups)
 - Property management companies
 - Car lots
 - Apartment complexes
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7. Operations Plan

- Work hours: Set Monday–Saturday, 9–6 PM
 - Scheduling system: Google Calendar or Calendly
 - Job workflow:
 1. Quote (in-person or via photo)
 2. Schedule job
 3. Perform service
 4. Take before/after photos
 5. Collect payment (Square, PayPal, Stripe, cash)
 6. Ask for review
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8. Financial Plan

Revenue Goals

Starting out, assume:

- **5 jobs/week × \$200 average = \$1,000/week**
- **Monthly Revenue: ~\$4,000**
- Expenses are low, so you keep about **60–70% profit**.

As you grow:

- Add commercial contracts
- Add recurring fleet washing
- Hire a helper to double capacity

Break-Even Point

Most pressure washing businesses break even in **1–3 months** depending on how fast they market.

9. Growth Plan

- Build a professional website with booking
- Add roof washing (high ticket)
- Offer monthly/quarterly contracts
- Add a second crew within 12–18 months
- Scale with commercial clients for consistent revenue

Created by SideHustleAcademy.com