[Your business name] — Business Plan

Appliance repair business in [Your city] · Startup plan

Executive summary

[Your business name] is a new appliance repair business in [Your city] offering refrigerator and freezer repair; washer and dryer repair; dishwasher repair; oven, range and cooktop repair; and diagnostic visits, with the fee credited to the repair. The model is one well-stocked van, a posted diagnostic fee credited to the repair, most jobs finished on the first visit, and direct customers and property managers steadily replacing home-warranty volume.

Startup budget: $24,582 across 11 items, with funding still to be decided.

Twelve months from now, success looks like this: [What success looks like twelve months from now]

Products and services

[Your business name]'s core service is refrigerator and freezer repair. Every visit starts with a diagnosis at a posted fee, the repair is quoted in full before any part is ordered, and every repair is backed by a written warranty on parts and labor.

- Refrigerator and freezer repair
- Washer and dryer repair
- Dishwasher repair
- Oven, range and cooktop repair
- Diagnostic visits, with the fee credited to the repair

Market analysis

The customers are homeowners whose refrigerator, washer or oven has just stopped working, renters and landlords who need an appliance fixed before a tenant moves in, the property managers with dozens of units, and the home-warranty companies that send covered calls to local technicians.

- Homeowners whose refrigerator, washer or oven has just stopped working
- Renters and landlords who need an appliance fixed before the next tenant or inspection
- Property managers and apartment communities with dozens of units of appliances
- Home-warranty companies that send covered repair calls to local technicians

Marketing strategy

Most calls will start on Google — a homeowner whose fridge has stopped cooling searches “appliance repair near me” and calls the first technician they trust, so the Google Business Profile, the reviews and a website with the number and the diagnostic fee at the top decide who gets the call. Word of mouth from neighbors and property managers brings the repeat work that pays better than the warranty networks.

- Google Business Profile and Google — “appliance repair near me” is searched the day the fridge stops cooling
- Property managers, landlords and apartment communities with steady repair work
- Home-warranty networks for early volume, at their rates
- Word of mouth and reviews from neighbors — a repair that saves a new appliance is the review people write
- A website with your number at the top, the brands and appliances you fix, your diagnostic fee and online booking

Operations plan

The owner diagnoses, repairs and books in year one, keeps the van stocked with the parts that fail most, orders the rest next-day from distributors, recovers refrigerant with certified equipment on every sealed-system job, and tracks calls per day, first-visit fixes and the average ticket.

- Every visit starts with a diagnosis at a posted fee, credited to the repair when the customer goes ahead
- The repair quoted in full — parts and labor — before any part is ordered
- Common parts stocked on the van, and trade accounts with parts distributors for next-day delivery
- Refrigerant recovered with certified equipment on every sealed-system job, never vented
- Every repair backed by a written warranty on parts and labor
- Model and serial numbers logged for every appliance, so the next visit starts with the history

Startup costs

What it will take to open the doors, with funding still to be decided.

Startup costs

ITEM	AMOUNT
Working capital: fuel, parts and your own bills for the first two months	$4,000
Service vehicle: a used van or truck, or the one you already own	$12,500
Hand and power tools, meters and an appliance dolly	$1,125
Refrigeration tools: a vacuum pump, gauges and a recovery machine	$2,000
EPA Section 608 technician certification	$88
Starter parts stock: belts, igniters, pumps, switches and seals	$2,000
Insurance (first installment): general liability and commercial auto	$2,498
State appliance repair registration, where required	$103
Website, online booking and Google Business Profile	$0
Scheduling, invoicing and customer records (first year)	$0
Business registration, LLC and EIN	$268
Total	**$24,582**

Typical range to start an appliance repair business in the US: $5,095–$47,165. Your list is what you decided to spend — replace estimates with real quotes as you get them. Website, online booking and Google Business Profile: Your Zarla plan includes the website — the appliances and brands you fix, your diagnostic fee and online booking — and walks you through your Google Business Profile; a designer typically charges $2,000 or more to build one. Scheduling, invoicing and customer records (first year): Booking, invoicing and a customer list with appliance history come with your Zarla plan; accounting software is separate.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a one-van appliance repair business in the US. Insurance, the van and the phone are mostly fixed and the parts come out of each ticket, so the plan turns on how many calls a day, at what average ticket, cover them — and the cash reserve covers the warranty networks and accounts that pay in 30 days or more.

Typical monthly operating costs for an appliance repair business: $1,735–$5,375 a month, before the owner's own pay.

Add a monthly sales target and the plan will show how long it takes to recover the startup budget.

Typical monthly operating costs

COST	TYPICAL RANGE
Insurance: liability, commercial auto and tools cover	$385–$425
Van payment, if you finance one	$0–$800
Fuel and vehicle upkeep	$250–$700
Phone, call answering and bookkeeping	$100–$400
Replacement parts (scales with jobs)	$1,000–$3,000
Scheduling, invoicing and customer records (included with Zarla)	$0–$50

US ranges for a small operation; replace with your own figures as you learn them. Lines marked (included with Zarla) are what those tools cost separately — with Zarla they are part of one monthly plan.

Risks and honest downsides

Every appliance repair business plan should say out loud what can go wrong. For [Your business name], the real risks are:

- Home-warranty calls fill the day at the network's rate, not yours — a business built only on them works long hours for thin margins
- A misdiagnosis means a part ordered, a second trip and a customer who pays for neither — the diagnosis is where the money is made or lost
- Parts delays stretch a one-visit job into a week, and the customer is without a fridge or a washer the whole time
- Gas ranges, dryers and live electrical work are dangerous — gas and power are shut off and tested before every repair
- One van is one point of failure: a breakdown or an injury stops the income until it's fixed

Licenses, permits and insurance

What [Your business name] needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- EPA Section 608 certification for refrigerators and freezers — In the US, the Clean Air Act requires anyone who opens the sealed refrigerant system of a refrigerator, freezer, window air conditioner or dehumidifier to hold EPA Section 608 certification — Type I covers small appliances holding five pounds of refrigerant or less — and only certified technicians can buy regulated refrigerants. Refrigerant is recovered with certified equipment, never vented.
- State appliance repair registration where your state requires one — Most US states don't register appliance repair, but some do. California requires every major home appliance service dealer — anyone repairing refrigerators, freezers, ranges, washers, dryers, dishwashers or room air conditioners for pay — to register each place of business with its Bureau of Household Goods and Services: no exam or experience requirement, and a fee capped by law at $205 a year. Check your state and your city.
- An electrician's or contractor's license for installs where your state requires one — Repairing an appliance is not electrical contracting, but installing a new hardwired range, running a new circuit or a gas line usually is — in most US states that work needs a licensed electrician, plumber or contractor. Keep to repairs and like-for-like appliance swaps unless you hold the license.
- General liability and commercial auto insurance — Insureon's published premiums are $85 a month for general liability for appliance installation and repair businesses, $41 for tools and equipment and $165 for workers' compensation, which most US states require once you hire; installation businesses pay a median $299 a month for commercial auto. Property managers and home-warranty networks will ask for the certificate before they send work.
- Business registration, local business license and EIN — Most appliance repair businesses form an LLC; US state filing fees run $35 to $500. Your city or county may add a business license, and the EIN from the IRS is free.

Milestones: the next 30 days

The first month's to-do list for [Your business name], in order:

- Pass the EPA Section 608 exam (Type I at least) before you touch a sealed system
- Register the business, take the free EIN and open a business bank account — and register with your state if it requires appliance repair registration
- Buy general liability and commercial auto cover before your first job
- Kit the van: meters and testers, hand and power tools, an appliance dolly, and the refrigeration tools if you fix refrigerators
- Open trade accounts with the parts distributors in your area and stock the parts that fail most often
- Set your diagnostic fee and labor rate, and decide how the fee is credited to the repair
- Set up a free Google Business Profile, put your website live with your number, your diagnostic fee and online booking
- Apply to one or two home-warranty networks for early calls, visit property managers, and ask every happy customer for a Google review

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Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- A month-by-month 12-month cash-flow projection built from calls per day and your average ticket
- Your EPA Section 608 certificate and any state registration
- Insurance certificates for general liability and commercial auto
- Quotes for the van, tools or parts stock the loan would pay for
- Your credit report

Template: replace every [bracketed] line and every estimate with your own figures. Written with Zarla's free business plan generator — zarla.com/business-plan-generator writes it from five questions.
