

Longleaf Roll-Off Co. — Business Plan

Dumpster rental business in Huntsville, AL · Startup plan

Executive summary

Longleaf Roll-Off Co. is a new dumpster rental business in Huntsville, AL offering 10-, 20- and 30-yard roll-off container rentals; cleanout and remodeling dumpsters for homeowners; contractor and roofing containers with swaps; and heavy-debris containers for concrete, brick and dirt. The model is a used roll-off truck and a small fleet of containers kept out on jobs, every rental priced by size with the days and tons it includes posted up front, and the tipping fee on every ton passed through at the scale.

Startup budget: \$105,368 across 10 items, funded from savings. Target: \$28,000 in monthly sales.

Twelve months from now, success looks like this: Twelve containers turning four times a month, four contractor accounts, and a second truck ordered by month twelve

Products and services

Longleaf Roll-Off Co.'s core service is 10-, 20- and 30-yard roll-off container rentals. Each size has one flat price covering delivery, pickup, a set number of days and a set weight; tons over that are billed from the scale ticket and extra days at a posted daily rate, so the customer knows the whole price before the container lands.

- 10-, 20- and 30-yard roll-off container rentals
 - Cleanout and remodeling dumpsters for homeowners
 - Contractor and roofing containers with swaps
 - Heavy-debris containers for concrete, brick and dirt
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Market analysis

The customers are homeowners clearing out, remodeling or re-roofing, the roofers, remodelers and contractors who need a container on every job and a swap the day it fills, and the property managers and investors turning over units.

- Homeowners clearing out, remodeling or re-roofing who need a container for a week
 - Roofers, remodelers and general contractors who need a container on every job and a swap when it's full
 - Property managers, landlords and house flippers turning over units
 - Junk removal crews and small businesses with a one-off cleanout too big for a truck
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Marketing strategy

Most homeowners will find Longleaf Roll-Off Co. on Google — “dumpster rental near me” plus the city — and choose on size, price and how soon the container arrives, so the Google Business Profile, the reviews and a website with sizes, prices and online booking decide the call. Contractor accounts come from visits and word of mouth, and every container parked on a job site carries the number to the next one.

- Google Business Profile and Google — “dumpster rental near me” plus the city is how most homeowners find a container
 - Contractor accounts — roofers and remodelers, visited in person with a price sheet
 - The containers themselves: your name and number on every can parked at a job site
 - Word of mouth from contractors, property managers and neighbors who watched the drop
 - A website with sizes, prices, what each rental includes and online booking
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Operations plan

The owner drives the truck in year one, routes deliveries, swaps and pickups each morning, weighs every load and bills anything over the allowance from the ticket, lays boards under the rails on every driveway, and counts how many times each container turns a month — the number that decides when to buy the next one.

- One posted price per size covering delivery, pickup, a set number of days and a set weight — and the rates for anything over
- Deliveries, swaps and pickups routed each morning so the truck never runs empty twice in a row
- Every load weighed at the scale, and tons over the allowance billed from the ticket
- Boards under the rails and photos of the driveway before every drop, so a damage claim has an answer
- A written list of what the landfill refuses — tires, paint, batteries, anything with refrigerant — on every order
- Rentals per container counted every month, so a size that sits idle is sold before another is bought

Startup costs

What it will take to open the doors, funded from savings.

Startup costs

ITEM	AMOUNT
Roll-off truck (used): down payment, or cash for an older one	\$45,000
Roll-off containers: five to eight to start, 10 to 30 yards	\$31,500
Insurance (first installment): commercial auto and general liability	\$5,500
Hauler permit, USDOT number and heavy vehicle use tax	\$1,325
Truck lettering and your name and number on every container	\$825
Website and Google Business Profile	\$0
Online booking, invoicing and customer records (first year)	\$0
Container-tracking and dispatch software (first year)	\$950
Business registration, LLC and EIN	\$268
Working capital: tipping fees, diesel and living costs for two months	\$20,000
Total	\$105,368

Typical range to start a dumpster rental business in the US: \$40,335–\$173,500. Your list is what you decided to spend — replace estimates with real quotes as you get them. Website and Google Business Profile: Your Zarla plan includes the website — sizes, prices, what each rental includes and a booking form — and walks you through your Google Business Profile; a designer typically charges \$2,000 or more to build one. Online booking, invoicing and customer records (first year): Online booking, invoicing and a customer list 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-truck dumpster rental business in the US. The truck and the containers are the startup; tipping fees, diesel and the truck payment are the monthly lines, and the tons in each container against the weight its price included decide whether a rental made money.

Typical monthly operating costs for a dumpster rental business: \$4,980–\$29,430 a month, before the owner's own pay.

At \$28,000 in monthly sales, Longleaf Roll-Off Co. would clear up to \$23,020 a month before owner pay and tax if costs stay near the low end of the typical range, and recover the \$105,368 startup budget in roughly 5 months. At the high end of typical costs (\$29,430) that target doesn't cover them — so the cost list, not the sales target, is the number to pin down first.

Typical monthly operating costs

COST	TYPICAL RANGE
Truck payment	\$830–\$3,100
Landfill and transfer-station tipping fees	\$2,000–\$12,750
Diesel	\$1,250–\$3,850
Insurance: commercial auto and general liability	\$500–\$1,300
City franchise fees, where the city charges one	\$0–\$6,720
Truck, hoist and container repairs, tires and paint	\$400–\$1,500
Online booking, invoicing and customer records (included with Zarla)	\$0–\$50
Container-tracking and dispatch software	\$0–\$160

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 dumpster rental business plan should say out loud what can go wrong. For Longleaf Roll-Off Co., the real risks are:

- Tons are the silent loss: a container of shingles, concrete or wet debris can weigh twice what the price included, and the landfill bills you for every ton
 - A container parked on a slow job for three weeks earns one rental, not three — without an extra-day fee the fleet's turns collapse
 - City franchise rules can close a market, or take 10% to 24% of every rental, so a plan built without checking them can fail before the first drop
 - Diesel is near \$6.40 a gallon and landfills raise their tipping fees most years — both land on every haul, so the price sheet needs a review twice a year
 - One truck is one point of failure: when it's in the shop, no container gets delivered, swapped or emptied
 - A cracked driveway or a rejected load of hazardous items can cost more than the rental earned
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Licenses, permits and insurance

What Longleaf Roll-Off Co. 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.

- City or county hauler permit, and a franchise where the city requires one — Many US cities license anyone who hauls waste for pay, and the rules decide whether you can operate at all. McAllen, Texas charges \$242.55 a year for a private hauler's permit; Palm Bay, Florida takes a \$500 application. Many Florida cities run non-exclusive roll-off franchises and take a share of gross receipts — 10% in West Palm Beach, 17% in Jacksonville and Cutler Bay, 24% in Miami — while some towns give all debris-box work to one franchised hauler (Truckee, California is one), where an independent company cannot place a container at all. Ask the city and the county before you buy the truck.
- Commercial driver's license and a USDOT number where they apply — In the US a roll-off truck with a gross vehicle weight rating of 26,001 lb or more — most of them — needs a driver with a Class B CDL, which brings a drug and alcohol testing program and a DOT medical card. A USDOT number (free) is required for a truck rated 10,001 lb or more that crosses a state line, and many states require one for in-state work too. A roll-off trailer behind a pickup needs a Class A CDL once the pair is rated 26,001 lb or more together and the trailer alone over 10,000 lb — check both ratings before you buy.
- Heavy vehicle use tax and commercial truck registration — In the US a truck with a taxable gross weight of 55,000 lb or more files IRS Form 2290 each year: \$100 plus \$22 for every 1,000 lb over 55,000, up to \$550 at 75,000 lb. The truck also needs commercial plates registered at its loaded weight with your state.
- Street-placement permits when a container sits on the road — In most US cities a container on a street, sidewalk or alley needs a right-of-way permit — \$20 to \$150 or more depending on the city — while one on a private driveway usually doesn't. Most roll-off companies pull the permit for the customer and add it to the bill.
- Commercial auto and general liability insurance — Commercial auto covers the truck and what it damages on the road; general liability covers a cracked driveway or a container that damages a customer's property. Many city hauler permits and contractors ask for a certificate naming them; Jim's 2026 guide to starting a dumpster rental business puts the usual minimum at \$1 million of liability.
- Business registration and EIN — Most roll-off companies form an LLC; state filing fees run about \$35 to \$500. The EIN from the IRS is free, and contractors and property managers will ask for it on a W-9 before they pay you.

Milestones: the next 30 days

The first month's to-do list for Longleaf Roll-Off Co., in order:

- Ask the city and the county whether roll-off hauling needs a permit or a franchise — and whether one hauler already holds it
 - Price every landfill and transfer station within reach: tipping fee per ton, hours, and what each refuses
 - Price a used roll-off truck, or a trailer package, and get insurance quotes before you buy either
 - Register the business, take the free EIN and open a business bank account
 - Apply for the hauler permit and the USDOT number, and line up a Class B CDL — yours or a hired driver's
 - Order five to eight containers in the sizes local jobs use most, and letter each with your name and number
 - Write the price sheet: a price per size with the days and tons it includes, the overage per ton, the extra-day fee
 - Set up a free Google Business Profile, and put your website live with sizes, prices and online booking
 - Visit every roofer, remodeler and property manager nearby with the price sheet
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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 rentals per month, the average ticket and tons per haul
- Quotes or purchase agreements for the truck and the containers — both are the collateral
- Insurance quotes for commercial auto and general liability
- Your hauler permit or franchise approval, and your USDOT number and CDL where you need them
- Letters from contractors or property managers who will rent from you
- Your credit report

Sample plan for a fictional business, written by Zarla's free business plan generator. Every figure is a typical US range or calculated from the sample's own numbers — nothing is a market projection. Make it yours in five questions:

zarla.com/business-plan-generator?industry=dumpster-rental
