[Your business name] — Business Plan

Fence company in [Your city] · Startup plan

Executive summary

[Your business name] is a new fence company in [Your city] offering wood privacy fence installation; vinyl and aluminum fence installation; chain-link fence for yards and businesses; gates, including driveway and pool gates; and fence repair and post replacement. The model is measured on-site quotes priced per linear foot, a deposit before materials are ordered, the utility locate before every dig, and a yard sign on every finished fence.

Startup budget: $29,100 across 9 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 wood privacy fence installation. Every job is measured on site and priced per linear foot by material, with gates priced separately; permits, HOA approval and the utility locate come before the first post goes in; and every finished fence is photographed for the customer.

- Wood privacy fence installation
- Vinyl and aluminum fence installation
- Chain-link fence for yards and businesses
- Gates, including driveway and pool gates
- Fence repair and post replacement

Market analysis

The customers are homeowners who want privacy, a safe yard or a pool enclosure, new-home buyers fencing a bare lot, and the property managers, HOAs and small businesses who need fences built and repaired.

- Homeowners who want privacy, a safe yard for a dog or children, or a pool enclosure
- New-home buyers fencing a bare lot in their first spring
- Property managers, HOAs and landlords with repairs and replacements
- Small businesses and farms that need chain-link, security or livestock fencing

Marketing strategy

Most customers will find [Your business name] on Google and through word of mouth — a homeowner searches “fence companies near me” and asks for two or three quotes, so the Google Business Profile, the reviews and a website with photos of real fences decide who gets the call. Yard signs on finished fences and builders and property managers bring the rest.

- Google Business Profile and Google — “fence companies near me” is searched by homeowners ready to get quotes
- Word of mouth and yard signs — a new fence is seen by every neighbor on the street
- Home builders, realtors and property managers who need a fence installer they can call
- Nextdoor and local Facebook groups, where neighbors ask who built that fence
- A website with photos of your fences, the materials you install, your service area and a quote form

Operations plan

The owner quotes, orders and installs with a helper in year one, schedules permits and locates ahead of every dig, buys materials per job from a supplier account, and adds a second crew only when the season's calendar is full.

- Every quote measured on site, priced per linear foot by material, with gates priced separately
- A deposit before materials are ordered, and the balance due on completion
- The utility-locate call made before every dig, and property lines confirmed with the owner's survey
- Permits, HOA approval and height rules checked before the job is scheduled
- Materials ordered per job from a supplier account, not stocked
- Photos of every finished fence for the customer, the website and the next quote

Startup costs

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

Startup costs

ITEM	AMOUNT
Work truck (used), down payment or cash	$11,500
Utility trailer for posts, panels, concrete and tools	$4,250
Post-hole auger, post driver, saws, levels and hand tools	$4,500
General liability insurance (first year)	$1,000
Truck lettering and yard signs	$900
Website and Google Business Profile	$0
Quoting, invoicing and customer records (first year)	$0
Business registration, LLC, contractor license and EIN	$450
Working capital: materials float, fuel and living costs for two months	$6,500
Total	**$29,100**

Typical range to start a fence company in the US: $11,400–$49,400. 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 — photos of your fences, the materials you install, your service area and a quote form — and walks you through your Google Business Profile; a designer typically charges $2,000 or more to build one. Quoting, invoicing and customer records (first year): Quotes, 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 fence company in the US. The truck, the trailer and the equipment are the startup; the numbers that decide the year are the feet installed each month, the price per foot and the materials share of each job.

Typical monthly operating costs for a fence company: $1,200–$4,350 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
Truck payment, fuel and maintenance	$600–$1,800
Insurance: general liability, commercial auto and workers' comp	$250–$900
Equipment rental, blades, bits and tool replacement	$150–$600
Dump fees for old-fence tear-out	$50–$400
Quoting, invoicing and customer records (included with Zarla)	$0–$50
Phone, bookkeeping and marketing	$150–$600

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

- A hit gas or power line, or a fence built on the neighbor's side of the property line, can cost more than the job — the locate call and the survey come first
- Materials prices move, so a quote held too long can turn a profitable fence into a loss
- Spring and summer are the rush, and a fence company without a winter plan runs short of cash
- Rocky or rooty ground turns a one-day job into three if the quote didn't allow for it
- Customers who change the layout after the posts are set — the plan and the price get signed first
- Digging and lifting is hard on the body, and one injury stops a small crew

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.

- Business registration and EIN — Most fence installers form an LLC; state filing fees run about $35 to $500. The EIN from the IRS is free, and builders and property managers will ask for it on a W-9 before they pay you. Many US cities also require a general business license.
- Contractor license or home-improvement registration where your state requires it — Rules vary by US state. California, for example, requires a C-13 Fencing contractor license for jobs of $1,000 or more in labor and materials, and for smaller ones that need a permit or use a hired helper; Connecticut's home-improvement registration ($220 a year) names fences, and New Jersey's ($110) covers residential work. Some states require nothing specific for fences.
- Fence permits and height rules from the city — Many US cities require a permit for a new fence (commonly about $20–$200) and cap its height — often around 6 feet in back yards and 3 to 4 feet in front yards. Pool fences follow the local pool-barrier code: typically at least 48 inches high with a self-closing, self-latching gate. HOAs often add their own approval, materials and colors.
- The utility-locate call before every dig — Every US state requires a call or online request to the 811 one-call center, usually two to three business days before digging, so buried gas, power and water lines are marked. The service is free; hitting a line you didn't locate is expensive.
- General liability and workers' comp — General liability covers damage to the customer's property and the lines you dig near; workers' comp is required in most states once you hire, commonly priced at about $4–$8 per $100 of payroll for fence installation.

Milestones: the next 30 days

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

- Check your state's contractor rules and your city's fence permit and height rules
- Register the business, take the free EIN and open a business bank account
- Get general liability quotes and open accounts with a fence supply yard and a lumber yard
- Set up the truck and trailer with an auger, a post driver, saws and a level; rent the heavy equipment at first
- Price per linear foot by material from your real costs and your supplier's prices, with gates priced separately
- Set up a free Google Business Profile with your service area and put your website live with photos and a quote form
- Tell every builder, realtor and property manager you know that you're installing fences
- Put a yard sign on every finished fence and ask every customer for a Google review

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 that shows the spring rush and the winter
- Quotes for the truck, the trailer and any equipment you're financing
- Proof of insurance, business registration and any contractor license
- Supplier accounts and letters from builders or property managers who will send you work
- 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.