[Your business name] — Business Plan

Garage door business in [Your city] · Startup plan

Executive summary

[Your business name] is a new garage door business in [Your city] offering broken spring replacement, same day; garage door opener repair and installation; cable, roller and off-track repairs; new garage door sales and installation; and tune-ups and safety inspections. The model is one well-stocked truck, same-day spring and opener repairs quoted in full before the work starts, and replacement doors and yearly tune-ups sold to the customers the repairs bring in.

Startup budget: $25,403 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 broken spring replacement, same day. Every job is quoted in full before the work starts, the door is unloaded before a spring is touched, the opener's photo eyes are tested before the truck leaves, and most repairs are finished on the first visit from parts carried on the truck.

- Broken spring replacement, same day
- Garage door opener repair and installation
- Cable, roller and off-track repairs
- New garage door sales and installation
- Tune-ups and safety inspections

Market analysis

The customers are homeowners whose door won't open — usually a broken spring and usually urgent — homeowners replacing an old door or opener, the property managers and homeowners' associations with many doors to keep working, and the builders and realtors who need a door fixed before closing.

- Homeowners whose door won't open — usually a broken spring, and usually urgent
- Homeowners replacing an old or damaged door, or adding a quieter smart opener
- Property managers, landlords and homeowners' associations with many doors to keep working
- Home builders, realtors and sellers who need a door fixed or replaced before closing

Marketing strategy

Most calls will start on Google — a homeowner whose spring just snapped searches “garage door repair near me” and calls the first company they trust, so the Google Business Profile, the reviews and a website with the number at the top decide who gets the call. Word of mouth from neighbors, property managers and realtors brings the installs, and a yearly tune-up keeps past customers coming back.

- Google Business Profile and Google — “garage door repair near me” is searched the morning the spring snaps
- Google Ads and Local Services Ads, once you pass Google's advanced verification for garage door services
- Word of mouth and reviews — a same-day fix is the review people write without being asked
- Property managers, builders and realtors who send steady repair and replacement work
- A website with your number at the top, your service area, your prices and photos of your installs

Operations plan

The owner runs the calls and the truck in year one, restocks springs and parts from a distributor every week, follows the spring-safety and opener-safety steps on every job, and tracks calls per week, installs and the average ticket — adding a second technician when the calls outrun one truck.

- Springs, cables, rollers and opener parts stocked on the truck, so most repairs are finished on the first visit
- Every job quoted in full before the work starts — the service call, the parts and the labor
- Torsion springs wound with the right bars and the door unloaded first — the safety step that is never skipped
- The opener's photo eyes installed and tested on every job, never bypassed
- Every repair customer offered a yearly tune-up, booked before you leave
- Photos of every install for the website and the reviews

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
Work van: a used cargo van, or the truck you already own	$9,000
Starter parts stock: springs, cables, rollers, hinges and opener parts	$3,250
Tools: winding bars, cable pullers, drills, impact drivers and ladders	$6,000
Insurance (first installment): general liability and commercial auto	$2,560
Contractor license and bond, where your state requires one	$325
Website and Google Business Profile	$0
Scheduling, invoicing and customer records (first year)	$0
Business registration, LLC and EIN	$268
Total	**$25,403**

Typical range to start a garage door business in the US: $5,930–$47,975. 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 — your number, your service area, your prices and photos of your installs — 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 tune-up reminders 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 garage door 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 week, at what average ticket, cover them — and on how many repairs turn into installs.

Typical monthly operating costs for a garage door business: $2,245–$7,420 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	$395–$470
Van payment, if you finance one	$0–$800
Fuel and vehicle upkeep	$250–$700
Phone, call answering and bookkeeping	$100–$400
Springs, cables, rollers and opener parts (scales with jobs)	$1,500–$5,000
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 garage door business plan should say out loud what can go wrong. For [Your business name], the real risks are:

- Torsion springs store enough force to injure or kill — winding them wrong once is enough, so training comes before the first call
- Operators posing as local companies are common enough in the trade that Google makes US garage door services pass advanced verification before they can advertise — a new, genuine company earns trust with real reviews, a real address and photos of real work
- Parts costs rise with every job, and a quote that forgets the parts can turn a repair into a loss
- A door that closes on a person or a car is a claim that can outlast the business — photo eyes are tested on every job
- One truck 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.

- A contractor license where your state requires one for door work — Most US states don't license garage door work on its own, but several license it as contracting. California requires a contractor's license in the Doors, Gates and Activating Devices class for any job of $1,000 or more in labor and materials (the minor-work limit rose from $500 on January 1, 2025, and never covers a job that needs a building permit, or anyone who employs others or advertises as a licensed contractor): a $450 application, a $200 initial license for a sole owner, an exam and four years of journey-level experience, and a $25,000 bond. Nevada licenses overhead door contractors in their own class (a $600 license fee every two years, plus a bond the board sets), and Arizona, Oregon and Washington license or register contractors for this work too. Check your state and your city.
- Openers installed to the federal entrapment-protection standard — In the US every automatic residential garage door opener must meet the Consumer Product Safety Commission's entrapment-protection standard (16 CFR Part 1211, which adopts UL 325) — so the photo eyes and the auto-reverse are installed and tested on every job, never bypassed. A door that closes on a child is the trade's worst outcome.
- General liability and commercial auto insurance — Insureon's median premiums for door and window installation contractors are $96 a month for general liability, $132 for a business owner's policy, $298 for commercial auto, $41 for tools and equipment and $173 for workers' compensation, which most US states require once you hire. Builders and property managers will ask for the certificate before they send work.
- Google's advanced verification before you advertise — Not a license, but as good as one for getting calls: in the US, Google restricts ads for garage door services and requires advanced verification of the business and the people behind it before you can run Google Ads or Local Services Ads.
- Business registration, local business license and EIN — Most garage door companies 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:

- Call your state contractor board and your city — in licensing states the exam, the bond and the experience check come first
- Train on springs and openers with an experienced technician or a manufacturer course before your first paid call
- Register the business, take the free EIN and open a business bank account
- Buy general liability and commercial auto cover before your first job
- Open accounts with a garage door distributor and stock the truck with springs, cables, rollers and opener parts
- Set your service-call fee and a price list for springs, cables, rollers and openers
- Set up a free Google Business Profile with photos of your work, put your website live with your number at the top, and apply for Google's advanced verification
- Visit property managers, builders and realtors with your price list, 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 week, installs and your average ticket
- Your contractor license and bond, where your state requires them
- 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.
