

Clearway Hauling — Business Plan

Junk removal business in Tampa, FL · Startup plan

Executive summary

Clearway Hauling is a new junk removal business in Tampa, FL offering residential junk removal and garage cleanouts; furniture and appliance removal; estate, move-out and hoarding cleanouts; and light demolition and yard-waste hauling. The model is same-day service priced by load, disposal routes planned to keep dump fees down, and recurring property-management accounts on top of homeowner jobs.

Startup budget: \$26,950 across 9 items, funded from savings. Target: \$14,000 in monthly sales.

Twelve months from now, success looks like this: Three jobs a day on the busy days, a second crew member, and property managers as a quarter of the work

Products and services

Clearway Hauling's core service is residential junk removal and garage cleanouts. Jobs are priced by load size with a clear minimum, booked for same-day or next-day slots, and the recycling and donation drops are planned into every route.

- Residential junk removal and garage cleanouts
 - Furniture and appliance removal
 - Estate, move-out and hoarding cleanouts
 - Light demolition and yard-waste hauling
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Market analysis

The customers are homeowners clearing space before a move or after a life change, landlords and property managers turning over units, and the agents and contractors who need a hauler they can count on.

- Homeowners clearing a garage, basement or a room before a move
- Landlords and property managers turning over units
- Families handling an estate or downsizing a parent's home
- Real-estate agents, contractors and small offices with one-off hauls

Marketing strategy

Most customers will find Clearway Hauling on Google Maps and through word of mouth — a neighbor's cleared garage, a property manager's recommendation. Reviews on the Google Business Profile, a lettered truck, and a website with load prices, photos and instant quote requests turn that search into a booking.

- Google Business Profile and Google Maps — “junk removal near me” plus your city
- Word of mouth and referrals — a cleared garage gets talked about
- Property managers, agents and contractors who need a reliable hauler on call
- Truck lettering and yard signs at every job
- A website with services, pricing by load, before-and-after photos and instant quote requests

Operations plan

Two people work every job for speed and safety. The owner drives, quotes and dumps in year one, tracks the dump fee and drive time per job, and adds a second truck only when the first is booked out.

- Pricing by load size (quarter, half, full truck) with a minimum, quoted from photos or on site
- Same-day or next-day slots — speed is the product
- Dump fees, recycling and donation drops planned per route to cut cost
- Two people on every job for safety and speed
- Photos of every finished job for the website and reviews

Startup costs

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

Startup costs

ITEM	AMOUNT
Dump truck, box truck or trailer (used)	\$16,500
Commercial auto and general liability insurance (first year)	\$3,500
Business registration, LLC and licenses	\$300
Dollies, straps, tarps, tools and safety gear	\$1,250
Truck lettering, uniforms and business cards	\$1,500
Website and Google Business Profile	\$0
Scheduling, quoting and payments software (first year)	\$0
Dump-fee float for the first month	\$650
Working capital (first two months)	\$3,250
Total	\$26,950

Typical range to start a junk removal business in the US: \$12,900–\$43,900. 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 and walks you through your Google Business Profile — a designer typically charges \$2,000 or more to build one. Scheduling, quoting and payments software (first year): Your Zarla plan includes online booking, invoicing and customer management with the website — no separate subscriptions for those.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a junk removal business in the US. The truck is the swing item; dump fees and fuel are the monthly lines that decide whether a job made money.

Typical monthly operating costs for a junk removal business: \$2,870–\$11,520 a month, before the owner's own pay.

At \$14,000 in monthly sales, Clearway Hauling would clear \$2,480–\$11,130 a month before owner pay and tax, and recover the \$26,950 startup budget in roughly 3–11 months.

Typical monthly operating costs

COST	TYPICAL RANGE
Dump and transfer-station fees	\$500–\$3,000
Fuel	\$300–\$1,200
Insurance	\$170–\$420
Truck maintenance and tires	\$200–\$800
Scheduling and payments software (included with Zarla)	\$0–\$100
Marketing and lead services	\$200–\$1,500
A helper (part-time to full-time)	\$1,500–\$4,500

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 junk removal business plan should say out loud what can go wrong. For Clearway Hauling, the real risks are:

- Dump fees and fuel can quietly eat a job that was priced from the driveway
- It's heavy, physical work with real injury risk — two people and proper gear every time
- Hazardous items (paint, chemicals, electronics) carry disposal rules and fines
- Demand is steady but seasonal spikes (spring, moving season) mean quiet winters
- A truck breakdown stops income overnight; the maintenance reserve matters

Licenses, permits and insurance

What Clearway Hauling 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.

- General business license — From your city or county in most of the US; some areas require a hauler or waste-transport permit.
 - Business registration and EIN — Most owners form an LLC; register a DBA if you trade under another name.
 - Commercial auto and general liability insurance — Effectively mandatory — you're driving a loaded truck and working inside customers' homes.
 - Waste-hauler or transporter permit — Required in some states and cities to transport waste commercially; special rules for appliances, electronics and hazardous items.
 - Weight and vehicle registration — A dump truck may need commercial plates and, above certain weights, a commercial driver's license.
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Milestones: the next 30 days

The first month's to-do list for Clearway Hauling, in order:

- Register the business, get an EIN and open a business bank account
 - Get commercial auto and general liability quotes and check for a hauler permit
 - Buy or set up the truck or trailer, and map the nearest dump, recycling and donation sites
 - Write your load-size price list with a minimum and rules for heavy items
 - Set up a free Google Business Profile and put a website with instant quote requests live
 - Call every property manager, agent and contractor you know
 - Letter the truck and offer a neighbor discount on the first ten jobs
 - Photograph every job and ask for a Google review on the spot
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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 that shows the seasonal spikes
- Proof of insurance and your business registration
- A list of recurring accounts (property managers, contractors) with expected monthly work
- The quote or purchase agreement for the truck if you're borrowing for it
- Your credit report and the truck as collateral

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=junk-removal

Written with Zarla · zarla.com/business-plan-generator