

[Your business name] — Business Plan

Pressure washing business in [Your city] · Startup plan

Executive summary

[Your business name] is a new pressure washing business in [Your city] offering driveway, patio and sidewalk cleaning; house washing (soft wash siding and brick); roof, deck and fence soft washing; and storefront, dumpster-pad and fleet washing on a schedule. The model is a proper rig, the right method on every surface, jobs priced from real costs, and before-and-after photos that sell the next driveway.

Startup budget: \$6,025 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 driveway, patio and sidewalk cleaning. Concrete gets high pressure and a surface cleaner; roofs, siding and wood get soft washed with low pressure and the right chemistry; and driveway, house and walkways are bundled so one visit does the whole property.

- Driveway, patio and sidewalk cleaning
 - House washing (soft wash siding and brick)
 - Roof, deck and fence soft washing
 - Storefront, dumpster-pad and fleet washing on a schedule
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Market analysis

The customers are homeowners whose driveway or siding has gone green, sellers and agents who want the curb appeal back before listing photos, and HOAs, storefronts and small fleets that want the exterior kept clean on a schedule.

- Homeowners with a green driveway, black-streaked roof or grimy siding before a party or a sale
- Real-estate agents and sellers who want the curb appeal back before listing photos
- HOAs and property managers with sidewalks, pool decks and building exteriors on a cycle
- Storefronts, restaurants and small fleets that need concrete or trucks washed on a schedule

Marketing strategy

Most customers will find [Your business name] on Google and through word of mouth — searching for pressure washing near them, then referring the company whose before-and-after photos speak for themselves. Reviews on the Google Business Profile, a gallery of transformations and a website with services, service areas and a free-quote form turn that search into a booked job.

- Google Business Profile and Google Maps — “pressure washing near me” and “house washing” plus your city
- Word of mouth and referrals — a whole-street discount turns one driveway into five
- Before-and-after photos in local Facebook groups and on Nextdoor
- Flyers left wherever you spot a green roof or a stained driveway, plus real-estate agents
- A website with your services, service areas, a before-and-after gallery, reviews and a free-quote form

Operations plan

The owner runs the rig in year one, groups jobs by street to cut driving and water hauling, keeps wash water out of storm drains, carries general liability insurance, and adds a second person only once recurring commercial accounts fill the calendar.

- The one rule of the trade: high pressure and a surface cleaner for concrete, low pressure and chemistry for roofs, siding and wood
- A gas washer, surface cleaner and soft-wash setup carried in a truck bed or on a trailer with its own water
- Jobs priced per square foot or flat per job, with driveway, house and walkways bundled to lift the ticket
- Wash water kept out of storm drains, and a stormwater or discharge permit where commercial work requires it
- Every job photographed before and after, with the customer asked for a review and a referral on the spot

Startup costs

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

Startup costs

ITEM	AMOUNT
Gas pressure washer (3,000–4,000 PSI, 3–4 GPM), surface cleaner and soft-wash setup	\$2,300
Chemicals, nozzles and safety gear (sodium hypochlorite, surfactant, degreaser, tips, gloves, eye protection)	\$450
General liability insurance (first year)	\$1,000
Water tank, hose reels and a truck-bed or trailer mount	\$600
Business registration, LLC and licenses	\$300
Vehicle decals or magnets, plus flyers and business cards	\$375
Website and Google Business Profile	\$0
Quoting, scheduling and payments software (first year)	\$0
Working capital (first month)	\$1,000
Total	\$6,025

Typical range to start a pressure washing business in the US: \$2,950–\$11,100. 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 with a before-and-after gallery and walks you through your Google Business Profile — a designer typically charges \$1,500 or more to build one. Quoting, scheduling 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 pressure washing business in the US. The machine is the real upfront cost; after that margins are high, so the risk is pricing too cheaply and a slow winter without commercial accounts.

Typical monthly operating costs for a pressure washing business: \$440–\$5,805 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
Chemicals, nozzles and wear parts	\$100–\$400
Fuel for the truck and the washer	\$150–\$500
Water and wash-water disposal	\$20–\$100
Insurance	\$40–\$125
Quoting, scheduling and payments software (included with Zarla)	\$0–\$80
Marketing, flyers and photo content	\$50–\$300
Pump, engine and hose maintenance	\$30–\$150
Phone, admin and bookkeeping	\$50–\$150
Labor (once you hire)	\$0–\$4,000

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

- The damage risk is real — the wrong pressure or chemical can etch concrete, strip shingles or drive water behind siding
- It's physical outdoor work in heat and cold, and rain days don't earn
- Winter slows residential work in much of the US; without commercial accounts the calendar empties
- The rig is a genuine upfront cost, and a pump or engine failure stops every job until it's fixed
- Quoting by the hour instead of by the job is the classic mistake — setup, water, travel and the drive between jobs have to be in every price

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.

- General business license — From your city or county in most of the US; a home-based operator may also need a home-occupation permit for where the rig is parked.
 - Business registration and EIN — Most owners form an LLC because you're working around windows, cars and landscaping; register a DBA if you trade under another name.
 - Contractor's license in some states — A handful of US states require a contractor's license for exterior work once a job crosses a set dollar value — check your state before quoting large commercial jobs.
 - Stormwater and wastewater discharge rules — In most US cities you can't let chemical-laden wash water run into storm drains; commercial jobs often need a discharge permit, and reclaim or containment keeps you compliant.
 - General liability insurance — Not legally required, but property-damage claims are the biggest risk in this trade and commercial clients won't hire you without it.
 - No pressure washing certification required — No US state licenses pressure washers; certifications from groups like the PWNA are optional and mostly useful for commercial bids.
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Milestones: the next 30 days

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

- Register the business, get an EIN and open a business bank account
 - Get general liability insurance and check whether your state needs a contractor's license for exterior work
 - Buy your gas washer, surface cleaner and soft-wash setup, and practice on your own house and driveway first
 - Learn your chemicals and nozzles, and check your city's rules on where wash water can drain
 - Set your rates per square foot or flat per job from your true costs and two or three local quotes
 - Set up a free Google Business Profile and put your website live
 - Message 20 friends and neighbors with a first-job discount and offer a whole-street deal
 - Photograph every before and after, and ask each finished job for a Google review and a referral
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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 slow winter months
- Proof of insurance and your business registration
- Quotes for the washer, trailer or truck you're borrowing for
- Any signed storefront, HOA or fleet agreements, with expected monthly revenue
- Your credit report and anything you can offer as collateral

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.

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