

Caprock Window Tint — Business Plan

Window tinting business in Lubbock, TX · Startup plan

Executive summary

Caprock Window Tint is a new window tinting business in Lubbock, TX offering car window tinting in carbon and ceramic film; windshield strips, windshield film and tint removal; home window film for heat, glare and privacy; and office, storefront, security and decorative film. The model is one clean bay and a van: cars priced by vehicle and film, with ceramic as the upgrade and dealerships filling the slow months, and home and office film priced by the square foot and installed on site.

Startup budget: \$13,680 across 10 items, funded from savings. Target: \$24,000 in monthly sales.

Twelve months from now, success looks like this: About 60 cars a month at an average ticket near \$350, plus three or four home and office film jobs — about \$24,000 a month — with two car dealerships sending work through the slow winter months by the end of the first year

Products and services

Caprock Window Tint's core service is car window tinting in carbon and ceramic film. Every car is priced by vehicle and film, with windshield strips and tint removal as extras, installed to the state's legal limits with the label the state requires, and backed by the film maker's warranty and the shop's own. Home and office film is measured, priced by the square foot with a minimum, and installed on site.

- Car window tinting in carbon and ceramic film
 - Windshield strips, windshield film and tint removal
 - Home window film for heat, glare and privacy
 - Office, storefront, security and decorative film
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Market analysis

The customers are drivers who have just bought a car or are tired of the heat and glare, the dealerships that want new cars tinted before delivery, homeowners with hot rooms or street-facing windows, and the offices, storefronts and property managers who want heat, privacy or safety film.

- Drivers who have just bought a car, or who are tired of a hot cabin and glare
 - Car dealerships that want new cars tinted before delivery, at a volume price
 - Homeowners with hot rooms, faded floors or windows facing the street
 - Offices, storefronts and property managers who want heat, glare, privacy or safety film
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Marketing strategy

Most drivers will find Caprock Window Tint on Google — “window tinting near me” plus the town — after checking the price, so the Google Business Profile, the reviews and a website with prices by vehicle and film, the state's legal shades and a quote form decide the call. Dealerships, detailers and body shops nearby send steady work, and word of mouth from every finished car does the rest.

- Google Business Profile and Google — drivers search “window tinting near me” and the price before they call, so the profile carries photos of finished cars and the reviews
 - Car dealerships' sales and finance teams, who hand a buyer your card at delivery
 - Detailers, body shops and auto glass shops nearby that don't tint and send customers over
 - Reviews and photos of finished cars, edges close up, on Google and the website
 - A website with prices by vehicle and film, your state's legal shades, the warranty and a quote form
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Operations plan

The owner and one installer tint cars in a clean, bright bay booked by drop-off time, cutting film by hand at first and with a plotter once the volume pays for it, and checking every car against the state's limits. Home and office jobs are measured on a visit or from photos and installed on site from the van, and every job's film warranty is registered.

- Every car priced by vehicle and film — carbon as the standard, ceramic as the upgrade — with windshield strips and tint removal as extras, posted on the website
- Film cut by hand at first, with a plotter and pattern software once the volume pays for them
- A clean, bright, dust-controlled bay, with cars booked by drop-off time
- Every car checked against the state's legal limits, with the label or certificate the state requires installed on the job
- Home and office jobs measured on a visit or from photos, priced by the square foot with a minimum, and the film checked against the maker's glass chart
- The film maker's warranty registered for every job, plus the shop's own written workmanship warranty

Startup costs

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

Startup costs

ITEM	AMOUNT
Training and accreditation	\$1,050
Starter film rolls and an install tool kit	\$1,678
Heat gun, flat-glass tools and a heat box	\$180
Business registration (LLC) and EIN	\$170
General liability and garagekeepers insurance (the year, paid up front)	\$1,186
First month's rent and a deposit on a one-bay unit	\$3,311
Bay lighting, dust control and a sign	\$1,750
Website and Google Business Profile	\$0
Quoting, booking and invoicing software (first year)	\$0
Working capital: the installer's pay for the first month	\$4,355
Total	\$13,680

Typical range to start a window tinting business in the US: \$8,932–\$22,226. 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 — a call button, a service-area map and a quote request form, with your films, prices and photos added in chat — and walks you through your Google Business Profile. Having one built typically costs \$500 to \$2,000 from a freelancer. Quoting, booking and invoicing software (first year): Online quotes, booking, invoicing and a customer list come with your Zarla plan; shop software built for tinters with inventory tracking is separate — Tint Wiz is \$150 a month flat.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a one-bay window tinting business in the US. Training, starter film, insurance and two months' rent are most of the startup; the installer's pay, rent and film are the monthly lines, and the busy months run from spring through summer.

Typical monthly operating costs for a window tinting business: \$6,044–\$10,977 a month, before the owner's own pay.

At \$24,000 in monthly sales, Caprock Window Tint would clear \$13,023–\$17,956 a month before owner pay and tax, and recover the \$13,680 startup budget in roughly 1–2 months.

Typical monthly operating costs

COST	TYPICAL RANGE
One employed installer, full time	\$3,962–\$4,747
Bay rent	\$1,032–\$2,278
Film	\$786–\$3,192
Workers' compensation	\$131–\$148
Commercial auto for the van	\$46–\$76
Fuel for on-site home and office jobs	\$87–\$261
Quoting, booking and invoicing software (included with Zarla)	\$0–\$150
Pattern-cutting software, once you plot	\$0–\$125

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 window tinting business plan should say out loud what can go wrong. For Caprock Window Tint, the real risks are:

- Tinting darker than the law allows is the installer's offense in several states — a shop that installs whatever the customer asks for takes the fine, and in Louisiana can lose the business
- Comebacks are the hidden cost: dust, bubbles and lifting edges mean a free redo and a bad review, so speed has to come after clean work
- The work is seasonal — one Orlando owner writes that most shops do nearly 80% of their tint jobs from March to August — so the winter needs dealership work or home and office film
- Dealership work pays below retail, and dealers move to a cheaper shop without warning
- Customers' cars are in your care: a scratched panel or a cut defroster line is yours to fix, which is why garagekeepers cover matters
- Cheap film fades and fails, and your warranty is only as good as the film behind it

Licenses, permits and insurance

What Caprock Window Tint 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, a sales tax permit and a local business license — In the US most tint shops register an LLC with their state — \$40 in Kentucky, \$300 in Texas — take a free EIN from the IRS, register to collect sales tax where the state taxes the work, and hold whatever business license the city or county requires. Some film makers ask for a business license before they open a dealer account.
- Your state's tint law, which binds the installer too — In the US no state we checked licenses window tinting as a trade, but the tint law reaches the shop: installing film darker than the state allows is an offense for the installer in Texas, Florida, Louisiana, North Carolina and Minnesota, among others, and Louisiana fines an installer \$1,000, then \$2,000, and bars a third offender from the business. Front-side limits run from 70% in California and New York to 20% in New Mexico, and laws change — a 50% bill passed New York's legislature in June 2026. Check your state's statute and DMV before you set your shades.
- Labels and certificates on the cars you tint — In the US several states make the installer prove the film is legal: Texas fines a shop up to \$1,000 for tinting without the required label between the film and the glass, Florida requires a label on the inside of the driver's door jamb with the shop's name, Louisiana a label with the installer's name and city on the driver's window, and Washington a sticker on the driver's door post. Check your state's rules before your first car.
- A contractor license for home and office film, in some states — In the US most states don't license film on buildings either, but some do: California's CSLB lists plastic film window treatment under its D-52 window coverings classification. Check your state's contractor board before you quote home or office work.
- General liability and garagekeepers insurance — In the US liability cover pays for damage at a customer's home or office; garagekeepers covers customers' cars while they're in your care, which general liability doesn't. Commercial clients and property managers commonly ask for a certificate of insurance before you start.
- Workers' compensation once you hire — In the US most states require workers' compensation as soon as you have an employee. Check your state's rules and get the quote before your installer's first day.

Milestones: the next 30 days

The first month's to-do list for Caprock Window Tint, in order:

- Take a film maker's course or a class, and practice on scrap glass and your own cars until your edges and rear windows come out clean
 - Read your state's tint statute: the legal shade for each window, the label or certificate rules, and medical exemptions
 - Register the business, take the free EIN, register for sales tax, and open a business bank account
 - Open a dealer account with a film supplier and buy your starter rolls and tools
 - Get quotes for general liability and garagekeepers insurance
 - Find a bay you can keep clean and bright, or set up the van if you start mobile
 - Write your price sheet: by vehicle and film for cars, by the square foot with a minimum for homes and offices, and your warranty
 - Set up your Google Business Profile and put your website live with your prices, your state's legal shades and a quote form
 - Visit the car dealerships, detailers and body shops near you with a 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 cash-flow projection showing the slow winter months and the dealership work that fills them
- The lease or a letter of intent for the bay, and quotes for the fit-out
- Supplier quotes for film, tools and any plotter
- Your insurance quotes, including garagekeepers
- Any dealership or commercial work you have lined up, and 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=window-tinting
