



---

## How to Start a Property Maintenance Business Checklist

1. **Decide whether starting a property maintenance business is for you.** 
  - a. Familiarize yourself with the industry, if needed.
  - b. Evaluate your training and experience.
  - c. Consider the risks and disadvantages.
  
2. **Define the scope of your business.** 
  - a. Think about your interests and expertise.
  - b. Consider whether you'd like to work alone or in a team.
  
3. **Choose a business name.** 
  - a. Consider your offerings.
  - b. Discard ill-fitting names.
  - c. See what your target market thinks of the remaining names.
  - d. Check trademark availability.
  - e. Secure a domain name.
  
4. **Form your property maintenance business.** 
  - a. Formulate a business plan.
  - b. Choose a legal structure.
  - c. Obtain an Employer Identification Number (EIN).
  - d. Open a business bank account.
  - e. Purchase insurance.
  - f. Obtain your licenses and permits.

5. **Outline your funding requirements.** 
  - a. Calculate vehicle and related expenses.
  - b. Consider location-related costs.
  - c. Determine the cost of supplies.
  
6. **Obtain funding.** 
  - a. Ask family and friends.
  - b. Try crowdfunding.
  - c. Search for angel investors.
  - d. Apply for an SBA and/or conventional bank loan.
  - e. Use a business credit card.
  
7. **Select and set up your location.** 
  - a. Find the perfect location.
  - b. Purchase your equipment and tools.
  - c. Observe all pertinent storage regulations.
  - d. Remain guided by safety considerations.
  - e. Keep your space well-organized.
  
8. **Hire staff, if needed.** 
  - a. Determine how many employees you need.
  - b. Advertise your vacancies.
  - c. Review candidates' resumes.
  - d. Schedule interviews.
  - e. Appoint the best candidate(s).
  
9. **Market your business.** 
  - a. Create and display your logo strategically.



- b. Create some leaflets.
- c. Distribute your leaflets.
- d. Build and maintain an updated website.
- e. Harness social media.
- f. Forge strategic partnerships.
- g. Use local SEO. 
  - i. Register for Google My Business.
  - ii. Create a Yelp Business Page.
  - iii. Urge clients to post reviews of your work.
  - iv. Employ additional techniques and/or appoint an agency.

**10. Get ready to open.**

- a. Take stock of your supplies.
- b. Prepare your schedule.
- c. Shop for job-specific supplies.
- d. Review directions to worksites ahead of time.
- e. Gather all the pertinent tools before seeing your first clients.

