
10 Tips For Starting A Pressure Washing Business

Contributed by Barry Maddox
Sunday, 13 April 2008

If you have been thinking about starting your own business, even if it's just something you want to do in the summers, then creating a pressure washing company may be just right for you. But before you run out to the home improvement center to buy a pressure washer, here are some things to consider that will save you tons of money and ensure you get started off right.

Top 10 Business Starting Tips

1) Be certain you enjoy the work. You are going to be devoting a lot of time and energy to starting your new pressure washing business and building it into a successful venture, so it's vital that you truly enjoy the work. Whether you'll be doing the physical labor yourself or just running the business end of the company, you better be sure you enjoy it or you'll be burned out before you even get started.

2) Have your personal finances in check. Starting a new power washing business can be tough. Realistically it may be awhile before your new business actually makes any profits. Starting your new business while your personal finances aren't quite up to par will only put an extra strain on you and the new power wash company.

3) Don't do it alone. It's imperative and usually overlooked, that you have a support system while you're starting a business (and afterwards). A family member or friend can be someone to bounce ideas off but be sure they give you positive feedback; some people will actually drag you down and tell you that your idea is crazy. Find a successful business owner that can serve as a mentor, someone whom you want. Talk with other contractors in the pressure washing industry for support.

4) Get clients or customers first. Don't wait until you've officially started your business to start looking for customers, because your business won't survive without them. Do the networking, make the contacts, sell, or even volunteer your services just to get things rolling and to give you some practice. You can't start marketing too soon. You can't buy \$10,000 worth of equipment and just expect the phone to start ringing the following week.

5) Write a business plan. The main reason for writing a business plan first is that it can help you to avoid wasting your time and money on starting a business that will NOT succeed. Your business plan should contain your company's purpose, goals, budgets, projected income, customer demographics, market analysis, advertising and marketing plans.

6) Do extensive research. You'll do a lot of research while writing a business plan, but that's just a start. You need to become an expert on the pressure wash industry, products, equipment, services, methods, and techniques if you're not already. Joining related message boards, forums, and attending networking events are great ideas.

7) Hire professional help. Moreover, just because you run a small business, does not mean you have to be an expert on everything. If you're not good at accounting or bookkeeping, hire one (or both). As a new pressure washing contractor you'll be tempted to wear many hats but you'll waste more time and money in the long run by trying to do things yourself that you're not qualified to do.

8) Have some capital lined up. Save up if you have to or approach potential investors and lenders. Figure out your financial safety net plan. Don't expect to start a professional pressure washing company on a shoe string budget. Fly by night companies do this all the time and that's why they are gone as fast as they came. To do this professionally you have to look professional, and that will cost some money initially.

9) Be professional from the get-go. Everything about you and the way you do business needs to give people the perception that you are a professional contractor running a serious pressure washing service. That means getting all the trimmings such as professional business cards, a business phone, a professionally designed logo, matching paper work, lettered vehicle, insurance, and treating people in a professional, courteous manner.

10) Get the legal and tax issues right the first time. It's much more difficult and expensive to detangle a mess afterwards. Register your company with your State. Find out about licensing. Make sure you have the proper amount of general liability, commercial auto, and workmen's compensation insurance. How will the entity of your business affect your income tax situation? Consult with an accountant or lawyer as to what business formation you should set up. Learn what your legal and tax responsibilities are before you start your pressure washing business and operate within the law.