How to Open a Laundromat: Costs & Steps

AdvisedSpaces

Print this checklist and check off each step as you complete it.

STEPS (10)

- [ ] **Step 1: Choose Your Business Model**
  Before you scout locations or crunch numbers, decide how you want to run this thing. Your model determines your staffing costs, your risk profile, and what kind of location you need.
- [ ] **Step 2: Understand the Real Startup Costs**
  Kill the fantasy numbers. A standard 1,800 to 2,400 sq ft self-service laundromat in leased retail space with new commercial equipment costs $200,000 to $500,000+.
- [ ] **Step 3: Build the Pro Forma**
  A laundromat's revenue model is deceptively simple: revenue = turns per machine per day x vend price x number of machines. But simple does not mean easy to get right.
- [ ] **Step 4: Find the Perfect Location**
  This is the section that matters more than everything else combined. You cannot market your way out of a bad location. You cannot discount your way out of a bad location.
- [ ] **Step 5: Negotiate a Lease That Protects Your Build-Out**
  A laundromat is sticky because you'll pour capital into plumbing, pads, and electrical that you cannot easily relocate. Your lease must recognize that reality.
- [ ] **Step 6: Permits, Code, and Build-Out**
  You are not just opening a store — you are installing an industrial water system inside a commercial retail space. Permits vary by jurisdiction but laundromats commonly touch multiple departments.
- [ ] **Step 7: Select Equipment and Plan the Layout**
  Equipment is your second-largest capital expense and the primary driver of per-turn profitability. The wrong mix leaves money on the table or saddles you with machines nobody uses.
- [ ] **Step 8: Set Pricing and Validate Your Break-Even**
  A laundromat is not busy because you feel like it. It is busy when machines are turning often enough to cover fixed costs with margin left over.
- [ ] **Step 9: Build Operations**
  Opening the doors is the beginning, not the finish line. In a commodity business, the cleanest store with working machines wins.
- [ ] **Step 10: Launch and Stabilize**
  Your first 60 days are about reviews, uptime, and consistency. A laundromat's marketing is mostly proof: clean store, working machines, transparent pricing, safe atmosphere.

NOTES

Read the full guide

https://advisedspaces.com/open/laundromat

Scan the QR code or visit the link for the complete guide.