Start a Pressure Washing Business

AdvisedSpaces

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

STEPS (9)

- [ ] **Step 1: Pick Your Niche (This Decides Your Equipment, Chemicals, and Insurance)**
  Your niche determines everything downstream: what equipment you buy, what chemicals you stock, what insurance riders you need, and what your average job ticket looks like.
- [ ] **Step 2: Run the Unit Economics Before You Spend a Dollar**
  If you do not know your loaded cost per hour, you cannot set profitable prices. Most operators undercharge by 30 to 40% because they price based on what competitors charge instead of what their costs actually require.
- [ ] **Step 3: Find and Score Your Service Territory**
  Your "location" is not a storefront — it is a 30-mile service radius from your home base. The neighborhoods inside that radius determine your revenue ceiling, job density, and long-term profitability.
- [ ] **Step 4: Legal Formation, Licensing, and Insurance**
  You are spraying high-pressure water and chemicals on other people's property. That means liability is real, environmental regulations apply, and skipping insurance is a business-ending gamble.
- [ ] **Step 5: Equipment (Buy What Makes Money, Not What Looks Cool)**
  Your surface cleaner will make you more money than your pressure washer. PSI sells on YouTube. GPM (gallons per minute) and Cleaning Units make money in the field.
- [ ] **Step 6: Build Your Quoting and Pricing System**
  Your pricing system is your profit system. Get it right and you make $150,000+ per year. Get it wrong and you work 60-hour weeks for $40,000.
- [ ] **Step 7: Get Your First 20 Customers**
  You do not need a $5,000 website, a wrapped truck, or a social media strategy. You need 20 real paying customers with 5-star reviews as fast as possible.
- [ ] **Step 8: Build Operations That Scale Past You**
  The difference between a $50,000/year side hustle and a $200,000/year business is not the machine. It is the operating system behind the machine.
- [ ] **Step 9: Seasonal Planning and Scaling**
  Pressure washing is a seasonal business in most markets. The operators who survive year one are the ones who plan for winter before their first spring wash.

NOTES

Read the full guide

https://advisedspaces.com/open/pressure-washing

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