

# Pressure Washing Business Plan

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Sample plan for ClearView Exterior Cleaning (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

*How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.*

# 1. Executive Summary

ClearView Exterior Cleaning is a new pressure washing business based in [City, State]. We will serve homeowners and hoas and apartment communities, offering house and roof soft washing, driveway and concrete cleaning and deck and fence cleaning. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$110,000, growing to \$158,000 by year three. Startup costs are estimated between \$9,500 and \$70,000. We are seeking \$40,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

# 2. Company Description

Pressure washing is a low-cost, high-margin home service with seasonal demand. The plan should show service pricing, average job size, equipment, insurance and how you will add recurring commercial work and related services such as window or gutter cleaning.

| Item            | Details                                                 |
|-----------------|---------------------------------------------------------|
| Legal name      | [ClearView Exterior Cleaning LLC]                       |
| Legal structure | [LLC / sole proprietorship / corporation / partnership] |
| Location        | [Address or service area]                               |
| Owners          | [Names and ownership %]                                 |
| Stage           | [Idea / pre-launch / operating since 20XX]              |

## Mission statement

# 3. Products and Services

| Offering                       | Description | Price | Cost to deliver |
|--------------------------------|-------------|-------|-----------------|
| House and roof soft washing    | [Describe]  | [\$]  | [\$]            |
| Driveway and concrete cleaning | [Describe]  | [\$]  | [\$]            |
| Deck and fence cleaning        | [Describe]  | [\$]  | [\$]            |
| Commercial storefront cleaning | [Describe]  | [\$]  | [\$]            |
| Gutter and window cleaning     | [Describe]  | [\$]  | [\$]            |

## Revenue streams:

- Residential jobs
- Recurring commercial contracts

- Add-on services

## 4. Market Analysis

### Target customers:

- Homeowners
- HOAs and apartment communities
- Restaurants and retail storefronts
- Property managers

| Market                               | Estimate | Source                       |
|--------------------------------------|----------|------------------------------|
| Potential customers in our area      | [#]      | [Census data, local reports] |
| Customers we can realistically reach | [#]      |                              |
| Target share in year one             | [%]      |                              |

### Industry trends affecting our business

## 5. Competition

| Competitor     | Strengths | Weaknesses | Price range |
|----------------|-----------|------------|-------------|
| [Competitor 1] |           |            |             |
| [Competitor 2] |           |            |             |
| [Competitor 3] |           |            |             |

### Why customers will choose us

## 6. Marketing and Sales

### Planned marketing activities:

- Before and after videos
- Door hangers and yard signs
- Google Business Profile
- Commercial outreach

| Channel    | Monthly budget | Goal |
|------------|----------------|------|
| Before ... | [\$]           | [#]  |

|            |      |     |
|------------|------|-----|
| Door ...   | [\$] | [#] |
| Google ... | [\$] | [#] |

## 7. Operations

### Location, facilities and equipment

### Suppliers and day-to-day operations

### Licenses, permits and insurance to obtain:

- Business license [ ] obtained
- General liability insurance [ ] obtained
- Wastewater and runoff compliance where required [ ] obtained

*Requirements vary by state and city. Confirm with your local licensing office.*

## 8. Management and Staffing

| Name         | Role            | Experience            |
|--------------|-----------------|-----------------------|
| [Owner name] | Owner / manager | [Relevant experience] |
|              |                 |                       |
|              |                 |                       |

### Hiring plan for the first three years

## 9. Key Performance Indicators

| Metric                        | Why it matters       | Our target |
|-------------------------------|----------------------|------------|
| Average job value             | Revenue per job.     | [Target]   |
| Jobs per week                 | Volume.              | [Target]   |
| Close rate on quotes          | Sales effectiveness. | [Target]   |
| Recurring commercial accounts | Steady revenue base. | [Target]   |

## 10. Risks and How We Will Manage Them

| Risk                                   | How we will reduce it |
|----------------------------------------|-----------------------|
| Property damage from improper pressure | [Your plan]           |
| Seasonality                            | [Your plan]           |
| Water runoff rules                     | [Your plan]           |
| Low-price competition                  | [Your plan]           |

## 11. Financial Plan

### Estimated startup costs

| Startup cost                        | Typical low | Typical high | Our estimate |
|-------------------------------------|-------------|--------------|--------------|
| Pressure washer and surface cleaner | \$3,000     | \$15,000     | [\$]         |
| Trailer, tank and hoses             | \$2,000     | \$10,000     | [\$]         |
| Truck (if needed)                   | \$0         | \$30,000     | [\$]         |
| Chemicals and supplies              | \$500       | \$2,000      | [\$]         |
| Insurance and license               | \$1,000     | \$3,000      | [\$]         |
| Marketing                           | \$1,000     | \$4,000      | [\$]         |
| Working capital reserve             | \$2,000     | \$6,000      | [\$]         |
| Total                               | \$9,500     | \$70,000     | [\$]         |

### Three-year projection (illustrative)

|                       | Year 1    | Year 2    | Year 3    |
|-----------------------|-----------|-----------|-----------|
| Revenue               | \$110,000 | \$138,000 | \$158,000 |
| Cost of sales         | \$33,000  | \$41,400  | \$47,400  |
| Gross profit          | \$77,000  | \$96,600  | \$110,600 |
| Operating expenses    | \$73,150  | \$80,465  | \$86,902  |
| Net income before tax | \$3,850   | \$16,135  | \$23,698  |

Example assumptions: 70% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at [BusinessPlanDownload.net](http://BusinessPlanDownload.net) builds this table from your assumptions.

## 12. Funding Request

We are requesting \$40,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

| Use of funds                        | Amount |
|-------------------------------------|--------|
| Pressure washer and surface cleaner | [\$]   |
| Trailer, tank and hoses             | [\$]   |
| Truck (if needed)                   | [\$]   |
| Chemicals and supplies              | [\$]   |
| Insurance and license               | [\$]   |
| Marketing                           | [\$]   |
| Working capital reserve             | [\$]   |

## Appendix

### Writing tips for a pressure washing plan:

- Show prices for common jobs.
- Explain safety and soft-wash methods.
- Plan winter revenue.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.