

FIRST \$5K CHECKLIST

25 STEPS TO START YOUR MOBILE DETAILING BUSINESS

- ☐  **1 CHOOSE YOUR BUSINESS MODEL —**
Decide whether you will operate solo, hire technicians, or build toward multiple mobile units.
- ☐  **2 PICK YOUR SERVICE AREA —**
Define your primary cities, neighborhoods, and maximum travel radius.
- ☐  **3 CHOOSE YOUR BUSINESS NAME —**
Pick a name that is memorable, professional, easy to spell, and available for registration.
- ☐  **4 REGISTER YOUR BUSINESS —**
Form your LLC or other business entity and obtain the necessary state/local registrations.
- ☐  **5 GET AN EIN —**
Obtain an Employer Identification Number from the IRS.
- ☐  **6 OPEN A BUSINESS BANK ACCOUNT —**
Keep business revenue and expenses completely separate from personal finances.
- ☐  **7 GET BUSINESS INSURANCE —**
Obtain appropriate general liability, commercial auto, and other coverage required for your operation.
- ☐  **8 ESTABLISH YOUR PRICING —**
Build profitable packages based on vehicle size, service time, labor, chemical costs, travel, and overhead.
www.dekker.biz/price
- ☐  **9 CREATE YOUR SERVICE MENU —**
Decide exactly what is included in each package and clearly define what is not included. www.dekker.biz/offers
- ☐  **10 CREATE AN UPCHARGE MENU —**
Establish prices for pet hair, stains, excessive dirt, shampooing, odor removal, headlight restoration, third-row seats, etc.
www.dekker.biz/setup
- ☐  **11 BUY YOUR VEHICLE —**
Choose a reliable vehicle capable of carrying your equipment while remaining economical to operate. I recommend using a personal vehicle if just getting started. My personal Ram Pick Up truck is still a part of my fleet to this day!
- ☐  **12 BUILD YOUR MOBILE DETAILING SETUP —**
Purchase your water tank, pressure washer, generator, vacuum, compressor, hoses, reels, lighting, and other essential equipment. www.dekker.biz/setup

- ☐  **13 BUY YOUR CHEMICALS & TOWELS —**
Establish a standardized inventory of chemicals, microfiber towels, brushes, applicators, and consumables.
www.dekker.biz/setup
- ☐  **14 BUILD YOUR TRUCK ORGANIZATION SYSTEM —**
Give every piece of equipment a designated location so technicians can work quickly and restock easily. www.dekker.biz/organize
- ☐  **15 CREATE YOUR DETAILING SOPs —**
Document exactly how every service should be performed, including setup, wash process, interior, exterior, quality control, and teardown.
www.dekker.biz/SOP
- ☐  **16 SET YOUR QUALITY STANDARDS —**
Define what a completed vehicle must look like before it can be delivered to the customer.
- ☐  **17 SET UP PAYMENT PROCESSING —**
Make it easy for customers to pay by card, cash, digital wallet, or other preferred methods.
- ☐  **18 BUILD YOUR BOOKING SYSTEM —**
Create a simple process for customers to request quotes, select services, schedule appointments, receive reminders, and pay.
- ☐  **19 ESTABLISH YOUR SALES PROCESS —**
Create scripts and procedures for answering leads, quoting jobs, handling price concerns, upselling, and closing appointments.
www.dekker.biz/offers
- ☐  **20 SET UP YOUR ONLINE PRESENCE —**
Create your Google Business Profile, website, social media accounts, and professional business contact information.
www.dekker.biz/media
- ☐  **21 CREATE YOUR MARKETING SYSTEM —**
Choose your primary lead sources: door-to-door, flyers, referrals, Google, social media, partnerships, paid advertising, or outbound sales.
- ☐  **22 GET YOUR FIRST 10 CUSTOMERS —**
Focus heavily on generating initial customers, collecting before/after photos, and building reviews.
- ☐  **23 BUILD A REVIEW/REFERRAL SYSTEM —**
Ask every satisfied customer for a Google review and create an incentive or process for generating referrals. www.dekker.biz/review
- ☐  **24 TRACK YOUR NUMBERS —**
Monitor revenue, average ticket, leads, close rate, labor hours, chemical costs, fuel, customer acquisition cost, reviews, rebooking rate, and profit.
www.dekker.biz/100
- ☐  **25 CREATE A GROWTH PLAN —**
Decide what must happen before hiring your first technician, adding another vehicle, expanding your service area, or opening another location.



FOCUS. EXECUTE. IMPROVE DAILY. \$5K IS JUST THE BEGINNING.