

COMPLETE 117-PAGE DEMO

Contained Commercial Bin + Pad Cleaning

A compliance-first launch blueprint for South Austin restaurants and small property portfolios.

UGLYPROFITABLE

Fictional client: Alex R. | Real Austin market, compliance and prospect evidence | July 14, 2026

READ FIRST

How to use this blueprint

This is an execution document, not a prediction.

READ THE DECISION

Pages 3-7 explain the go/no-go recommendation and the constraints that shaped it.

CLEAR COMPLIANCE FIRST

Pages 53-65 are a gate, not fine print. Confirm wastewater, disposal, tax, insurance and site authority before accepting work.

SELL BEFORE BUYING

Pages 80-96 provide the prospect list, site-assessment flow, scripts and pilot offer needed to generate evidence before full equipment spend.

REPLACE THE MODEL

Every financial table is a model. Replace assumptions with vendor quotes, actual pilot times, disposal receipts and signed customer scopes.

01 / DECISION

Executive decision

Proceed only through a compliance-first paid pilot. Do not buy the full rig yet.

\$2,500

PILOT SPEND CAP

Before 3 paid pilots

\$9,850

MODELED FULL SETUP

Midpoint configuration

\$179

CORE MONTHLY PRICE

Test hypothesis

10

BREAK-EVEN STOPS

Modeled contribution

20

DAY-90 TARGET

Recurring accounts

48 hrs

QUOTE FOLLOW-UP

Service standard

WHY THIS MODEL

South Austin offers a transparent list of food-service prospects, the buyer is reachable, recurring routes are possible, and Alex's B2B experience matters more than social-media reach.

WHAT COULD KILL IT

No authorized wastewater disposal route, poor route density, unsafe chemical/heat practices, inability to obtain insurance, or customers who will only buy one-time cleans below the contribution threshold.

DECISION RULE

Continue only if three paid pilots produce at least \$125 contribution each and two customers agree to a recurring proposal.

REPORT MAP

Contents: strategy through compliance

The report is intentionally long because it includes operating assets, not filler.

Pages	Section	Output
6-14	Model and local market	Territory and demand thesis
15-26	Customers and competition	ICP, objections and position
27-39	Offer architecture	Scope, pricing and proposals
40-52	Equipment and setup	Rig, purchasing gates and workflow
53-65	Compliance and safety	Questions and stop-work rules

REPORT MAP

Contents: economics through launch

Use the templates directly, but adapt all legal, tax, safety and contract language with qualified local advice.

Pages	Section	Output
66-79	Unit economics	Break-even, capacity and cash plan
80-96	Sales engine	20-customer plan and scripts
97-106	Operations	SOPs, QA, routing and KPIs
107-113	30/60/90 plan	Weekly milestones and stop rules
114-117	Sources and handoff	Verification trail and next action

01 / DECISION

Business model in one page

A route-based exterior sanitation service for commercial waste areas.

CUSTOMER

Independent restaurants, small retail centers, food halls and property managers within a deliberately tight South Austin territory.

JOB

Pre-clean solids, contain the work zone, protect drains, apply approved chemistry, agitate, wash with hot water, recover wastewater and deliver a photo report.

REVENUE

One-time proof cleans convert into monthly or twice-monthly routes. Portfolio pricing rewards route density; add-ons remain bounded to adjacent exterior surfaces.

DIFFERENCE

Documented wastewater handling, clear exclusions, reliable after-hours access and photo evidence. The company does not compete as a generic cheap pressure washer.

CRITICAL DEPENDENCY

A verified, lawful wastewater collection and disposal path for every job and operating setup.

01 / DECISION

Client constraints

The launch must fit Alex, not an imaginary full-time crew.

CASH

\$12,000 available. Pilot stage capped at \$2,500. No debt assumption.

TIME

18 hours weekly, weekday evenings and Saturday. No emergency response promise.

ASSETS

Paid-off pickup, one-car garage, smartphone, basic tools, B2B sales experience.

LIMITS

Solo at launch, limited heavy lifting, no trade license, no existing wastewater authorization.

TARGET

A credible route toward \$6,000 monthly owner income after the model is proven, without promising that outcome.

01 / DECISION

The decision hierarchy

The order matters. Revenue is evaluated last, not first.

1. LEGAL AND ENVIRONMENTAL

Can the exact wash water be collected, transported and disposed of through an authorized path?

2. SAFETY

Can one operator manage pressure, chemicals, slips, heat, traffic and lifting using written controls?

3. BUYER ACCESS

Can Alex reach and diagnose an authorized decision maker without paying for leads?

4. UNIT CONTRIBUTION

Does the paid pilot leave at least \$125 after variable cost and allocated travel?

5. REPEATABILITY

Can monthly clients be grouped into dense route windows with documented quality?

Austin demand frame

Austin's 2025 population estimate exceeded one million, with 456,113 households and \$7.26 billion in 2022 accommodation and food-service sales.

INTERPRETATION

The city is large enough for specialization. The food-service sales figure supports a broad operator base but does not show sanitation spend.

USE

Treat official data as a territory filter. Direct interviews and paid pilots determine actual willingness to pay.

OPERATOR WORKPAD - COMPLETE WITH LIVE EVIDENCE

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STOP CONDITION

State the result that would make you pause, reprice or reject this part of the plan.

02 / MARKET

The public facility universe

The Austin inspection dataset returned 6,518 distinct facility IDs and 20,964 inspection rows when queried during preparation.

CAUTION

The dataset spans inspections and can include entities outside the chosen territory or records later labeled out of business.

USE

It provides names, addresses, ZIP codes and recent inspection activity for transparent prospect research.

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02 / MARKET

South Austin target market

Six ZIP codes produced 108 establishments after removing records whose name began with OOB.

WHY THESE ZIPS

They create a workable proof territory around South Lamar, Ben White, William Cannon, Slaughter, Riverside and nearby corridors.

WHAT THIS IS NOT

It is not a complete live directory and it does not prove each establishment controls or needs pad cleaning.

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02 / MARKET

Corridor sequencing

Start with 78704 and 78749 for visible density, then add 78745 and 78744 only after route timing is known.

FIELD RULE

No more than two ZIP clusters during the first fourteen days.

ROUTE RULE

Reject or premium-price isolated stops that require more than 20 minutes of unproductive travel.

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Restaurant pain thesis

Odor, grease, insects, tenant complaints, appearance and inspection anxiety can create demand, but the person feeling the pain may not own the pad.

INTERVIEW

Ask who is responsible today, what is excluded, and what event makes the area urgent.

AUTHORITY

Confirm landlord, property-manager and disposal permissions before quoting.

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Recurring-revenue thesis

Monthly service is plausible because contamination returns; cadence must be earned from site conditions and customer tolerance.

BASE HYPOTHESIS

Monthly route care at \$179 for an approved small scope.

EXPANSION

Twice-monthly service only for high-volume sites after measured time, water and disposal cost.

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02 / MARKET

Market questions still open

The report intentionally leaves unknowns that only buyers and authorities can answer.

DEMAND

How many sites have an incumbent? What is the current cadence and price?

OPERATIONS

What disposal paths are available and what does each cost?

SALES

Will independent locations approve pilots, or does property ownership slow decisions?

ECONOMICS

Can route stops remain under 1.4 field hours and \$30 variable cost?

02

Customers + competition

Choose a narrow buyer, understand who already serves them,
and build a position that can survive comparison.



03 / CUSTOMER

Primary ICP

Independent restaurant with one decision maker, visible exterior waste area, after-hours access and authority to approve a fixed pilot.

POSITIVE SIGNALS

Owner-operated, complaints exist, pad is not under a corporate national contract, and staff can identify disposal infrastructure.

DISQUALIFIERS

Unknown property authority, no lawful disposal path, hazardous material, active pest emergency or demand for same-day unscoped work.

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03 / CUSTOMER

Secondary ICP

Small property manager responsible for two to ten nearby retail or food-service sites.

VALUE

One walkthrough, standardized photos, one service calendar and consolidated invoices.

RISK

Procurement and insurance requirements may delay the first sale; pursue after independent pilots.

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03 / CUSTOMER

Jobs to be done

The customer is not buying pressure. The customer is buying a controlled result.

FUNCTIONAL

Remove recoverable grime, improve the service area and reduce odor sources.

OPERATIONAL

Show up after close, protect drains, work without blocking deliveries and document completion.

EMOTIONAL

Give the manager confidence that the ugly area will not become tomorrow's complaint.

03 / CUSTOMER

Buying committee

A restaurant GM may feel the pain while a landlord, facilities lead or waste vendor controls the decision.

MAP

User: kitchen/closing staff. Champion: GM. Approver: owner or property manager. Blocker: landlord or compliance contact.

QUESTION

Who can authorize work on the pad and approve the wastewater disposal method?

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03 / CUSTOMER

Trigger library

Prospecting works better when the trigger is specific and observable.

VISIBLE

Staining, loose debris, odor near customer path, uncontained leakage, faded cleaning documentation.

OPERATIONAL

New manager, waste-vendor change, complaint, inspection follow-up, tenant turnover or seasonal deep-clean.

NEVER INFER

Do not imply a health-code violation or use inspection scores as a scare tactic.

03 / CUSTOMER

Direct specialist competitors

Bleu Bison, Activate Pressure Washing and Spick and Span explicitly publish dumpster or commercial bin/pad cleaning offers.

IMPLICATION

The category is not empty. A new operator must sell documentation, scheduling and route reliability.

RESEARCH ACTION

Mystery-shop only through transparent public information; do not misrepresent identity.

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03 / CUSTOMER

Commercial generalists

Live Oak, K&M and other exterior-cleaning companies bundle pads with drive-thrus, loading docks, sidewalks and building washing.

IMPLICATION

Customers may prefer one vendor for multiple exterior surfaces.

RESPONSE

Start narrow, then add adjacent surfaces only after the core workflow and insurance scope are clear.

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03 / CUSTOMER

Substitutes

Janitorial teams, staff hose-downs, waste haulers and property-maintenance vendors may perform partial versions of the job.

WEAKNESS

The work may lack containment, hot water, photo evidence or consistent schedule.

ADVANTAGE

The substitute may already be trusted and cheaper. Do not assume the customer wants change.

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Competitive scorecard

Compare facts instead of review stars.

FIELDS
Service scope, hot water, containment, recovery, disposal description, after-hours access, photo report, recurrence, insurance and response time.

OUTCOME
Find one promise the market does not consistently make and that Alex can actually deliver.

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03 / CUSTOMER

Positioning statement

For South Austin restaurant and small-property operators who need a controlled exterior waste-area reset, the service provides documented, contained cleaning on a predictable route.

PROMISE

Clean scope, contained wash, photo proof, one report.

DO NOT PROMISE

Pest elimination, permanent stain removal, inspection compliance, odor elimination or environmental certification.

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03 / CUSTOMER

Objection map

The first objection is information, not rejection.

WE ALREADY HAVE SOMEONE

Ask what is included, how completion is documented and when the contract renews.

TOO EXPENSIVE

Return to scope and frequency; offer a fixed pilot, not a permanent discount.

LANDLORD HANDLES IT

Ask for the property contact and permission to send a one-page site note.

CAN YOU JUST WASH IT DOWN?

Explain that wastewater handling determines whether the job can be accepted.

03

Offer architecture

Turn a messy job into a clear scope, a bounded promise and a price that protects the route.



04 / OFFER

The core service

A contained clean of the approved pad area and up to two commercial bins, completed after close with a photo report.

INCLUDED

Dry debris pre-clean, drain protection, containment, approved chemistry, agitation, hot-water wash, recovery and photos.

EXCLUDED

Hauling, grease-trap pumping, hood cleaning, hazardous waste, drain repair, pest treatment and unapproved disposal.

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04 / OFFER

Proof clean

\$249 one-time hypothesis for a defined small pad and up to two bins.

PURPOSE

Generate real time, water, chemical and acceptance data.

CONVERSION

Present the recurring option during the completion walkthrough, not in a surprise follow-up.

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04 / OFFER

Route Care

\$179 monthly hypothesis for the same approved scope on a dense route.

INCLUDED

Scheduled visit, standard soil load, photo report and one manager notification.

GUARDRAIL

Requote when contamination, access, water source, disposal path or scope changes.

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04 / OFFER

Food Service Plus

\$329 monthly hypothesis for two visits, pad, bins and a bounded entry-area spot clean.

USE

High-volume independent restaurants where monthly cadence is visibly insufficient.

GUARDRAIL

Keep sidewalks and drive-thrus separately measured to avoid silent scope creep.

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04 / OFFER

Portfolio day

\$225 per site for three or more approved sites scheduled on one route day.

VALUE

One condition report, service calendar and invoice.

GATE

Price applies only when access, scope and disposal requirements are standardized.

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Site-assessment form

Quote from observed conditions, not a square-foot guess alone.

CAPTURE
Pad dimensions, bins, soil type, grease, slope, drains, water, power, access, operating hours and disposal authorization.

PHOTOS
Wide context, each drain, contamination close-up, access path and proposed containment line.

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04 / OFFER

Scope language

The service agreement should describe the result and the process boundary.

EXAMPLE

Clean the marked concrete pad and exterior surfaces of two bins using contained hot-water pressure washing; recover wash water for disposal through the approved route.

ACCEPTANCE

Customer reviews completion photos and reports issues within 24 hours.

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Exclusions language

Clear exclusions prevent a \$179 route stop from becoming a remediation project.

STATE

Permanent staining, surface defects, paint, asphalt damage, embedded grease, hazardous material, pest activity and inaccessible areas are excluded.

CHANGE ORDER

Unexpected material triggers stop-work, photos and written approval before additional service.

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04 / OFFER

Price architecture

Minimum charge first, route density second, complexity third.

FLOOR

No accepted job below the contribution target after travel and disposal.

MULTIPLIERS

Large area, more bins, heavy buildup, access delay, remote disposal and nonstandard hours are separately priced.

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04 / OFFER

Discount policy

Discount only in exchange for economic value.

ALLOWED

Dense multi-site route, prepaid term, standardized access or customer-supplied approved water.

NOT ALLOWED

Discount for vague future referrals, permanent urgency or a scope that cannot be measured.

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Proposal anatomy

A good proposal is short enough to approve and specific enough to operate.

PAGE ONE

Problem, approved area, method, price and schedule.

PAGE TWO

Exclusions, wastewater route, customer responsibilities, insurance and acceptance.

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04 / OFFER

Warranty and rework

Promise process adherence, not impossible stain removal.

REWORK

If the documented scope was missed, return once within a stated window.

NO GUARANTEE

Do not guarantee permanent odor removal, pest outcomes or restoration of damaged concrete.

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04

Equipment + setup

Build the smallest compliant system that can prove the job. Upgrade only when route evidence earns it.



05 / EQUIPMENT

The target loadout

A compact trailer can organize washing, containment and recovery, but the final configuration must match the approved disposal plan.



AI-generated editorial visualization. Vendor specs and prices are sourced separately; this is not an engineering diagram

WASH

Commercial hot-water pressure washer, reels, surface cleaner and controlled chemical application.

CONTAIN

Berms, drain covers, absorbents and dry pre-clean tools.

RECOVER

Wet vacuum, recovery tank, hoses and labeled transport containers.

05 / EQUIPMENT

Pilot-stage kit

Rent the expensive machine; own the safety and containment essentials.

BUY

PPE, cones, absorbents, drain covers, berm, sprayers, test tools and job documentation supplies.

RENT

Hot-water washer, recovery vacuum and trailer when practical.

GATE

Two paid pilots booked and disposal workflow confirmed before rental commitment.

05 / EQUIPMENT

Hot-water washer

Current retail evidence shows the difference between a professional skid and a trailer package.

REFERENCE

Northern Tool listed a 4 GPM / 4,000 PSI hot-water skid at \$5,799.99 and a 200-gallon trailer package at \$9,999.99 when checked.

DECISION

A compact skid preserves budget but requires tank, trailer and recovery integration.

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05 / EQUIPMENT

Cold-water fallback

Home Depot listed commercial 4 GPM cold-water units around \$949-\$1,499 during research.

USE

Equipment comparison and low-soil pilots only after the cleaning method is validated.

LIMIT

Grease work may need heat; do not sell a result the machine cannot reliably produce.

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05 / EQUIPMENT

Water supply

At 4 GPM, a 45-minute trigger-time ceiling uses up to 180 gallons before losses and cleanup.

MODEL

Actual trigger time is lower than total service time. Measure it during pilots.

CUSTOMER SOURCE

Use only when pressure, backflow requirements and authorization are confirmed.

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05 / EQUIPMENT

Recovery capacity

Recovery equipment must handle the actual flow, solids and lift conditions.

TEST

Measure collected gallons against estimated usage and inspect for uncontrolled escape.

STOP

Do not proceed when containment cannot hold the working volume or vacuum recovery is unreliable.

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05 / EQUIPMENT

Containment kit

Use multiple controls rather than relying on one drain cover.

SEQUENCE

Dry pre-clean, berm down-gradient, plug or cover inlets, work in small sections, vacuum continuously, keep spill response ready.

VERIFY

Site slope and cracks can bypass a visually correct setup.

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05 / EQUIPMENT

Chemical system

Choose products from the contaminant, substrate and disposal route - never from social-media recipes.

CONTROLS

SDS, labeled containers, dilution method, compatibility test, eyewash plan and locked transport.

BOUNDARY

No mixing chemicals unless the manufacturer explicitly allows it.

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05 / EQUIPMENT

PPE and traffic

The minimum kit follows the actual hazard assessment.

TYPICAL

Eye protection, chemical-resistant gloves, waterproof slip-resistant boots, hearing protection and suitable clothing.

SITE

Cones, lighting and a spotter or closure plan where vehicles can enter the work zone.

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05 / EQUIPMENT

Trailer layout

Weight, tie-downs, ventilation and hose paths are operational design decisions.

HEAVY LOW

Water and equipment weight remain low and within trailer/vehicle ratings.

CLEAN/DIRTY

Separate PPE, chemicals, recovered liquid and customer-facing supplies.

PROFESSIONAL REVIEW

Use qualified advice for vehicle, trailer, electrical, fuel and tank installation.

05 / EQUIPMENT

Maintenance schedule

Downtime destroys route trust.

EVERY JOB

Inspect hoses, couplers, lance, vacuum, berm, drain covers and spill kit.

WEEKLY

Flush systems, test recovery, clean filters and inspect tie-downs.

MONTHLY

Review engine/pump service intervals, burner condition and trailer components.

05 / EQUIPMENT

Purchasing gates

Every major item needs a customer-backed trigger.

WASHER

Three recurring clients and documented hot-water need.

TRAILER

Route demand exceeds rental economics and storage is approved.

LARGER TANK

Measured water demand and vehicle payload support it.

SECOND MACHINE

Lost revenue from downtime exceeds redundancy cost.

05

Compliance + safety

No wash begins until the site, wastewater path, tax treatment, insurance and work controls are understood.



06 / COMPLIANCE

Austin wastewater gate

Austin Water says polluted or chemical wash water may not enter the storm sewer untreated.

BEFORE OPERATIONS

Contact Utility Compliance Services using the current number on the official page and describe the proposed process.

RECORD

Date, contact, questions, answers, permit/application requirements and approved disposal options.

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06 / COMPLIANCE

Sanitary-sewer conditions

Austin states that discharge to the sanitary sewer is allowed only under certain conditions.

OFFICIAL SUMMARY

Collected wash water must be transported to an authorized private fixed-site facility connected to the sanitary sewer; industrial discharges require authorization and appropriate pretreatment may be required.

DO NOT ASSUME

A customer toilet, cleanout, manhole or interceptor is not automatically an approved disposal point.

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06 / COMPLIANCE

Storm-drain protection

Austin's runoff guide recommends berms, drain protection, pumps or vacuums, collection and proper disposal.

FIELD SEQUENCE

Identify drains before unload. Dry clean. Install controls down-gradient. Test containment with clean water if appropriate. Work in small sections.

STOP

Any uncontrolled flow toward a drain or waterway ends the wash.

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06 / COMPLIANCE

Transport and disposal log

Every load needs traceability.

CAPTURE

Job, date, estimated gallons, contaminants, chemistry, container ID, transporter, receiving facility and receipt/reference.

RETENTION

Keep records with job photos and customer authorization according to legal and insurer advice.

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06 / COMPLIANCE

TCEQ questions

State authorization may apply to wastewater discharges beyond the city-specific rules.

ASK

Does the activity or disposal route require a TCEQ permit or other state authorization?

BOUNDARY

This report identifies the question; it does not interpret a permit for the operator.

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06 / COMPLIANCE

Sales tax

Texas identifies pressure washing of buildings, sidewalks and parking lots as taxable cleaning, and cleaning services generally require sales-tax collection.

ACTION

Apply for the appropriate Texas Sales and Use Tax Permit and confirm local-rate invoicing with the Comptroller or a tax professional.

SYSTEM

Separate taxable service, tips, discounts and reimbursements correctly in the invoice platform.

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06 / COMPLIANCE

Entity and registrations

Texas Form 205 lists a \$300 LLC filing fee; entity choice should be reviewed with qualified advisers.

SEQUENCE

Name search, entity/assumed-name decision, EIN, sales-tax permit, bank account and accounting setup.

HOME BASE

Review Austin home-business rules, lease/HOA restrictions, chemical storage, trailer parking and noise.

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06 / COMPLIANCE

Insurance questions

Get written confirmation for the actual work, equipment and wastewater exposure.

ASK BROKER

General liability, pollution/environmental exclusions, commercial auto, trailer/equipment, inland marine, workers' comp status and subcontractors.

CERTIFICATE

Know which customers require additional insured or waiver language before quoting.

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06 / COMPLIANCE

Pressure-washer safety

CDC warns that pressure spray can cause serious wounds and gasoline engines can create carbon-monoxide hazards.

CONTROLS

Never point at people, isolate the work zone, inspect hoses, release stored pressure and keep engines outdoors away from openings.

RESPONSE

Treat injection injuries as urgent even when the wound looks minor.

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06 / COMPLIANCE

Heat plan

Austin field work adds heat risk, especially with impermeable PPE.

OSHA GUIDANCE

Provide cool water, rest and shade; increase breaks as heat stress rises and protect new workers through acclimatization.

OPERATIONAL

Schedule dawn/evening, monitor conditions and cancel when controls are insufficient.

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06 / COMPLIANCE

Chemical and slip controls

Grease, detergent and wet concrete combine exposure and fall hazards.

BEFORE

Read SDS, verify compatibility, block access, dry remove solids and place absorbents.

DURING

Controlled application, no aerosolizing toward people or air intakes, continuous recovery and frequent footing checks.

AFTER

Rinse only within the approved process, remove residue, confirm surface traction and document.

06 / COMPLIANCE

Compliance call sheet

Use this exact agenda with Austin Water and insurers.

PROCESS

Mobile hot-water pressure washing of restaurant bin/pad areas using berms and vacuum recovery.

WASTE

Expected grease, food residue, detergent and suspended solids; estimated gallons per job.

ROUTE

Collection containers, transport vehicle, proposed receiving facility and records.

QUESTIONS

Permits, pretreatment, sampling, hauling, receiving restrictions, spill response and record retention.

06

Unit economics

Price from the full route: labor, travel, setup, chemistry, recovery, disposal, overhead and rework risk.

07 / ECONOMICS

Base unit model

\$179 monthly stop, \$30 variable cost and 1.4 field hours.

CONTRIBUTION

\$149 before monthly fixed overhead and owner compensation.

WHAT IS MISSING

Sales time, quoting, admin, tax, debt, equipment replacement and income tax are not variable cost here.

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07 / ECONOMICS

One-time pilot model

\$249 pilot with \$49 variable cost and 2.1 total field hours.

CONTRIBUTION

\$200 before overhead.

PURPOSE

The higher price pays for setup uncertainty, documentation and nonrecurring travel.

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07 / ECONOMICS

Monthly fixed overhead

\$1,405 working model.

COMPONENTS

Insurance \$720, marketing \$250, software/phone \$165, maintenance reserve \$170, admin/misc \$100.

REPLACE

Use actual broker, software and maintenance quotes before launch.

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07 / ECONOMICS

Break-even

At \$149 contribution per standard stop, 10 recurring stops cover the \$1,405 fixed-overhead model.

NOT OWNER BREAK-EVEN

This does not pay Alex, replace equipment, fund tax or cover debt.

USE

It shows the minimum route needed before owner income begins in the simplified model.

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07 / ECONOMICS

Capacity

Twenty monthly stops at 1.4 field hours require 28 field hours per month, before sales and admin.

SCHEDULE FIT

The route can fit an 18-hour weekly cap if stops are dense and after-hours access is reliable.

CONSTRAINT

Setup, disposal runs and reschedules can consume more capacity than washing.

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07 / ECONOMICS

Route density sensitivity

Travel changes the business faster than chemical cost.

DENSE

10 minutes average travel preserves contribution.

SPREAD

30 minutes adds 6.7 nonbillable hours across 20 stops.

RULE

Price or reject stops outside the working cluster.

07 / ECONOMICS

Price sensitivity

At 20 monthly stops, a \$20 price change moves revenue by \$400 before tax.

DOWNSIDE

\$159 average price reduces contribution to \$129 per stop.

UPSIDE

\$199 average price supports better reserves if the value and scope are clear.

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07 / ECONOMICS

Variable-cost sensitivity

Disposal and chemistry must be measured, not guessed.

BASE

\$30 per stop.

STRESS

\$55 per stop reduces contribution from \$149 to \$124 at the same price.

ACTION

Capture receipts and gallons from every pilot.

07 / ECONOMICS

Monthly scenario: 10 stops

\$1,790 revenue and \$1,490 contribution before fixed overhead.

AFTER FIXED
\$85 in the simplified model.

MEANING
Ten stops validate overhead coverage; they do not meet the owner-income target.

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07 / ECONOMICS

Monthly scenario: 20 stops

\$3,580 revenue and \$2,980 contribution before fixed overhead.

AFTER FIXED
\$1,575 in the simplified model.

MEANING
A credible early route, still far from \$6,000 owner income.

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Monthly scenario: 40 stops

\$7,160 revenue and \$5,960 contribution before fixed overhead.

AFTER FIXED
\$4,555 in the simplified model.

MEANING
Likely exceeds Alex's part-time constraint once service, sales, disposal and rework are included.

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07 / ECONOMICS

Income-target reality

\$6,000 monthly owner income probably requires higher average tickets, denser routes, add-ons, labor leverage or more capacity.

DO NOT FORCE

The business must first prove quality and repeatability at 10-20 stops.

DECISION

If the target requires unsafe speed or hidden scope, change the model rather than the math.

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Cash plan

Stage cash by evidence.

STAGE 1

Up to \$2,500 for compliance and pilots.

STAGE 2

Up to \$7,500 after three recurring conversions.

STAGE 3

Full setup only after route economics and storage/insurance are confirmed.

07

First 20 customers

Build the list from public records, qualify the property, talk to the decision maker and sell a paid pilot.



08 / SALES

The site-assessment sale

The first meeting is a diagnosis at the actual service area, not a pitch deck.



AI-generated editorial visualization of a permission-based site review. No represented business is real.

OBSERVE

Access, slope, drains, soil load, bins, deliveries and customer traffic.

ASK

Current process, complaints, authority, cadence, budget and acceptance.

COMMIT

One next step: approved scope, quote date, pilot slot or explicit no.

08 / SALES

The 20-customer strategy

Close twenty recurring accounts in four waves rather than blasting hundreds of generic messages.

WAVE 1

Five owner-operated restaurants in 78704/78749.

WAVE 2

Five same-block locations from the winning cluster.

WAVE 3

Five property-manager or portfolio introductions.

WAVE 4

Five referrals from vendors and current customers.

Lead scoring

Score authority, visible need, route fit, access and compliance feasibility before outreach.

A LEAD

Decision maker reachable, clear pain, dense route, approved access/disposal possible.

C LEAD

Corporate approval, unclear property ownership, isolated site or hazardous condition.

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08 / SALES

Research workflow

Use public data as a starting point, then verify live operation and contact preferences.

STEP 1

Select the ZIP cluster.

STEP 2

Confirm current business website and ownership.

STEP 3

Observe only from lawful public access.

STEP 4

Request permission for a service-area assessment.

Cold email

Subject: contained pad-cleaning pilot for [location].

BODY

Hi [name] - I am opening a tight South Austin route for documented bin-and-pad cleaning after close. The process includes drain protection, wastewater recovery and before/after photos. If you manage that area, may I send the one-page site checklist and pilot scope?

RULE

One specific reason, one permission question, no scare tactics.

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08 / SALES

Walk-in script

I am not here to interrupt service; I have one question about the exterior waste area.

ASK

Who decides whether that pad receives professional cleaning?

PERMISSION

May I leave a one-page scope or email it to the right person?

EXIT

Thank them and leave when the answer is no.

08 / SALES

Phone opener

I am calling about a contained after-close cleaning pilot for the bin and surrounding pad.

QUALIFY

Do you manage that area, or is it controlled by the property manager?

NEXT

If relevant, I can inspect it in ten minutes and send a fixed scope within 48 hours.

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Property-manager email

Three sites, one condition report, one route calendar.

BODY

I am building a contained South Austin bin-and-pad route for small commercial portfolios. I can walk three properties, map drains and access, and return a photo condition report before quoting. Which sites create the most complaints?

ASK

Request a portfolio walkthrough, not a blanket contract.

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Referral-partner script

Help the partner protect their customer relationship.

TARGET

Hood cleaners, grease haulers, janitorial companies, waste brokers and pest-control firms.

ASK

When a client asks about exterior pad cleaning, what do you do today? I can provide a documented contained scope and refer anything outside it back to you.

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Objection: incumbent

Do not attack the existing provider.

RESPONSE

That makes sense. What does the current scope include, and when do you review the service? I can send a comparison checklist and follow up then.

DATA

Record renewal date and missing scope, if offered.

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08 / SALES

Objection: price

Separate value mismatch from cash timing.

RESPONSE

The \$249 pilot covers the approved pad, up to two bins, drain protection, recovery and photo documentation. Which part is outside what you need?

BOUNDARY

Reduce scope, not the operating standard.

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08 / SALES

Follow-up sequence

Five touches over 21 days, then close the file.

DAY 0

Specific email.

DAY 3

One call or walk-in.

DAY 7

Send site checklist.

DAY 14

Share one before/after with process note.

DAY 21

Permission-based close-the-loop message.

Paid-pilot close

The close is a mutual test.

LANGUAGE

The pilot is \$249 for the marked scope. We will document setup, containment and result. If it meets the checklist, we can discuss a \$179 monthly route.

NO FREE CLEAN

A site assessment can be free; the field operation is paid.

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Referral ask

Ask after acceptance, not during the wash.

SCRIPT

Which nearby operator has the same issue and would value a contained, documented pilot? Would you be comfortable forwarding this one-page result?

ASSET

Provide a redacted completion card without customer-sensitive details.

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Sales dashboard

Track leading evidence every Friday.

COUNTS

Prospects researched, decision makers found, conversations, assessments, quotes, paid pilots, recurring proposals, wins and losses.

RATES

Conversation-to-assessment, quote-to-pilot, pilot-to-recurring and average days to close.

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08

Operations

A recurring route is a chain of small promises: arrive, contain, clean, recover, document and invoice.



09 / OPERATIONS

Pre-job workflow

Confirm site, weather, access, disposal route and scope before loading.

24 HOURS

Verify manager, service window, gate, water source, drains and waste pickup schedule.

LOAD

Use a checklist and record tank/container status.

CANCEL

Unsafe weather, unclear authority or disposal-path change.

09 / OPERATIONS

Arrival checklist

Do not unload into an unverified site.

WALK

Confirm no new drains, cracks, vehicles, leaks, pests or hazardous material.

PHOTOS

Context, pad, bins, drains and boundaries.

AUTHORIZATION

Text or signoff from the named customer contact.

09 / OPERATIONS

Dry pre-clean SOP

Remove solids before water turns them into a disposal problem.

STEPS

Cone area, collect loose debris, absorb free liquids, bag/handle material according to the approved process.

STOP

Unknown chemical, sharps, medical waste or hazardous material.

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STOP CONDITION

State the result that would make you pause, reprice or reject this part of the plan.

09 / OPERATIONS

Containment and wash SOP

Work from the clean boundary toward recovery in small sections.

SEQUENCE

Install controls, test vacuum, apply approved chemistry, agitate, hot-water wash and recover continuously.

MONITOR

Berm, drains, cracks, hose condition, footing and vehicle access.

OPERATOR WORKPAD - COMPLETE WITH LIVE EVIDENCE

EVIDENCE TO REPLACE THE MODEL

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OWNER / CONTACT

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09 / OPERATIONS

Recovery and disposal SOP

The job is incomplete until the recovered liquid reaches the authorized destination.

CLOSE

Measure/estimate volume, seal containers, inspect for leaks and clean equipment within the approved process.

LOG

Transport, receiving location and receipt/reference.

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09 / OPERATIONS

Quality checklist

The customer should be able to see what was done.

EVIDENCE

Before/after from matched angles, clean boundaries, bin count, drain protection and disposal log reference.

ACCEPTANCE

Manager receives report, exceptions and next-service recommendation.

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09 / OPERATIONS

Incident response

Stop, contain, protect people and notify appropriately.

EXAMPLES

Uncontrolled discharge, chemical exposure, pressure injury, vehicle intrusion, spill, property damage or heat illness.

RECORD

Time, location, people, photos, actions and notifications. Seek emergency help when required.

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09 / OPERATIONS

Route planning

Design routes around service windows and disposal, not just straight-line distance.

INPUTS

Closing time, waste pickup, deliveries, noise, water, disposal capacity and traffic.

RULE

Keep one recovery/disposal buffer after every two to four stops until actual capacity is known.

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Weekly KPI review

Use numbers to remove weak work.

SERVICE

On-time rate, rework, water gallons, disposal cost, field hours.

FINANCE

Average ticket, contribution per stop/hour, receivables.

SALES

Assessments, quotes, pilots, recurring conversions and lost reasons.

09

30 / 60 / 90

Prove the route in layers: permission, paid work, recurring density, then equipment and capacity.



10 / 30-60-90

Days 1-7: compliance and quotes

Call authorities, brokers, rental yards and disposal facilities.

DELIVERABLES

Decision log, disposal path, insurance quote, rental budget and pilot checklist.

STOP

No field work until critical questions are resolved.

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10 / 30-60-90

Days 8-14: market proof

Research 40 prospects, walk 15 sites and quote five pilots.

TARGET

Three paid pilots in two ZIP clusters.

EVIDENCE

Objections, buyer authority and actual site conditions.

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10 / 30-60-90

Days 15-30: complete pilots

Measure total time, trigger time, water, chemistry, disposal, travel and customer acceptance.

TARGET

At least \$125 contribution per pilot and two recurring proposals.

REVIEW

Rewrite scope and price from actual data.

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10 / 30-60-90

Days 31-60: productize

Convert at least five recurring accounts, standardize reports and run one fixed route day.

TARGET

90% on-time, no uncontrolled wastewater, no unresolved rework.

SPEND

Buy only equipment justified by rental and route data.

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10 / 30-60-90

Days 61-90: earn density

Reach ten to twenty recurring accounts only if route quality remains stable.

TARGET

10 accounts at day 60; 20 is a stretch target, not a promise.

DECISION

Hire or expand only when capacity and contribution support it.

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10 / 30-60-90

The stop / change rules

A good blueprint includes permission to stop.

STOP

No lawful disposal path, insurance exclusion, injury/incident trend or contribution below \$80 per field hour after correction.

CHANGE

Buyers want broader bundles, route spread is too wide, or monthly cadence is rejected.

CONTINUE

Three paid pilots, two recurring conversions, safe workflow and contribution target achieved.

SOURCE TRAIL

Official and public-data sources

Open links were checked during report preparation. Access dates and prices can change.

ID	Source	URL
S01	U.S. Census Bureau QuickFacts - Austin city	https://www.census.gov/quickfacts/geo/table/austincitytexas/COM100224
S02	City of Austin Food Establishment Inspection Scores	https://data.austintexas.gov/Health-and-Community-Services/Food-Establishment-Inspection-Scores/ecmv-9xxi
S03	Austin Water - Wastewater Disposal for Power Washers and Mobile Car Washes	https://www.austintexas.gov/water/wastewater-disposal-power-washers-mobile-car-washes
S04	Austin Watershed Protection - Pressure Washing runoff guide	https://www.austintexas.gov/sites/default/files/files/Watershed/Austin-Guides/AGT-Pressure-wash.pdf
S05	Texas Comptroller - Cleaning and Janitorial Services	https://comptroller.texas.gov/taxes/publications/94-111.php
S06	Texas Secretary of State Form 205 instructions	https://www.sos.state.tx.us/corp/instructions/205.shtml
S07	Austin Development Services - Small Business Permitting	https://www.austintexas.gov/development-services/small-business-permitting
S08	OSHA - Heat: Water, Rest, Shade	https://www.osha.gov/heat-exposure/water-rest-shade
S09	CDC - Pressure Washer Safety	https://www.cdc.gov/natural-disasters/safety/pressure-washer-safety.html
S10	TCEQ - Water Quality General Permits	https://www.tceq.texas.gov/permitting/wastewater/general/index.html
S11	Northern Tool - NorthStar hot-water commercial pressure washers	https://www.northerntool.com/categories/shop-all/gas-hot-water-pressure-washers?f=Brand%3ANorthStar
S12	Home Depot - Commercial pressure washer listings	https://www.homedepot.com/b/Outdoors-Outdoor-Power-Equipment-Pressure-Washers/Commercial/Hose/N-5yc1vZbxbeZ1z0mtgiZ1z13nwj

SOURCE TRAIL

Market, competitor and vendor sources

Open links were checked during report preparation. Access dates and prices can change.

ID	Source	URL
S13	Bleu Bison - Austin dumpster-pad cleaning service	https://www.bleubison.com/dumpster-pad-cleaning-for-restaurant-in-austin-tx
S14	Activate Pressure Washing - Austin dumpster-pad cleaning	https://activatepressurewashing.com/dumpster-pad-cleaning-austin-tx/
S15	Live Oak Exterior Cleaning - commercial pressure washing	https://www.liveoakservicesaustin.com/commercial-pressure-washing-austin
S16	K&M Steam Cleaning - Austin commercial pressure washing	https://kandmsteamcleaning.com/commercial-cleaning-services/commercial-pressure-washing/
S17	Spick and Span Trash Cans - commercial cleaning	https://www.spickandspantrashcans.com/commercial-page
S18	Austin Pavement Company - striping and sealcoating	https://www.austinpavementco.com/
S19	1-800-STRIPER Austin	https://1800striper.com/striper-of-austin/
S20	Flow Pool Care - Austin pool-filter cleaning	https://www.flowpoolcare.com/our-services/pool-filter-cleaning-services
S21	Austin Pool Techs - published filter-clean price	https://www.austinpoochtechs.com/pool-cleaning-services
S22	ML Services ATX - published filter-clean range	https://www.mlservicesatx1.com/pool-care
S23	Texas Comptroller - Sales Tax Permit Requirements	https://comptroller.texas.gov/help/sales-tax-registration/requirements.php?category=taxes
S24	EPA - Stormwater pollution-prevention BMP menu	https://www.epa.gov/npdes/national-menu-best-management-practices-bmps-stormwater-pollution-prevention-and-good

SOURCE TRAIL

Assumptions and limitations

This report is educational research, not professional advice or a guarantee.

FICTIONAL CLIENT

Alex R. is an invented profile. The constraints are plausible and used to demonstrate how recommendations change with real inputs.

REAL EVIDENCE

Austin public data, official regulatory guidance, named local providers and published vendor information were checked during preparation.

MODELED FIGURES

Prices, close rates, route time, costs, capacity and income are hypotheses. They must be replaced by quotes, pilot results and professional guidance.

NOT ADVICE

Verify legal, environmental, tax, accounting, insurance, licensing, safety, zoning and contract requirements with qualified authorities and professionals.

NO ENDORSEMENT

Named businesses and establishments are included for market analysis or public-data demonstration. UglyProfitable does not claim affiliation or need.

HANDOFF

The first action

Before buying a machine, make one compliance call and book one customer conversation.

1. CALL

Describe the exact proposed mobile pressure-washing, containment, transport and disposal setup to Austin Water Utility Compliance Services using the current official contact details.

2. DOCUMENT

Write the answer, permit/authorization requirements, receiving options and follow-up owner.

3. RESEARCH

Choose eight establishments in one ZIP cluster from the public-data list and verify current operation and decision-maker contact.

4. ASK

Request a ten-minute site assessment. Do not promise a result until the drains, authority, soil and disposal path are known.

5. BUY LAST

Release the pilot budget only when compliance, insurance, scope and paid customer dates are real.