# 1 Housecall Pro

# HOW TO START A PLUMBING BUSINESS



## Do you have the initial assets and paperwork required to start a business?

1. HOW MUCH MONEY DO YOU NEED TO START

- Certificate/Permits/State License Plumber's Business Insurance

  - Truck or Van Plumbing Equipment

**Business Registration** 

Do you know what your overhead costs are? Ongoing expenses like rent, internet, insurance, salaries, and utilities - they remain

fixed regardless of sales.

**A PLUMBING BUSINESS?** 

- Do you have financing options to start the business? Personal savings, Bank loan, credit card, grant, short-term loan.
- When do you think your business can reach a break-even point? When your sales are exactly covering all your expenses.
- What do your profit margins look like? The amount by which the revenue for your sales exceeds the cost.
- 2. CREATING A PLUMBING BUSINESS PLAN

**O** Your Executive Summary:

**Company Description:** 

**Products and Services:** 

## What problems does your business solve? Who are your customers? Market Analysis:

What is your business? Why will your business be successful?

- How is your industry performing? Are there any trends and themes? What do successful competitors do?
- Operations Plan: Who will run the business? What is your legal structure? Who's in charge of what in the organization?
- **Marketing and Sales:** How will you attract and retain customers? What are your sales channels? **Financial Projections:**

What plumbing services do you offer? How does it benefit your customers?

Do you have the funds to start your business? What is your forecasted income

- and profit? What are your overheads and variable costs? **Appendix:** Include supporting documents like certifications and licenses, permits, and
- O Have you looked into: The different grants available for your plumbing business? Go to grants.gov and filter ones appropriate to your business.

Go to <u>lackson Hewitt</u> to look at the full list of tax deductions and benefits.

### **Free Coaching opportunities** Sign up for MicroMentor or government organizations like SCORE mentor.

count.

legal documents.

O Joining Facebook Groups for contractors and plumbers Search plumbers and contractors under Facebook Groups and you can a few groups in your area.

Tax Deductions and Benefits for your business

- 3. PLUMBING BUSINESS LEGAL REQUIREMENTS O Do you want to open up your business or own a franchise?

Franchisees pay more in startup capital but leverage proprietary systems and

existing brand whereas creating your business will require you to start from

Have you registered your business/ contacted the franchisor?

Register a business. You can also have a registered agent help you.

#### Do you have the right certificate/permits/ state licenses to start? Visit this general guide from the SBA if you don't know where to start.

scratch - but the startup cost is significantly cheaper.

- O Have you signed up for plumbing business insurance? Don't risk it. If you're not sure where to find further information, try here. Have you opened a business checking account? View this <u>list of requirements</u> you need to consider before opening your ac-
- **ESTIMATING, ACCOUNTING (QUICKBOOKS)** O Do you have the right tools and software to help you schedule your work, social media profiles, payroll, online booking, etc? We recommend going back to our blog post on 'How to Start a Plumbing Busi-

Do you have an invoicing system and job management tool?

4. THE TECHNICAL STUFF: PLUMBING INVOICE,

## Explore Housecall Pro's online booking system. Do you have a credit card payment processing software? Accept card payment easily with **Housecall Pro's** software.

ness' and reviewing the table with professional online tools.

Invoice and Manage jobs with Housecall Pro's system.

O Have you signed up for online bookings?

O Do you have online bookkeeping software?

Keep your books organized with Quickbooks.

- 5. PLUMBING TOOLS AND EQUIPMENT • Are you looking to purchase wholesale or used models? Find wholesale or used models here.

Do you want to have uniforms for your brand?

Do you have the tools and equipment required?

Looking for new tools? You can get them online here.

Have you purchased a service truck or a van?

View the <u>different types of vans</u> you should consider for your business.

6. CHOOSE YOUR MARKET AND TARGET AUDIENCE

Have you reached out to builders, realtors, or high-end homeowners?

Order customized contractor uniforms.

- **O** What is your field of specialization? Are you targeting new construction, home warranties, or other key areas? Have you found potential partners to grow your business?
- 7. SETTING PLUMBING RATES O Do you have a plumbing services pricing list? Are you going with flat-rate pricing or hourly for-the-trade approach?

Do you know how to set your rates so you're profitable?

View this article if you're having trouble.

O Have you made a Plumbing Services List?

range for your customers?

Where to Find Leads:

online.

ments?

# 8. PLUMBING SERVICES LIST: OFFERINGS

Do you have a Plumbing Service Contract available?

Are you looking to explore long-term Plumbing Service Agree-

Read up on this article if you're looking to do plumbing service agreements.

Have a look at free plumbing terms and conditions templates available online.

Have you written up your Plumbing Terms and Conditions?

What services do you offer? Can you provide a fixed price or approximate price

If you haven't looked into plumbing service contracts yet, view these examples

9. PLUMBING MARKETING AND ADVERTISING

Put Business on Google Local Search Listing search

How will you differentiate yourself in your area? O How do you plan to differentiate yourself? Don't differentiate on price, customer service and quality - find a niche.

What does your marketing strategy look like?

ebooks, and video tutorials to build trust with consumers.

**Developing a Marketing Plan** 

**Assessed Your Current Situation?** 

**Identified your Optimal Channels?** 

**Set Your Monthly Spend?** 

towards marketing every month.

Do you have a website?

Do you have business cards?

Have you set up your blog?

Learn how a blog can boost your local SEO.

Build a free website here.

Have you:

customers.

Optimize your website for lead generation

Create lead magnet on website

their impact on your business. **Defined Your Ideal Customer?** Create a list of common characteristics among your most lucrative customers. **Established Your Marketing Goals?** 

Write out a list of marketing efforts you'd like to start, and how you can measure

Research the different marketing channels you can leverage to acquire your ideal

Based on your financial plan and projections, determine a budget you can commit

We recommend including valuable content like education blogs, informative

**Your Website** Do you have a logo?

Plumbing Logo Design Ideas for Your Plumbing Business

View these five plumbing business card examples.

List out what you'd like to achieve with your marketing efforts.

Are you following-up with marketing tools like email and postcard marketing? Simplify and automate these tasks with Housecall Pro's Automated Marketing feature.

Focus on building relationships with your customers

Owners Make. Are you paying your employees correctly? Search up PayScale to look at the market rate.

What type of benefits do you provide for your staff?

Ask around your local area to see what benefits employees receive.

O Do you need to hire someone onboard? Or can you automate

Only hire if it is a must! Avoid hiring mistakes: <u>5 Hiring Mistakes Field Service Business</u>

- What do your company's structure and culture look like? Is it a flat organization, or are there clear structures within the organization? Is it a flexible and friendly, or upbeat and fast-paced environment? Have you set up your payroll systems?
- Explore different payroll management systems like Paychex, Quickbooks, ADP, and Square Payroll to see which one you like the best.
- **Have You Joined Any: Industry Organizations:**
- **American Water Works Association** 
  - **Small Business Associations:** The US Small Business Administration (SBA)
  - **Unions:**

# Are you keeping track of employee activity well? Schedule and keep track of your employees' gigs with the Housecall Pro app.

**10. PLUMBING HIRE** 

tasks to online software?

- International Association of Plumbing & Mechanical Officials
  - **SCORE Entrepreneurs' Organization**
- Plumbing Manufacturers International
  - Plumbing-Heating-Cooling Contractors Association (PHCC) Find your local union.