

Sample Business Plan for a Successful Drywall Repair Business in the US

WallMaster Drywall Solutions, LLC (Texas LLC, founded March 1, 2024) is led by James R. Thompson (15-year construction veteran, Texas License #908723) and Maria Delgado (ex-PulteGroup project manager). We provide same-day drywall repair services to property managers and homeowners at \$420 average job value, targeting \$420,000 Year 1 revenue with 55.8% gross margin. Business plan dated May 15, 2024.

1. Executive Summary

38% of US homes are over 40 years old (Census 2023), creating \$320M annual drywall repair demand in Texas. Property managers lose \$1,200/unit during tenant turnover from unaddressed wall damage (BiggerPockets 2023 survey). WallMaster solves this with guaranteed 24-hour drywall repairs at \$75-\$2,500/job. We capture market share through digital booking (Jobber CRM) and volume pricing for property managers (10% discount at 10+ jobs).

Revenue model: 70% residential repairs (\$420 avg job), 30% commercial contracts (\$1,200 avg job). Year 1 gross margin 55.8% (\$234,400 gross profit on \$420,000 revenue). Break-even at 544 jobs/month. EBITDA positive by Month 14 with \$182,250 net profit. Customer acquisition cost \$18 (1,000 jobs / \$18,000 marketing spend).

Seeking \$125,000: \$75,000 founder equity, \$50,000 SBA 7(a) loan (7.25%, 10-year term). Funds deploy to \$38,000 equipment, \$8,500 marketing launch, and \$60,000 working capital. Enables 1,000 Year 1 jobs, \$980,000 Year 3 revenue, and 5x ROI by Year 5 via acquisition (comparable exits at 3.5x revenue).

2. Company Overview

WallMaster Drywall Solutions, LLC formed March 1, 2024 under Texas LLC structure for liability protection and pass-through taxation. Headquarters at 4200 Manchaca Road, Austin (shared trade space at \$300/month) targets Travis/Williamson/Hays/Bexar counties where 227,000 rental units drive recurring repair demand (Texas A&M Real Estate Center Q1 2024). Ownership: James R. Thompson 60% (proven \$2.1M revenue track record at prior drywall firm), Maria Delgado 30%, Robert Chen 10% (angel investor).

Date	Milestone	Status	Next Steps
Mar 1, 2024	Texas Contractor License #908723 secured	Complete	N/A
Mar 15, 2024	Jobber CRM + QuickBooks integration	Complete	Train technicians
Apr 1, 2024	First 3 property management contracts	Complete	Scale to 10 by Q3
May 15, 2024	SBA loan application submitted	In Progress	Close by June 30
Jun 1, 2024	100 jobs completed	Target	Achieve \$42,000 revenue
Dec 31, 2024	1,000 jobs completed	Target	Secure \$50k line of credit

3. Market Analysis

TAM: \$28.5B US drywall services (IBISWorld 2023). SAM: \$320M Texas residential/light commercial repair market (IBISWorld adjusted for 38% aging housing stock). SOM: \$4.8M Austin-San Antonio corridor (0.15% SAM capture). Year 1 SOM target: \$420,000 (1.5% of \$28M local market). Year 3 target: \$980,000 (3.5% capture via 10 property management contracts).

Primary customers: Property managers (50+ units, \$1,200/job budget), homeowners (35-65yo, \$300/job budget). 36.2% US rental rate drives 2.1 turnover events/unit/year (Census 2023). Real estate investors spend \$500/unit on pre-listing repairs (BiggerPockets survey).

Segment	Size (\$)	Growth Rate	Our Share Target	Rationale
Property Managers	182,000,000	7.2%	12%	10 contracts @ \$218k/yr each
Homeowners	98,000,000	4.1%	0.85%	700 jobs @ \$420 avg
Real Estate Investors	28,000,000	9.3%	1.1%	150 jobs @ \$399 package
Insurance Restoration	12,000,000	12.0%	0.5%	50 emergency jobs @ \$400 avg

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
US Market	\$28,500,000,000	N/A	N/A	IBISWorld 2023
Texas Market	N/A	\$320,000,000	N/A	IBISWorld x TX population share
Austin-SA Corridor	N/A	\$28,000,000	\$420,000 (Y1)	Local contractor surveys x 1.5% capture

4. Competitive Analysis

Direct competitors: Austin Drywall Pros (\$1.2M revenue, 3-5 day lead times), Texas Patch Masters (commercial focus, \$200+ minimums). Indirect: TaskRabbit handymen (\$65/hr, 32% job redo rate per Angi 2023). 80% of contractors report labor shortages (AGC 2023), limiting capacity.

Competitive advantages: 1) Specialization: 100% drywall focus vs. generalists (27% faster completion per time logs). 2) Digital workflow: 2-hour quote turnaround vs. industry 24-hour average. 3) Property manager pricing: \$378/job at 10+ units (10% discount) vs. \$420 standard. 4) 12-month warranty (industry standard: 90 days).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Austin Drywall Pros	\$1,200,000	\$450/job	Brand recognition	3-5 day response	24-hour guarantee
Texas Patch Masters	\$850,000	\$200 min	Commercial scale	Rejects small jobs	Accepts all job sizes
Mr. Handyman Austin	\$620,000	\$380/job	Franchise marketing	32% redo rate	12-month warranty
TaskRabbit Handymen	\$200 avg/job	\$65/hr	Low price	No drywall expertise	Certified technicians

Strengths	Weaknesses	Opportunities	Threats
Licensed technicians (2)	Limited vehicle capacity (1 van)	Texas storm damage claims +12% (Ill 2023)	Economic downturn reduces renovations
Jobber CRM integration	No dedicated workshop	SBA housing rehab set-asides	New competitors entering market
5% PMC referral agreements	Founder equity only \$75k	Aging housing stock (38% >40yrs)	Drywall supply shortages (2021-22)
12-month warranty	Brand new company	Rental market growth (7.2% SAM CAGR)	Workers' comp rate increases

5. Products & Services

Core service: Drywall repair with photo documentation and 12-month warranty. Process: 1) Digital booking via website/phone, 2) Technician dispatch within 2 hours, 3) Repair completed in 2.5 hours avg (1-4 hours), 4) Digital invoice with before/after photos. All materials sourced from Austin Lumber Company (net-30 terms).

Pricing based on \$420 market rate for standard hole repair (75% of jobs). Commercial jobs priced at 150% residential rate to cover complexity. Materials markup 30% (e.g., \$15 sheetrock sold at \$19.50). Property manager volume discounts reduce avg job to \$378.

Tier	Price	Features	Target Customer	% Revenue	Gross Margin
Standard Repair	\$420	1 hole, patch & paint	Homeowners	50%	58%
Commercial Contract	\$1,200	10+ units, bulk discount	Property Managers	35%	52%
Pre-Listing Package	\$399	5 holes, priority scheduling	Real Estate Agents	10%	63%
Emergency Storm	\$400	2-hour dispatch, 24/7	Insurance Contractors	5%	48%

Metric	Value	Calculation/Notes
Price per job	\$420	Weighted avg of 1,000 Y1 jobs
COGS per job	\$185.60	Labor \$110 + Materials \$75.60
Gross Profit per job	\$234.40	\$420 - \$185.60
Gross Margin %	55.8%	\$234.40 / \$420
CAC	\$18	\$18,000 marketing / 1,000 jobs
LTV	\$630	\$420 x 1.5 repeat rate (industry avg)
LTV:CAC	35.0	\$630 / \$18

Payback Period	0.3 months	$\$18 \text{ CAC} / (\$234.40 \text{ GP} \times 2.5 \text{ jobs/day})$
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6. Marketing & Sales

Primary channel: Google Local Service Ads (\$1,500/month) targeting "drywall repair Austin" (CPC \$2.40, 3.2% CTR, 4.1% conversion = 145 leads/month at \$58.60 CAC). Secondary: Property manager referrals (5% commission, \$0 CAC). Door-to-door canvassing discontinued after Q2 (ROI negative at \$120 CAC).

Sales cycle: 1) Lead -> 2) 2-hour technician dispatch -> 3) Quote via text/email -> 4) 78% close rate (industry avg 65%) -> 5) 82% same-day booking. Average cycle: 11 hours. 22% of jobs from referrals (Q1 data).

Retention: 12-month warranty, 10% loyalty discount, automated check-ins at 7/30/90 days. Target churn: 4.2% monthly (vs. industry 7%). Expansion revenue: 35% of customers order second job within 6 months (Angi 2023).

Channel	Monthly Budget	CAC	Leads/Mo	Conv. Rate	Customers/Mo	ROI
Google Ads	\$1,500	\$58.60	145	4.1%	6	300%
Property Manager Referrals	\$0	\$0	25	100%	25	N/A
Facebook Ads	\$500	\$82.30	35	2.9%	1	185%
Door-to-Door	\$0	\$120	10	3.0%	0.3	-40%

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Leads	Customers
1	1500	500	200	0	300	2500	180	7
2	1500	500	200	0	300	2500	180	7
3	1500	500	200	0	300	2500	180	7
4	1500	500	200	300	0	2500	210	10
5	1500	500	200	300	0	2500	210	10
6	1500	500	200	300	0	2500	210	10
7	1500	500	200	0	0	2200	180	15
8	1500	500	200	0	0	2200	180	15
9	1500	500	200	0	0	2200	180	15
10	1500	500	200	0	0	2200	180	20
11	1500	500	200	0	0	2200	180	20
12	1500	500	200	0	0	2200	180	20

7. Operations

Daily workflow: 7 AM technician dispatch via Jobber, 2.5 jobs/day/technician (1-4 hours/job), GPS-tracked van (Hertz lease), digital invoicing. Capacity: 1,250 jobs/year (2 technicians x 250 days x 2.5 jobs). Materials staged in van with 30-day buffer stock. Shared office space for admin (\$300/month).

Key suppliers: Austin Lumber Company (drywall, net-30 terms), Grainger (tools, 2% 10/net 30). Technology: Jobber (\$89/month) for scheduling, QuickBooks (\$30/month) for accounting, WordPress (\$200/year) for website.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Austin Lumber Co.	Drywall, compound	\$6,300	Net-30	Home Depot Pro Xtra
Grainger	Tools, safety gear	\$350	Net-30	Amazon Business
Hertz	2024 Ford Transit 250	\$650	24-month lease	Enterprise Commercial
Jobber	CRM, scheduling	\$89	Month-to-month	Housecall Pro

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Jobber	Field service management	\$89	3	ServiceTitan (\$200+)
QuickBooks Online	Accounting	\$30	2	Xero (\$25)
Google Voice	Business phone	\$20	2	RingCentral (\$25)
WordPress	Website hosting	\$17	1	Squarespace (\$23)

8. Management Team

Organizational structure: Founder/CEO (Thompson) oversees sales/strategy (\$85,000 salary), Operations Manager (Delgado) handles field execution (\$75,000 salary). Lead Technician (\$55,000), Apprentice (\$30,000). Compensation: Base salary + 5% revenue bonus at \$500k+ revenue. No equity grants.

Advisory board: Robert Chen (angel investor, 10% equity stake) provides SBA loan guidance. No cash compensation; equity only.

Month	Role	Salary	Priority	Source	Onboarding Time
1	Lead Technician	\$55,000	High	Indeed	2 weeks
2	Apprentice	\$30,000	High	Trade school	1 week
4	Virtual Assistant	\$15,000	Medium	Upwork	3 days
10	Second Technician	\$55,000	Low	Employee referral	2 weeks

9. Financial Plan

Key assumptions: 15 new customers/month Year 1 (78% close rate), \$420 avg revenue per job, 4.2% monthly churn, 18% COGS (materials), 26.2% labor cost. Fixed costs: \$10,629/month. Growth drivers: Property manager contracts (10 by Year 1 end), referral program (22% of jobs).

Revenue model: 70% job-based (\$420 avg), 30% commercial contracts (\$1,200 avg). Growth: 15 jobs/month Q1-Q2, 25 jobs/month Q3-Q4. Year 2: 35 jobs/month. COGS scales with jobs (materials 18%, labor 26.2%). Marketing fixed at \$2,200/month after Q3.

Cost structure: 44.2% variable costs (COGS), 55.8% fixed costs (OpEx). Scaling: Labor increases at 25 jobs/month, second van at 40 jobs/month. Year 2 OpEx grows 15% with second technician.

Funding: \$125,000 covers \$63,967 startup costs + \$60,000 working capital. 13-month runway. Milestones: \$420k revenue (Year 1), EBITDA positive Month 14, \$50k line of credit at \$300k revenue.

Item	Cost	Notes
Legal/Formation Filing	300	State fee
Licenses/Permits	1,200	TDLR #908723
Licenses/Permits	50	Texas Comptrol
Licenses/Permits	150	Austin
Equipment tools	12,000	Sanders taping tools
Equipment, scaffolding	8,500	Aluminum extensio
Equipment branding	3,500	Magnetic signs
Technology development	2,000	WordPress + SEO

Marketing	Initial spend	5,000	Google/F
Marketing	Branding	3,500	Logo, business cards
Insurance	General liability	4,000	\$1M coverage
Insurance	Commercial auto	2,000	Van coverage
Working Capital	3 months operating cash	60,000	See OpEx table
Professional Fees	Accounting setup	1,500	QuickBo config
Contingency	10% buffer	11,033	Adjusted to total \$125k
TOTAL		125,000	

C Type	Monthly Cost	Annual Cost	Notes
Fixed	300	3,600	Shared office space
Variable	9,167	110,000	1 FT, 1 PT tech
Variable	1,375	16,500	15% of payroll

Salaries	9,167	9,167	9,167	9,167	9,167	9,167	9,167	9,167	9,167	9,167	9,167	9,167	110,000
Rent	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Software	142	142	142	142	142	142	142	142	142	142	142	142	1,700
Insurance	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Other OpEx	1,117	1,117	1,117	1,117	1,117	1,117	1,117	1,117	1,117	1,117	1,117	1,117	13,400
Total OpEx	13,726	13,726	13,726	13,726	13,726	13,726	13,426	13,426	13,426	13,426	13,426	13,426	161,126
EBITDA	-6,670	-6,670	-6,670	-4,318	-4,318	-4,318	686	686	686	5,390	5,390	5,390	-5,894
Depreciation	317	317	317	317	317	317	317	317	317	317	317	317	3,800
EBIT	-6,987	-6,987	-6,987	-4,635	-4,635	-4,635	369	369	369	5,073	5,073	5,073	-9,694
Interest	302	302	302	302	302	302	302	302	302	302	302	302	3,624
Taxes (25%)	0	0	0	0	0	0	0	0	0	1,198	1,198	1,198	3,594
Net Income	-7,289	-7,289	-7,289	-4,937	-4,937	-4,937	67	67	67	3,573	3,573	3,573	-16,912

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	125,000	117,711	110,422	103,133	98,196	93,259	88,322	88,389	88,456	88,523	92,096	95,669
Cash In (Revenue)	0	12,600	12,600	12,600	16,800	16,800	16,800	25,200	25,200	25,200	33,600	33,600
Funding	125,000	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	125,000	12,600	12,600	12,600	16,800	16,800	16,800	25,200	25,200	25,200	33,600	33,600
Cash Out (COGS)	5,544	5,544	5,544	7,392	7,392	7,392	11,088	11,088	11,088	14,784	14,784	14,784
OpEx Payments	13,726	13,726	13,726	13,726	13,726	13,726	13,426	13,426	13,426	13,426	13,426	13,426
CapEx	63,967	0	0	0	0	0	0	0	0	0	0	0
Debt Service	0	0	0	580	580	580	580	580	580	580	580	580
Total Cash Out	83,237	19,270	19,270	21,698	21,698	21,698	25,094	25,094	25,094	28,790	28,790	28,790
Net Cash Flow	41,763	-6,670	-6,670	-9,098	-4,898	-4,898	-8,294	106	106	-3,590	4,810	4,810

Ending Cash	117,711	110,422	103,133	98,196	93,259	88,322	88,389	88,456	88,523	92,096	95,669	100,479
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Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	420,000	178,500	191,000	204,400	218,700	234,000	250,400	268,200	287,000	980,000
COGS	185,600	81,200	86,900	92,900	99,500	106,500	114,000	122,000	130,700	443,200
Gross Profit	234,400	97,300	104,100	111,500	119,200	127,500	136,400	146,200	156,300	536,800
OpEx	238,150	58,500	60,000	61,500	63,000	64,500	66,000	67,500	69,000	267,000
EBITDA	-5,894	38,800	44,100	50,000	56,200	63,000	70,400	78,700	87,300	269,800
Net Income	-16,912	29,100	33,075	37,500	42,150	47,250	52,800	59,025	65,475	203,100
Ending Cash	100,479	139,279	182,354	232,354	288,504	351,504	421,904	500,929	586,404	586,404

Metric	Value	Calculation
Monthly Fixed Costs	10,629	OpEx fixed \$3,542 + loan \$580 + variable base \$6,507
Variable Cost per Job	185.60	COGS per job
Price per Job	420.00	Weighted average
Contribution Margin per Job	234.40	\$420 - \$185.60
Contribution Margin %	55.8%	\$234.40 / \$420
Break-Even Jobs per Month	45.4	\$10,629 / \$234.40
Break-Even Revenue per Month	19,068	45.4 jobs x \$420
Expected Break-Even Month	7	Per cash flow projection
Safety Margin	78.0%	(100 jobs - 45.4) / 100

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	55.8%	56.2%	54.8%	50-65%
Operating Margin %	-5.6%	18.3%	27.3%	15-25%
Net Profit Margin %	-4.0%	14.5%	20.7%	10-15%
Current Ratio	1.8	2.1	2.5	1.5-2.0
CAC Payback	0.3	0.2	0.2	6-18 months
LTV:CAC	35.0	42.0	45.0	3:1 minimum
Monthly Burn Rate	1,409	0	0	N/A
Runway (months)	13	N/A	N/A	12-18

10. Risk Analysis

Top risks: 1) Labor shortage (Probability 4, Impact 5) - 80% contractors report hiring difficulty (AGC 2023). 2) Economic downturn (Probability 3, Impact 4) - 2008 saw 32% renovation spend drop (Census). 3) Drywall supply chain (Probability 2, Impact 5) - 2021 shortages caused 22% price spikes (US EIA).

Mitigation: 1) Pre-vetted backup crew at \$75/hr (contract with Austin Trade School). 2) Diversify to insurance restoration (storm claims up 12% in Texas). 3) Multi-vendor sourcing with 30-day material buffer. 4) Mandatory safety training reduces accident risk (OSHA compliance audit monthly).

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Labor shortage	4	5	20	Pre-vetted backup crew (\$75/hr)	Temp agency contract	Delgado
Economic downturn	3	4	12	Target property managers (steady volume)	Reduce marketing spend 30%	Thompson
Supply chain disruption	2	5	10	Multi-vendor sourcing + 30-day buffer	Switch to alternative compounds	Delgado
Vehicle accident	3	4	12	GPS tracking + mandatory safety training	Rental van agreement	Thompson
Bad customer review	4	3	12	12-month warranty + photo documentation	Immediate service redo	Delgado
SBA loan denial	2	5	10	Pre-approval secured May 10	Use \$75k founder equity	Thompson
Workers' comp claim	3	4	12	OSHA 30 training + PPE enforcement	Reserve fund \$10k	Delgado
Price war	3	3	9	Brand on quality/speed (not price)	Pause discounting	Thompson

11. Implementation Timeline

Critical path: SBA loan closing (June 30), 10 property management contracts (December 31), EBITDA positive (Month 14). Dependencies: Loan funding required for van lease, PMC contracts require insurance proof. Key priority: Achieve 544 jobs by Month 7 to hit break-even.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	SBA loan close	\$50k funding	Robert Chen support	Loan docs signed	Thompson
2	First 3 PMC contracts	Referral agreements	Sales deck, samples	15 jobs booked	Delgado
3	Google Ads launch	145 leads/month	\$1,500 budget	CAC < \$60	Thompson
4	100 jobs completed	\$42,000 revenue	2 technicians	78% close rate	Delgado
5	Cash flow positive	Ending cash > \$100k	25 jobs/month	\$1,000 net cash flow	Thompson
6	5-star Google rating	25+ reviews	Follow-up system	4.8+ avg rating	Delgado
7	Break-even achieved	45.4 jobs completed	Marketing optimization	\$19,068 revenue	Thompson
8	Second technician hire	Full-time employee	\$55k salary budget	35 jobs/month capacity	Delgado
9	5% referral rate	50 referral jobs	Commission tracking	\$21,000 referral revenue	Thompson
10	10 PMC contracts	\$218k annual revenue	Sales team effort	30% revenue from PMCs	Delgado
11	EBITDA positive	\$686 net profit	25 jobs/month	\$5,390 Month 12 net	Thompson
12	1,000 jobs completed	\$420,000 revenue	Full team capacity	1,000 jobs logged	Delgado

12. Appendix

Supporting documents available: Texas Contractor License #908723, SBA loan pre-approval letter, Austin Lumber Company net-30 terms, 12-month cash flow model with sensitivity analysis. All assumptions based on IBISWorld 2023, US Census 2023, and BiggerPockets 2023 survey data.