

The Ultimate Junk Removal Business Plan

Sample for US Launch

ClearPath Junk Removal, LLC (Texas LLC founded March 15, 2024) operates in Austin, TX targeting \$480,000 Year 1 revenue at 62% gross margin. Founder Marcus Thompson scaled HVAC operations to \$12M revenue (2018-2022). We provide residential/commercial junk removal at \$99-\$499/job serving homeowners and property managers in 3 Central Texas counties.

1. EXECUTIVE SUMMARY

Austin homeowners generate 1.2 tons of waste per capita annually (EPA 2023), with 32,000 home sales and 18,500 construction permits driving \$4.8M Year 1 serviceable market (Austin Board of Realtors). ClearPath solves slow response times (industry average 48-hour wait) through same-day dispatch using proprietary CRM. We charge \$275 average per job with 70% recycling rate versus 45% industry standard (Waste Business Journal).

Revenue comes from per-job pricing (80% of volume) and commercial contracts (\$1,500-\$3,000/month retainer). Year 1 gross margin is 62% (\$297,600 on \$480,000 revenue) with net loss of \$82,900. Profitability achieved Month 14 when monthly jobs exceed 131 (break-even point). Customer acquisition cost is \$192.31 via Google LSAs yielding 13 jobs/month.

We seek \$65,000 SBA 7(a) loan (10-year term, 7.5% fixed) plus \$120,000 owner equity. Funds deploy as: \$110,000 trucks (60%), \$15,000 marketing (8%), \$12,600 facility deposit (7%), \$20,000 working capital (11%). This provides 18 months runway to hit \$687,500 Year 2 revenue with 11.8% net margin. Investor ROI: 22% IRR by Year 5 exit.

2. COMPANY OVERVIEW

Formed as Texas LLC for liability protection and pass-through taxation. Austin location selected due to 2.5% annual population growth (2.3M metro) and \$475,000 median home value driving renovation demand. Ownership: Marcus Thompson (CEO, 60%), Elena Rodriguez (COO, 30%), David Chen (Angel, 10%). EIN 84-1234567.

Marcus Thompson scaled Austin HVAC operations from \$2M to \$12M revenue (2018-2022), reducing customer acquisition cost 32% through digital marketing. Elena Rodriguez managed 15-crew operations at Waste Management franchise, achieving 95% on-time service rate and 4.7/5 Google rating.

Date	Milestone	Status	Next Steps
Mar 2024	Texas LLC formation	Complete	Secure SBA loan
Apr 2024	TDLR License #JNK12345	Complete	Finalize truck financing
May 2024	2 Ford F-350 trucks delivered	Pending	Driver training completion
Jun 2024	ServiceTitan CRM integration	Pending	Test booking flow
Jul 2024	First 50 jobs completed	Target	Optimize crew scheduling
Dec 2024	1,750 jobs (Year 1 target)	Target	Negotiate commercial contracts
Feb 2025	Cash flow positive	Target	Hire 2nd dispatcher
Jun 2025	Break even on EBITDA	Target	Expand to Williamson County

3. MARKET ANALYSIS

U.S. junk removal market: \$10.2B (IBISWorld 2024) growing at 5.8% CAGR. Texas SAM: \$820M based on 8% state population share. Austin SOM Year 1: \$4.8M calculated from 1,750 jobs x \$275 average revenue (3.5% market capture of 50,000 annual serviceable jobs). Methodology: 2.3M population x 2.1% annual junk removal incidence rate (Junk Hauling Association) x 70% serviceable households.

Residential target: Homeowners aged 35-65 earning \$75,000+ (62% of Austin households, U.S. Census). Budget: \$150-\$400/job for post-renovation cleanup. Commercial targets: Property managers with 50+ units (15 firms in Austin) spending \$1,800/month on turnover cleanouts (BOMA survey). Contractors budget \$300/job for post-construction debris.

Key trends: 1) E-commerce returns driving 12% annual growth in furniture disposal (Statista), 2) Austin construction permits up 8.3% YoY (2023 city data), 3) 68% of consumers pay premium for eco-friendly disposal (Nielsen).

Segment	Size (\$)	Growth Rate	Our Share Target	Rationale
Residential Homeowners	2,880,000	5.2%	3.8%	60% of revenue; 1,050 jobs Year 1
Property Managers	1,220,000	9.1%	7.5%	20% revenue; 15 contracts @ \$1,800 avg
Contractors	735,000	11.0%	6.2%	15% revenue; 260 jobs Year 1
Small Businesses	240,000	6.7%	4.0%	5% revenue; 70 jobs Year 1

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. Market	10,200,000,000	-	-	IBISWorld 2024
Texas Market	-	820,000,000	-	8% state population share
Austin Metro Year 1	-	-	4,800,000	50,000 serviceable jobs x \$96 avg ticket
Austin Metro Year 3	-	-	7,500,000	78,000 jobs x \$96 (3.2% growth)

4. COMPETITIVE ANALYSIS

Austin has 15+ local operators and 3 national franchises. 1-800-GOT-JUNK? (franchise) holds 22% local market share at \$150-\$500/job but has 3.8/5 Google rating (1,200 reviews) citing slow response. LoadUp (app-based) charges 15% less but has 3.2/5 rating due to inconsistent service. Local independents average \$199/job but 68% lack commercial insurance (TDLR audit).

ClearPath advantages: 1) Dispatch within 4 hours (vs 48-hour industry standard) using ServiceTitan CRM, 2) 70% recycling rate (vs 45% average) saving \$50/ton disposal costs, 3) \$275 average job price with 92% same-day booking rate in beta tests, 4) 100% uniformed crews with OSHA certification reducing liability claims by 35% (NSC data).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
1-800-GOT-JUNK?	1,100,000	150-500	Brand recognition	48-hour avg response	4-hour dispatch guarantee
Junkluggers	420,000	175-475	Eco-certified	Limited crew capacity	2 crews operational 7am-4pm
LoadUp	310,000	125-400	Low overhead	3.2/5 customer rating	4.7/5 target rating
Local Independent A	95,000	99-350	Low pricing	No insurance (verified)	\$2M liability coverage
Local Independent B	180,000	149-425	Fast response	Unbranded trucks	Professional branding

Strengths	Weaknesses	Opportunities	Threats
Same-day service guarantee	Limited truck capacity (2 units)	Austin construction boom (+8.3% permits)	1-800-GOT-JUNK? price war
70% recycling rate	No weekend service Year 1	Property manager contracts (15 firms)	New local entrants
ServiceTitan CRM integration	Brand recognition 0%	E-commerce return partnerships	Landfill fee increases
\$2M liability insurance	Dependent on 2 founders	Expansion to San Antonio (2026)	OSHA violation fines

5. PRODUCTS & SERVICES

We remove furniture, appliances, construction debris, and electronics using 2-person crews in branded Ford F-350 trucks. Service includes: 1) Online booking with instant quote, 2) GPS-tracked arrival, 3) Photo documentation, 4) Recycling/donation receipts, 5) Post-service survey. Hazardous materials (paint, batteries) handled via certified partners at +\$75 fee.

Pricing set at 12% below 1-800-GOT-JUNK? but 18% above independents to fund faster service. \$275 average job yields 62% gross margin (vs 55% industry) through 70% recycling (\$35/ton vs landfill \$85/ton). Senior/veteran discounts capped at 15% to maintain margin integrity.

Tier	Price	Features	Target Customer	% Revenue	Gross Margin
Small Load	99	1-2 items	Homeowners	25%	68%
Medium Load	199	3-5 items	Homeowners	35%	63%
Large Load	299	6-10 items	Contractors	25%	59%
Commercial	1500-3000	4-8 jobs/mo	Property managers	15%	65%

Metric	Value	Calculation/Notes
Price per job	275	Weighted avg of 1,750 Year 1 jobs
COGS per job	104.50	38% of revenue: \$42 labor, \$28 disposal, \$22 fuel, \$12.50 misc
Gross Profit per job	170.50	275 - 104.50
Gross Margin	62%	170.50 / 275
CAC	192.31	\$2,500 Google LSAs / 13 jobs (35% conversion)
LTV	1,375	5 jobs x \$275 (commercial: \$1,800/mo x 14 mo)

LTV:CAC	7.15	1,375 / 192.31
Payback Period	1.1 mo	CAC / (Gross Profit per job x jobs/mo)

6. MARKETING & SALES

Google Local Service Ads drive 70% of leads at \$65/lead industry average (HomeAdvisor). We allocate \$2,500/month to LSAs targeting "junk removal Austin" (1,900 monthly searches, SEMrush). Conversion rate 35% yields 13 jobs/month at \$192.31 CAC. SEO focuses on 12 high-intent keywords with 50+ domain authority sites.

Sales cycle: 1) Lead submits online form (72% of volume), 2) Automated quote via ServiceTitan (90-second response), 3) Booking with calendar integration, 4) Crew dispatched within 4 hours. Conversion rate: 68% of quoted jobs booked. Sales cycle: 1.2 days from lead to job completion.

Retention: 5-job loyalty program (free small removal) increases repeat rate to 42% (vs 28% industry). Email nurture sends seasonal decluttering tips (open rate 47%). Referral bonus: \$50 credit for new customers (22% of new jobs).

Channel	Monthly Budget	CAC	Leads/Mo	Conv. Rate	Customers/Mo	ROI
Google LSAs	2500	192.31	38	35%	13	7.15x
Google Ads	1800	214.29	25	28%	7	5.07x
Real Estate Partners	0	85.00	10	50%	5	16.18x
Contractor Referrals	0	60.00	8	60%	5	22.92x
Community Events	500	125.00	8	40%	3	9.20x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Leads	Customers
1	1800	300	500	500	200	3300	45	15
2	1800	300	500	500	200	3300	52	18
3	1800	300	500	500	200	3300	60	21
4	1800	300	500	500	200	3300	65	23
5	1800	300	500	500	200	3300	70	25
6	1800	300	500	500	200	3300	75	27
7	1800	300	500	500	200	3300	80	29
8	1800	300	500	500	200	3300	85	31
9	1800	300	500	500	200	3300	90	33
10	1800	300	500	500	200	3300	95	35
11	1800	300	500	500	200	3300	100	37
12	1800	300	500	500	200	3300	105	39

7. OPERATIONS

Crews operate 7am-4pm Monday-Saturday. Job flow: 1) Online booking triggers automated quote, 2) Dispatcher assigns via ServiceTitan (max 3 jobs/crew/day), 3) GPS-tracked arrival, 4) Crew uploads job photos, 5) Invoice sent via Stripe, 6) Post-service survey. Capacity: 12 jobs/day (6 per crew). DispatchPro CRM reduces scheduling errors by 92% (beta test data).

Trucks maintained at Austin Ford Commercial Trucks (\$180/service). Disposal via Republic Services (\$85/ton landfill) and Austin Resource Recovery (\$35/ton recycling). Fuel purchased at Costco (\$3.45/gallon vs \$3.75 avg). ServiceTitan CRM costs \$299/month/user.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Austin Ford Commercial	Truck maintenance	360	Month-to-month	Local Ford dealer
Republic Services	Landfill disposal	2,917	Annual (40 tons/mo)	Waste Management
Austin Resource Recov	Recycling	1,458	Annual (20 tons/mo)	RecycleForce
Costco Business Fuel	Diesel	1,500	Prepaid card	Sunoco
ServiceTitan	CRM/Dispatch	1,196	12-month	Jobber

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
ServiceTitan	Job management	1196	5	Jobber, Housecall Pro
Samsara	GPS tracking	120	2	Verizon Connect
HubSpot	CRM/Marketing	450	3	Mailchimp
QuickBooks Online	Accounting	50	2	Xero
Podium	Review management	99	2	Yotpo

8. MANAGEMENT TEAM

Organizational structure: CEO (strategy), COO (operations), Director of Marketing (8 years home services SEO). Salaries: CEO \$95,000, COO \$85,000, Marketing Director \$75,000. Crew supervisors \$45,000 + \$5,000 bonus. Laborers \$18/hour + \$2,000 annual safety bonus.

Advisory board: Sarah Chen (ex-CFO Waste Management Inc., 20 years experience), Michael Torres (Austin Chamber of Commerce VP). Compensation: \$1,500/month stipend + 0.5% equity.

Month	Role	Salary	Priority	Source	Onboarding Time
1	Crew Supervisor	45000	High	Indeed	2 weeks
1	Laborer	37440	High	Craigslist	1 week
3	Dispatcher	42000	Medium	LinkedIn	3 weeks
6	2nd Crew Supervisor	45000	High	Indeed	2 weeks
6	2nd Laborer	37440	High	Craigslist	1 week
9	Marketing Assistant	38000	Low	Upwork	4 weeks

9. FINANCIAL PLAN

Key assumptions: 15 new customers/month Year 1 (growing to 25/month Year 2), 35% commercial mix, 18% monthly churn for residential, 8% for commercial. Average revenue per job: \$275. COGS: 38% of revenue (disposal 15%, labor 18%, fuel 4%, misc 1%). Fixed costs: \$22,333/month.

Revenue model: 70% residential jobs (\$99-\$499), 30% commercial contracts (\$1,500-\$3,000). Growth drivers: Google LSAs (13 jobs/month), real estate partnerships (5 jobs/month), contractor referrals (5 jobs/month). Price increases: 5% annually starting Year 2.

Cost structure: 68% fixed costs (\$15,200 salaries, \$4,000 rent, \$1,196 software), 32% variable (disposal, fuel, labor). Fixed costs grow 3% quarterly; variable costs scale 1:1 with jobs. Year 3 OpEx: \$420,000 (45% of revenue vs Year 1 56%).

Funding: \$185,000 total. \$120,000 owner equity (65%), \$65,000 SBA loan (35%). Runway: 18 months to \$687,500 Year 2 revenue. Milestones: Month 6 - 100 jobs/month, Month 12 - cash flow positive, Month 18 - break even EBITDA.

Category	Item	Cost	Notes
Legal	State registration	300	State fee + registered agent
Licensing	Texas P-10 license	1200	#JNK123
Equipment	2024 Ford F-350 trucks	110000	2024 models w/ utility bodies
Equipment	Dollies/safety gear	8500	Uline/Gr
Technology	Scalio Titan setup	5000	CRM configura
Technology	Website development	3500	WordPress + WooCom
Marketing	Launch campaign	15000	Google LSAs/SE

	Working months OpEx Capital	67000	\$22,333 x 3
	Insurance premium	10200	\$2M liability + workers comp
	Professional consulting setup Fees	2500	QuickBooks configurat
	Office dispatch station Setup	3200	Monitors desks, phones
	Branding truck magnets	1800	Vehicle wraps
	Training OSHA certification	1500	3 employees
	Contingency buffer	18500	Unplanned expense
	TOTAL	247500	

C Type	Monthly Cost	Annual Cost	Notes
Real Estate	4000	48000	Office + yard
Salaries	15200	182400	3 crew + dispatcher
Benefits	2280	27360	15% of payroll

Insurance	Fixed	850	10200	Liability + workers comp
Software	Fixed	1795	21540	ServiceTitan, HubSpot, etc
Marketing	Fixed	3300	39600	Google Ads, events
Truck Payments	Fixed	8500	102000	SBA loan principal + interest
Disposal Fees	Variable	2917	35000	40 tons/mo @ \$85/ton
Fuel	Variable	1500	18000	1,200 gal @ \$3.45/gal
Labour Overtime	Variable	400	4800	20 hours @ \$20/hr
Maintenance	Variable	360	4320	Truck servicing
Fixed Total		36925	443100	
Variable Total		5177	62120	
COMBINED		42102	505220	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1 Total
Revenue	13750	16500	19250	22000	23625	24750	26125	27500	28875	30250	31625	33000	287250
COGS	5225	6270	7315	8360	8978	9405	9928	10450	10973	11500	12028	12540	109155
Gross Profit	8525	10230	11935	13640	14648	15345	16198	17050	17903	18750	19598	20460	178095

Total Cash Out	147032	36920	36920	36920	36920	36920	37920	37920	37920	37920	37920	37920
Net Cash Flow	-68282	-20420	-17670	-14920	-13295	-12170	-11795	-10420	-9045	-7670	-6295	-4920
Ending Cash	147032	110769	76211	43358	11512	-19636	-50932	-81375	-110966	-139709	-167605	-194638

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	480000	171875	183125	194375	205625	223125	234375	245625	256875	960000
COGS	182400	65313	69588	73863	78138	84788	89063	93338	97613	364800
Gross Profit	297600	106563	113538	120513	127488	138338	145313	152288	159263	595200
OpEx	268000	83000	85490	88055	90697	93418	96220	99107	102079	380821
EBITDA	29600	23563	28048	32458	36791	44920	49093	53181	57184	214379
Net Income	-82900	-2000	12000	23000	34000	45000	56000	67000	78000	160700
Ending Cash	-194638	-150000	-80000	0	100000	220000	350000	490000	640000	640000

Metric	Value	Calculation
Monthly Fixed Costs	22333	OpEx minus variable costs: \$36,925 - \$14,592
Variable Cost per Job	104.50	COGS per job: \$182,400 / 1,750 jobs
Price per Job	275.00	Revenue / jobs: \$480,000 / 1,750
Contribution Margin per Job	170.50	275.00 - 104.50
Contribution Margin %	62%	170.50 / 275.00
Break-Even Units per Month	131	22,333 / 170.50
Break-Even Revenue per Month	36025	131 jobs x \$275

Expected Break-Even Month	14	Month 14: 145 jobs projected
Safety Margin	26%	(180 - 131) / 180 (Month 12 jobs)

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	62%	62%	62%	55%
Operating Margin %	-56%	12%	17%	8%
Net Profit Margin %	-17%	12%	17%	7%
Current Ratio	0.8	1.9	3.1	1.5
Quick Ratio	0.6	1.4	2.3	1.0
CAC Payback	1.1 mo	0.9 mo	0.8 mo	5.0 mo
LTV:CAC Ratio	7.15	8.2	9.3	3.0
Monthly Burn Rate	22333	0	0	N/A
Runway (months)	8.3	15.2	Infinite	N/A

10. RISK ANALYSIS

Top risks: 1) Truck breakdown (probability 3/5, impact 4/5) - loses \$1,100/day revenue. 2) Price war with 1-800-GOT-JUNK? (probability 2/5, impact 5/5) - could reduce margins 15%. 3) OSHA violation (probability 2/5, impact 3/5) - \$7,000 fine + service suspension. 4) Employee turnover >30% (probability 4/5, impact 3/5) - increases training costs 25%.

Mitigation: 1) Samsara GPS with predictive maintenance reduces breakdowns by 60% (verified by Ford data). 2) Contractual minimum pricing with commercial clients locks in 30% revenue. 3) Quarterly OSHA audits cut violation risk by 75%. 4) \$2,000 safety bonus reduces turnover to 18% (vs 35% industry).

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Truck breakdown	3	4	12	Samsara GPS + \$1,200/mo maintenance	Rental truck agreement with Austin Ford	COO
Price war	2	5	10	Value-based pricing + commercial contracts	Temporarily pause marketing spend	CEO
OSHA violation	2	3	6	Quarterly safety audits + \$5k budget	Emergency OSHA consultant retainer	COO
Employee turnover	4	3	12	\$2k safety bonus + PTO after 6 mo	Temp agency contract (Allied Universal)	COO
Landfill fee increase	3	3	9	70% recycling rate vs 45% avg	Negotiate Republic Services volume discount	CEO
Google Ads CPC rise	4	2	8	Diversify to real estate partnerships	Shift budget to contractor referrals	Marketing Dir
SBA loan default	1	5	5	Maintain 6-mo cash reserve	Equity bridge from angel investor	CEO
Reputation damage	2	4	8	Podium review management + 100% redo policy	Crisis PR retainer (GlobeSt PR)	Marketing Dir

11. IMPLEMENTATION TIMELINE

Critical path: Truck delivery (Month 1), SBA loan approval (Month 2), first 50 jobs (Month 3). Key dependencies: TDLR license required before marketing spend; ServiceTitan integration must complete before crew hiring. Month 6 milestone: 100 jobs/month requires 3 marketing channels hitting targets simultaneously.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Truck delivery & branding	2 operational trucks	\$110k capital, Austin Ford	Trucks on road by Day 15	COO
1	ServiceTitan setup	Booking system live	\$5k setup fee, IT contractor	95% quote accuracy	Marketing Dir
2	SBA loan approval	\$65k funding secured	Financial projections, collateral	Loan docs signed	CEO
2	Crew hiring & training	2 certified crews	OSHA training budget	100% safety certification	COO
3	First 50 jobs	Customer database	Google LSAs campaign	4.5+ avg rating	Marketing Dir
3	Recycling partnership	Austin Resource Recovery contract	Waste audit data	70% diversion rate	COO
4	Real estate contracts	3 property manager agreements	Sales kit, referral program	\$4,500 monthly revenue	CEO
5	Break 75 jobs/month	Dispatch optimization	ServiceTitan tweaks	90% on-time rate	COO
6	100 jobs/month	Marketing channel synergy	Channel performance data	\$27,500 revenue	Marketing Dir
7	Hire 2nd dispatcher	Dispatch team scaled	\$3,500 salary	100% job coverage	COO
9	Commercial mix 30%	15 client contracts	Sales pipeline	\$13,500 monthly revenue	CEO
12	Cash flow positive	Net income >0	Cost control systems	\$2,467 monthly profit	CEO

12. APPENDIX

Available documentation: TDLR license #JNK12345, Republic Services contract, SBA loan term sheet, ServiceTitan case studies. All financial assumptions validated against Austin market data (City of Austin Economic Development, 2023 Home Services Report). Customer acquisition metrics based on 3-month beta test with 127 jobs.