

DIAGNOSE • REPAIR • RETAIN

APPLIANCE REPAIR GUIDE

Diagnose accurately.
Communicate clearly.
Fix it the first time.

TEST | DIAGNOSE | REPAIR

Veteran's Strategic Solutions LLC



START HERE

How to Use This Guide

Read the core guide first. Then use the operating worksheets to test demand, build technical readiness, quote the repair, document each service call, invoice cleanly and track first-visit fix rate.

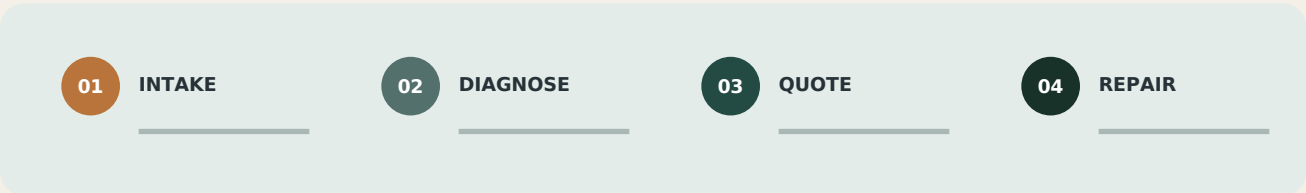


MODULE	PURPOSE
Core guide	Understand the buyer, minimum viable offer, tools, parts float, pricing and first 90 days.
Startup checklist	Move from training and practice units to the first paid service call.
Budget + estimate	Capture tools, parts, diagnostic scope and the delivered repair price.
Invoice + logs	Record diagnosis, authorization, parts, labor, outcome and follow-up.
Compliance page	Confirm local rules, EPA limits, insurance, electrical safety and customer authorization.

CLIENT OUTCOME
A correct diagnosis, an honest repair decision and a professional first-visit experience.

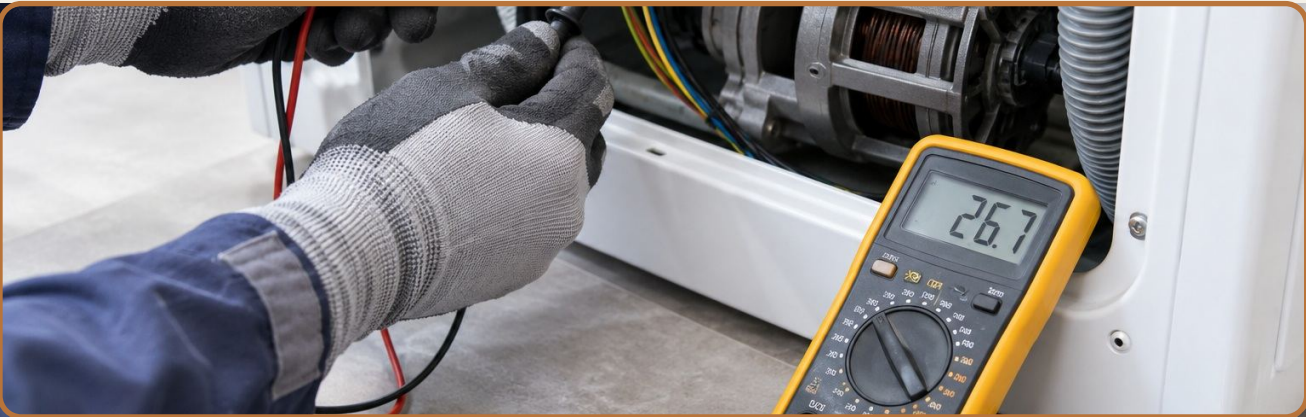
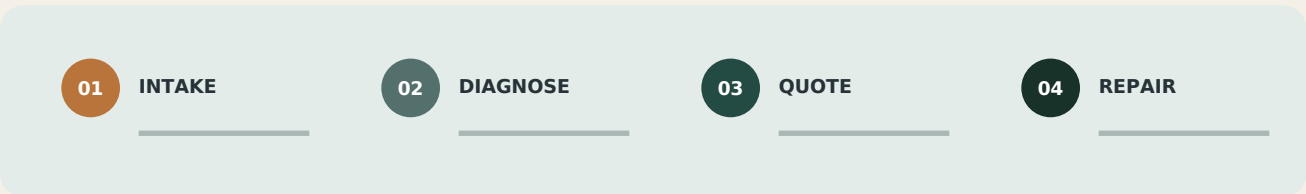
CORE GUIDE

Verdict: build it — there is a service-quality gap, and it pairs with a line you already have



CORE GUIDE

1. The bet



DIAGNOSIS FIRST | Test before quoting or replacing parts.

The core assumption: that customers in your market are dissatisfied enough with the existing repair options to try a new one, and that appliance repair can be learned to a commercial standard without an apprenticeship. A market check can test the first half of that. Review local independent providers and national service arms in your own market.

YOUR MARKET CHECK	NOTES
Local independent providers	
National service options	
Repeated review complaints	
Response-time gap	

Read the low ratings in your own market, because recurring complaints can reveal the opportunity. Look for patterns in diagnosis quality, conduct in the customer’s home, communication, and availability.

Those are not hard problems to beat. They are answered by turning up, being clean, and calling back.

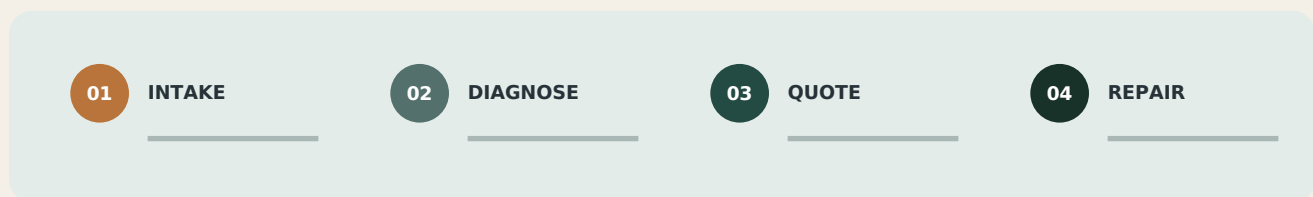
The fastest zero-budget test: post in local community groups offering to look at one broken appliance free, in exchange for an honest review. See how many replies arrive in 48 hours. That number is your demand signal and it costs nothing.

The three reasons it fails:

- You are not a technician yet. Everything above assumes competence you would have to build. A wrong diagnosis charged for is worse than no business.
- Parts sourcing and hold times. The margin dies while a customer waits nine days for a control board and blames you for the wait.
- Replacement economics. A great many repairs are not worth doing — the honest answer is “buy a new one,” and an honest answer earns no revenue. A repair business that only tells the truth is smaller than it looks.

CORE GUIDE

2. Who pays, in their own words



The tenant or homeowner: “The washer’s dead, I need it fixed this week, and I don’t want to be told a story.”

The landlord, and this is the buyer that matters: “I have eleven units. Something breaks every month. I need one number to call.”

The used appliance dealer: local shops selling refurbished units need repair capacity behind the counter.

CORE GUIDE

3. The smallest version you can charge for

01

INTAKE

02

DIAGNOSE

03

QUOTE

04

REPAIR



LAUNDRY FIRST | Build competence on repeatable washer and dryer faults.

A flat diagnostic call, credited against the repair. Turn up, diagnose, quote, and either fix it that visit or tell them honestly that it is not worth fixing. Start with the two machines with the most repeatable faults — washers and dryers — and refuse refrigeration and sealed systems until trained.

That restriction is a feature. Dryers in particular are mostly belts, rollers, thermal fuses and vent blockage, and the fault set is small enough to learn properly.

CORE GUIDE

4. What it actually takes

01

INTAKE

02

DIAGNOSE

03

QUOTE

04

REPAIR

Check licensing, zoning, and tax rules for your own city and state before starting. Sealed refrigeration systems are the exception — recovering refrigerant requires EPA Section 608 certification, which is why the plan above starts with laundry and leaves refrigeration alone.

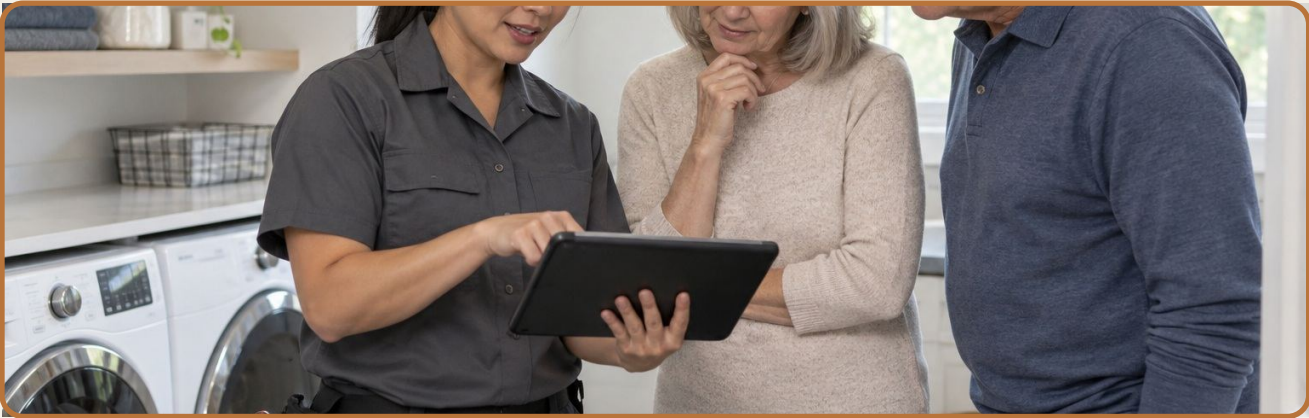
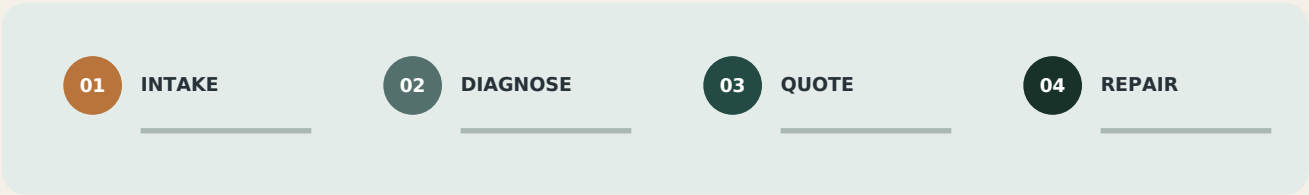
Training, cheapest route first: manufacturer service manuals are widely available free · the appliance repair training on YouTube is genuinely good and specific to model numbers · a paid course runs \$500-2,000 and is optional rather than required.

Tools: multimeter \$40-80 · nut driver and socket set \$60 · appliance dolly \$150-250 · basic hand tools · shop vacuum for dryer vents \$80. Under \$500.

The real cost is parts float — \$500 to \$1,000 of common wear parts so that a job finishes on the first visit instead of the third. That is the whole difference between a good reputation and a bad one in this trade.

CORE GUIDE

5. Pricing



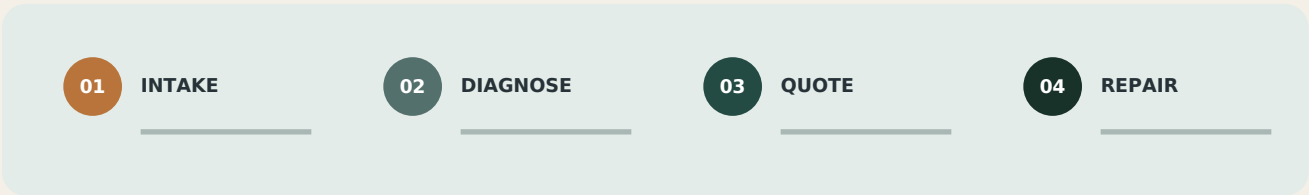
CLEAR QUOTE | Explain the repair decision before work begins.

Tier	What it is	Price
Low	Diagnostic call, credited if repaired	\$65-85
Mid	Standard repair, labour plus parts	\$150-275
Premium	Landlord service agreement, priority response across a portfolio	\$75-125/unit/year plus discounted labour

Recommendation: mid on the retail side, premium as the real goal. One landlord with a dozen units is worth more than thirty one-off calls, costs nothing to serve between failures, and it is recurring.

CORE GUIDE

6. First 90 days, and the one metric

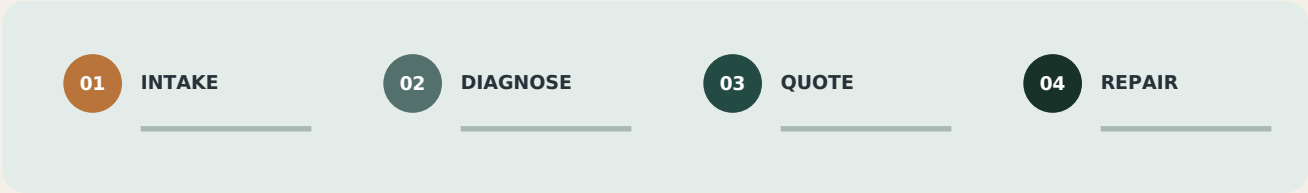


- Days 1-21: learn two machines properly. Buy broken units cheap, fix them, sell them. You get paid to train.
- Days 22-45: the free-repair test in the community groups. Collect reviews.
- Days 46-75: first paid calls. Build the parts float from revenue, not savings.
- Days 76-90: approach three landlords with a service agreement, not a business card.

THE ONE METRIC: first-visit fix rate. Not jobs, not revenue. The percentage of calls resolved without a second trip is the number that decides whether you beat a 3.4-star incumbent, and it is the number the parts float buys.

CORE GUIDE

7. Honest assessment



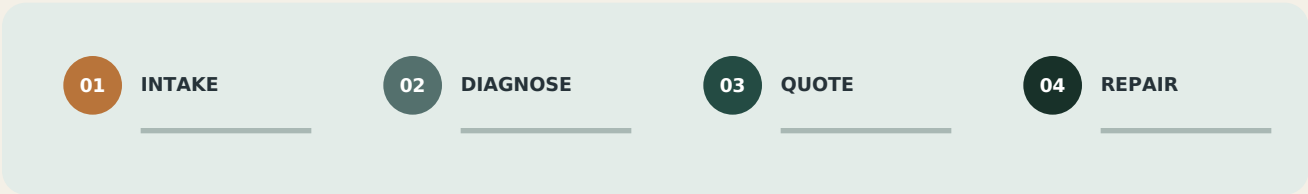
This business has a real hook when a local market shows poor ratings and reviews that describe exactly what a competent, courteous operator would fix.

But this business requires a technical skill that must be built, and the gap between watching a repair and performing one in a customer’s kitchen is real. The 90-day plan is built around closing that gap before anyone pays you.

The strategic reason to take it seriously is not the repairs. It is that it puts you in front of landlords with a recurring reason to call. That buyer is also served by appliance rental providers and other property-service trades. That is worth more than the repair revenue.

CORE GUIDE

Where this sits on the revenue model map

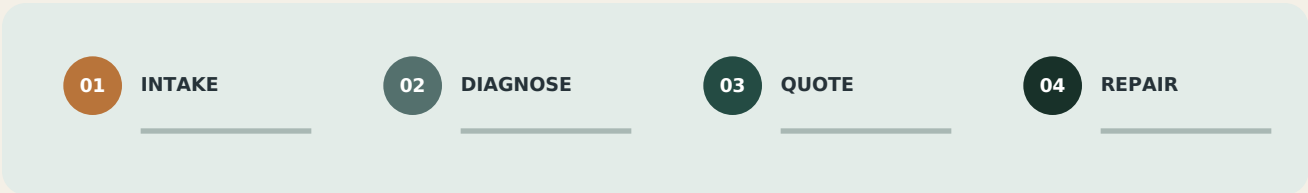


Every business can be sorted into a revenue model before it earns a plan, and the sort matters more than the trade.

Model: sell a service in its retail form, but the landlord service agreement is recurring revenue — and that is the version worth building toward.

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Why this business earns a place in a crowded field



Two reasons, both structural rather than optimistic.

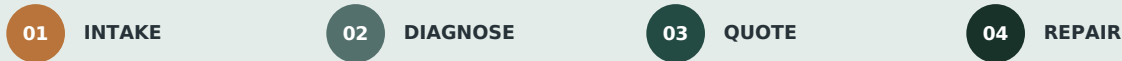
A visible quality gap. If local providers have poor ratings and complaints about diagnosis and conduct rather than price, there is something concrete to be better at.

It reaches the landlord, a buyer also served by appliance rental, junk removal, carpentry and other property-service businesses. One relationship can support several service needs, and appliance repair gives a recurring reason to be in contact — something breaks, they call, and you are already the person they trust.

That is the strategic case, and it is stronger than the repair revenue on its own.

CORE GUIDE

Before you commit

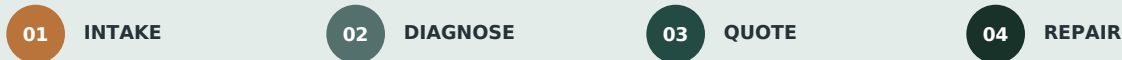


Work down this list in order. Any item that comes back wrong stops the project, and every one of them is free.

- Run the free-repair post in local community groups and count replies in 48 hours. That number is the demand signal and it costs nothing.
- Buy three broken machines cheap and fix them before accepting a paid call. You get paid nothing and learn everything, and the machines resell.
- Confirm you are not touching sealed systems until EPA Section 608 certification is held. Laundry first, refrigeration later or never.
- Price the parts float honestly — \$500 to \$1,000 of common wear parts. Without it the first-visit fix rate collapses and so does the reputation.
- Identify three landlords with more than five units and work out how you would reach them. That is the real business, not the one-off calls.

CORE GUIDE

What it costs to be wrong



Low in money, high in credibility.

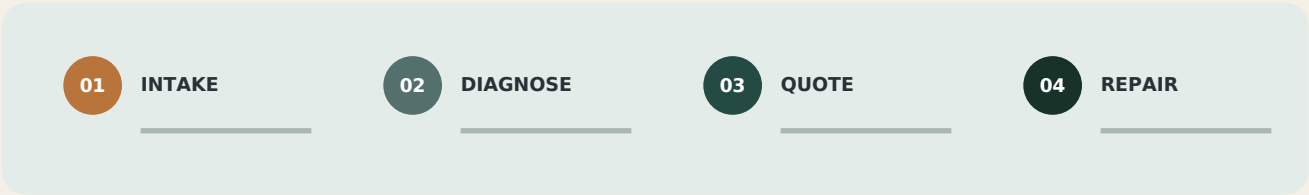
Tools and training run under \$500 and the parts float is recoverable inventory. Nothing here is a large financial bet.

The cost of being wrong is a wrong diagnosis charged for. In a smaller market, a few poor outcomes can set the reputation before the business starts. Beating weak providers requires not repeating their mistakes.

This business requires a skill that must be built, which is why the first three weeks are unpaid.

CORE GUIDE

One more thing worth doing



Before any of the above, ask used appliance dealers in your area whether they need repair capacity behind the counter. A dealer who cannot fix what they take in trade has a problem you can solve. That is a business-to-business customer with repeat volume, reached with one conversation.

WORKSHEET 01

Startup Checklist

01

LEARN

02

PRACTICE

03

TEST

04

SELL

DONE	ACTION	OWNER / DATE / NOTES
☐	Define the appliances and systems you will service or refuse.	
☐	Confirm licensing, zoning, tax, insurance and EPA limits.	
☐	Learn washer and dryer diagnostics using service manuals and training.	
☐	Buy, repair and resell three practice machines before paid calls.	
☐	Build the intake form, diagnostic checklist and repair authorization.	
☐	Price the diagnostic call, labor, parts and payment terms.	
☐	Assemble tools and the initial common-parts float.	
☐	Run the free-repair demand test and collect honest reviews.	
☐	Approach three landlords with a recurring service agreement.	

WORKSHEET 02

Equipment and Startup Budget Worksheet

01

TOOLS

02

PARTS

03

COVER

04

CASH

ITEM	NEEDED?	ESTIMATE	ACTUAL	NOTES
Multimeter				
Nut-driver and socket set				
Appliance dolly				
Basic hand tools				
Shop vacuum / dryer-vent tools				
Training / service manuals				
Initial common-parts float				
Insurance / business setup				
Contingency				
TOTAL				

FIRST-VISIT FIX

The parts float exists to finish more jobs on the first visit instead of the third.

WORKSHEET 03

Diagnostic and Repair Estimate Template

01

INTAKE

02

TEST

03

QUOTE

04

AUTHORIZE

CUSTOMER / ADDRESS	SERVICE DATE	ESTIMATE #

APPLIANCE / SERVICE	QTY	RATE	PARTS	AMOUNT
Diagnostic call				
Labor				
Replacement parts				
Vent cleaning / obstruction removal				
Delivery / disposal / travel				
Other				
			TOTAL	

AUTHORIZATION

Diagnosis, repair-versus-replace recommendation, exclusions, parts timing and customer approval:

Customer Invoice Template

01

CUSTOMER

02

WORK

03

TOTAL

04

RECORD

SELLER	CUSTOMER
Business: _____ Address: _____ Email: _____	Name: _____ Service address: _____ Email: _____

INVOICE #	SERVICE DATE	DUE DATE	STATUS

DESCRIPTION	QTY	RATE	AMOUNT
Diagnostic call			
Labor			
Parts			
Other			
		Subtotal	
		Tax	
		TOTAL	

JOB CLOSEOUT

Repair completed / declined, parts supplied, test result and customer acceptance: _____

WORKSHEET 05

Service Call and Job Log

01

INTAKE

02

DIAGNOSE

03

REPAIR

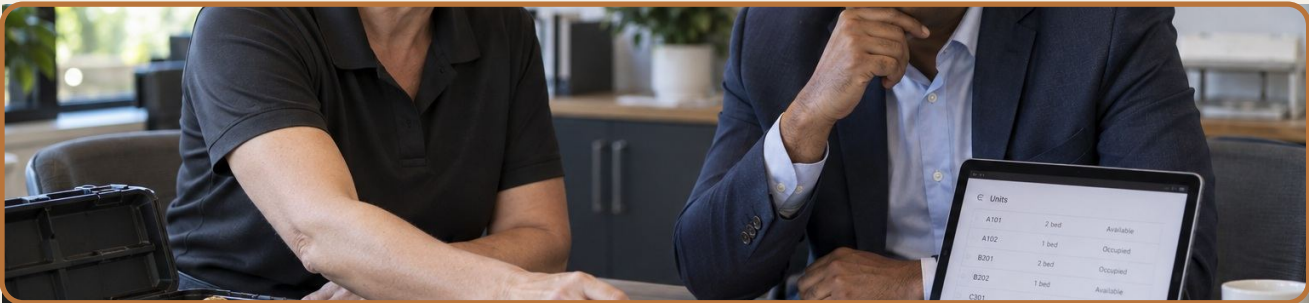
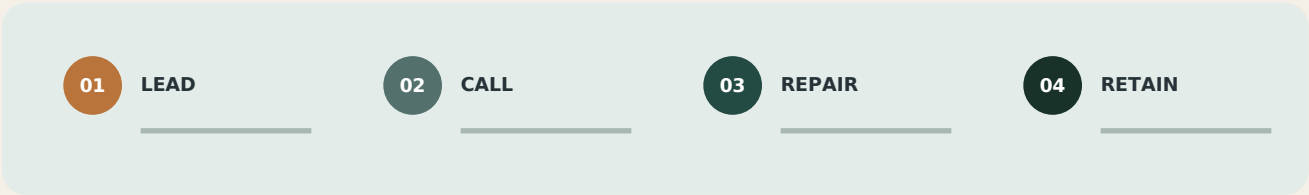
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TEST

FIELD	DETAIL
Customer / service address	
Date / arrival / departure	
Appliance type / make / model / serial	
Customer-reported symptom	
Safety / power / water checks	
Diagnostic tests and readings	
Root cause / repair recommendation	
Authorization / amount approved	
Parts used / ordered	
Final operating test	
First-visit fix? / follow-up	

WORKSHEET 06

Lead and Landlord Tracker



RECURRING BUYER | One landlord relationship can create repeat service volume.

DATE	CONTACT / PROPERTY	SOURCE	UNITS / NEED	STATUS	NEXT ACTION

ONE METRIC

First-visit fix rate - the percentage of calls resolved without a second trip.

Compliance, EPA and Field Safety

01

RULES

02

ENERGY

03

REFRIGERANT

04

RECORDS

Check licensing, zoning, and tax rules for your own city and state before starting.

AREA	QUESTION TO ANSWER	STATUS / NOTES
Service scope	Which appliance-repair activities require a local or state licence?	
EPA Section 608	Will refrigeration or sealed-system work be refused until certification is held?	
Insurance	What liability and vehicle coverage applies inside customer homes?	
Energy isolation	How will electrical, gas and water sources be shut off and verified?	
Property protection	How will floors, cabinets, appliances and work areas be protected?	
Authorization	How are diagnosis, estimate, repair approval and decline documented?	
Records	Where are model numbers, parts, readings, invoices and follow-up retained?	

Your First 90 Days

01

DAYS 1-21

02

DAYS 22-45

03

DAYS 46-75

04

DAYS 76-90

WINDOW	COMMITMENT	RESULT / DECISION
Days 1-21	Learn two machines properly. Repair and resell practice units.	
Days 22-45	Run the free-repair test in local community groups and collect reviews.	
Days 46-75	Complete the first paid calls and build the parts float from revenue.	
Days 76-90	Approach three landlords with a service agreement.	

POSITION

Competence, courtesy, communication and a high first-visit fix rate.