HANDYMAN BUSINESS

STARTUP GUIDE

SCOPE | BUNDLE | DELIVER

Veteran's Strategic Solutions LLC

Handyman Business Startup Guide

HANDYMAN

Business model assessment + operating kit

Define the scope. Bundle the punch list. Stay inside the rules.

SCOPE

Separate new work from overlap

BUNDLE

Combine small jobs

VERIFY

Confirm trade limits

REPEAT

Win property accounts

Veteran's Strategic Solutions LLC

The Bet

The Bet

Core assumption that must be true: That a broader, multi-trade handyman line adds real revenue beyond the work already offered - and this needs a clear answer before building anything, because the overlap can be significant.

01	02	03
List current work	**Identify new scope**	**Decide one line or two**

The Fastest Zero-Budget Test

Fastest zero-budget way to test it: Compare the service list - drywall repair, interior painting, door/lock installation, ceiling fans, TV mounting, minor plumbing and electrical, pressure washing, fence and deck repairs - against what is already offered. Where they overlap, this is not a new line, it is the same line with a different name.

CURRENT

Work already offered

NEW

Services that add breadth

DECISION

Expand one menu or launch another

01

Compare

02

Mark overlap

03

Consolidate

Three Reasons It Can Be Redundant

Three biggest reasons this could be redundant rather than new:

The existing service menu may already cover finish work, framing, and general remodel/repair carpentry - the core of what a handyman does. Building a second line for largely the same trade risks splitting focus rather than adding revenue.

The genuinely new pieces may be outside carpentry - light plumbing, minor electrical, pressure washing, TV mounting, and furniture assembly. Those are the parts that add real breadth, not the carpentry-adjacent items.

"Where legally permitted" is doing real work for electrical and plumbing items. Check licensing, zoning, and tax rules for your own city and state before starting.

OVERLAP

The same work under a second label

BREADTH

New services outside the core

LIMIT

Licensed-trade boundaries

01

Map

02

Separate

03

Verify

Who Pays, In Their Own Words

Who Pays, In Their Own Words

"I don't need a full contractor for this, I just need someone who can knock out five small things on my list in one visit."

"My landlord wants a punch list of small repairs done before the new tenant moves in."

"I need my TV mounted and a ceiling fan installed - not a big job, but I don't have the tools."

That is the real handyman buyer - someone with a list of small, unrelated jobs who does not want to hire five different specialists for five small tasks. That is genuinely different from the buyer with one larger, focused project.

01	02	03
Homeowner list	**Rental turnover**	**Mounting / install**

The Smallest Version

The Smallest Version You Can Charge For

The "punch list" service call - a single visit, priced by the hour or half-day, covering whatever combination of small jobs a customer has queued up. This is explicitly what separates handyman work from contracting: no single job is large enough to justify hiring a specialist, but the list together is worth a visit.

Path to your first paying customer: property managers with a list of small fixes between tenants - a loose cabinet door, a leaky faucet handle, or a ceiling fan - rather than one focused carpentry project.

ONE VISIT

Bundle multiple small tasks

PROPERTY

Target turnover punch lists

VALUE

Convenience replaces five specialists

01

List

02

Bundle

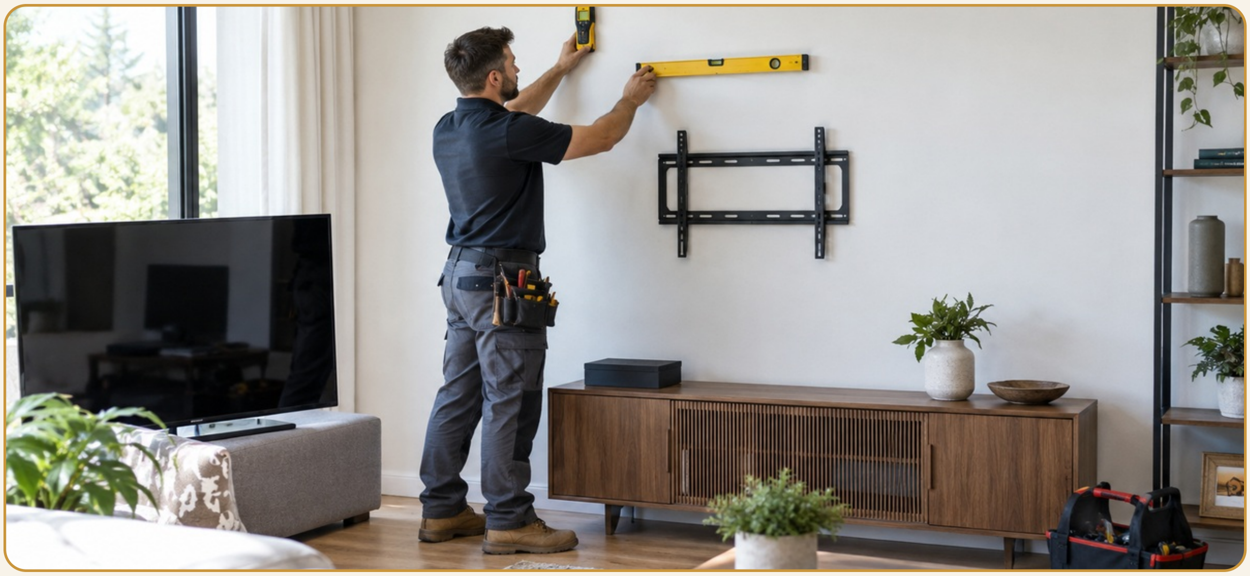
03

Complete

04

Repeat

What It Actually Takes



What It Actually Takes

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

On electrical and plumbing specifically: confirm exactly where "minor" work ends and licensed-trade work begins before quoting anything beyond swapping a fixture or a simple repair. This is the one place where guessing wrong has real licensing consequences.

01	02	03
Define scope	Confirm limits	Quote only allowed work

Service Scope Matrix

SERVICE	OFFER?	RULES CHECK	NOTES
Drywall repair			
Interior painting			
Door / lock installation			
Ceiling fans			
TV mounting			
Minor plumbing			
Minor electrical			
Pressure washing			
Fence / deck repair			
Furniture assembly			

01
Existing

02
New breadth

03
Licensed trade

04
Exclude

Pricing

TIER	SERVICE	PRICE	POSITIONING
Low	Single small task (TV mount, fixture swap)	Minimum service call rate	Entry point, low commitment
Mid	Punch list (multiple small jobs, one visit)	Hourly ($75-150) or half-day / full-day rate	The core product - bundling is the value
Premium	Recurring maintenance contract for a property manager or landlord	Monthly retainer	Partner with real estate agents and property management companies

Market check

Research pricing in your own service area before setting rates.

01

Minimum call

02

Punch list

03

Recurring contract

CORE GUIDE

Tools and Source Costs

ITEM	EST. COST	NOTES
General liability insurance	Standard trade rate	Get the quote first
Additional tools beyond carpentry set	$200-800	Stud finder, oscillating multi-tool, pressure washer if not already owned

01
Quote insurance

02
List tool gaps

03
Buy for booked work

First 90 Days

First 90 Days and the One Metric

Days 1-14: Map the service list against the current service menu line by line. Decide explicitly what is genuinely new versus already covered.

Days 15-45: Confirm the electrical/plumbing minor-work line before offering either service.

Days 46-90: Test the punch-list model with one property manager or landlord contact.

DAYS 1-14	DAYS 15-45	DAYS 46-90
Map overlap	Confirm trade limits	Test one property account

01	02	03
Map	**Verify**	**Test**

The One Metric + Honest Assessment

The one metric that matters: whether jobs booked under "handyman" are meaningfully different in scope from the work already sold, or whether this is the same work under a broader marketing label. If it is the latter, consolidate the two into one line rather than running duplicate marketing.

Honest Assessment

The real value may not be as a standalone new business line - it may be a scope expansion of work already offered, adding the genuinely new pieces (light plumbing, minor electrical where permitted, pressure washing, mounting/installation work) rather than duplicating the carpentry core. Before marketing this separately, decide whether it is actually a second business or just a broader service menu.

SEPARATE

New buyer or meaningfully different scope

EXPAND

Broader menu for the existing buyer

CONSOLIDATE

Do not duplicate marketing

01

Measure

02

Decide

03

Position

WORKING KIT

Startup Checklist

DONE	STARTUP ACTION	NOTES
[ ]	Map current services against the handyman menu	
[ ]	Separate overlapping work from new breadth	
[ ]	Check licensing, zoning, and tax rules for your own city and state before starting.	
[ ]	Confirm minor electrical and plumbing limits	
[ ]	Get general liability insurance quotes	
[ ]	Define the punch-list service call	
[ ]	Set minimum, hourly, half-day and full-day pricing	
[ ]	Prepare written scope and exclusions	
[ ]	Test one property manager or landlord account	
[ ]	Prepare estimate, invoice, job log and lead tracker	
[ ]	Measure whether handyman jobs are meaningfully different	

01	02	03	04	05
Map	Verify	Price	Test	Launch

Equipment and Budget Worksheet

ITEM	SOURCE / RANGE	YOUR BUDGET	STATUS
General liability insurance			
Vehicle / mileage			
Stud finder			
Oscillating multi-tool			
Drill / driver			
Level / measuring tools			
Hand tools			
Safety glasses / gloves			
Ladder			
Pressure washer, if offered			
Drop cloths / cleanup			
Hardware / consumables			
Tablet / scheduling			

Spending gate

Buy added tools for booked services, not for an untested menu.

WORKING KIT

Pricing and Estimate Template

ESTIMATE FIELD	DETAILS
Client / service address	
Visit date / access	
Punch-list tasks	
Materials	
Estimated hours / half-day / full-day	
Minimum service call	
Trade limitations / exclusions	
Travel / disposal	
Approved add-ons	
Tax	
TOTAL ESTIMATE	

01	02	03	04
List tasks	**Define scope**	**Price bundle**	**Approve**

Invoice Template

INVOICE FIELD	DETAILS
Invoice # / date / due	
Client / service address	
Service date	
Completed punch-list tasks	
Labor	
Materials	
Approved add-ons	
Travel / disposal	
Tax	
Payment	
BALANCE DUE	

Payment record

Document completed tasks, materials, changes and excluded work.

WORKING KIT

Job Log

Date	Client	Address	Tasks	Hours	Materials	Result	Follow-up

01	02	03	04
Scope	Complete	Document	Follow up

WORKING KIT

Lead and Property Tracker

Date	Lead / property	Buyer type	Need	Stage	Value	Next action

One metric

Track whether handyman jobs are genuinely different from work already sold.

Handyman Scope and Safety Check

TOPIC	ACTION
Local rules	Check licensing, zoning, and tax rules for your own city and state before starting.
Electrical	Confirm the line between minor work and licensed work .
Plumbing	Confirm the line between minor work and licensed work .
Insurance	Confirm general liability and vehicle coverage .
Scope	Use a written task list, exclusions and change approval .
Safety	Use verified procedures for ladders, tools, PPE and occupied homes .
Property	Document access, existing conditions and completed work .
Records	Maintain estimates, approvals, invoices, photos and incidents .

01
Verify

02
Scope

03
Protect

04
Document

FINAL PAGE

Define the Scope. Bundle the Value.

ONE VISIT.
A COMPLETE PUNCH LIST.

01	02	03	04	05
MAP	VERIFY	BUNDLE	DELIVER	REPEAT

Use the core guide, checklist, budget worksheet, estimate, invoice, job log, lead tracker and compliance page together as one operating system.