

COLLECT • CARE • RETURN

LAUNDRY ROUTE GUIDE

Test commercial demand.

Price recurring service.

Build a controlled route.

ROUTE | VOLUME | SERVICE | CONTROL

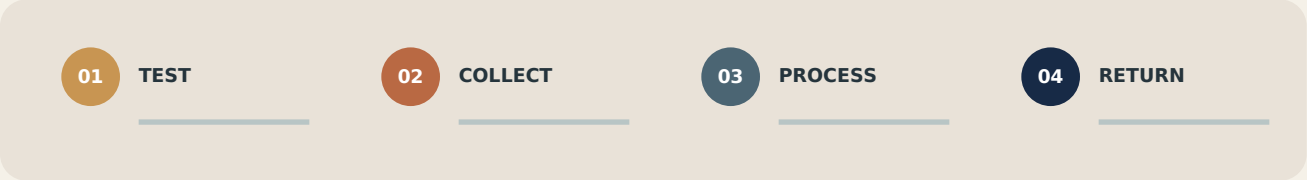
Veteran's Strategic Solutions LLC



START HERE

How to Use This Guide

Read the core guide before buying machines or committing to a building. Then use the worksheets to test demand, plan equipment, price service, prepare estimates and invoices, track jobs and leads, and set compliance and safety controls for your own market.



COMMERCIAL HANDOFF | Scheduled collection and return turns staff laundry time into a managed service.

PIECE	USE
Core guide	Test the commercial-account bet, define the smallest offer, plan operations, set pricing, and stage the first 90 days.
Operating kit	Use the startup, budget, estimate, invoice, route-log, lead-tracker, and safety worksheets in your own market.

CORE GUIDE 01

1. The bet

01

COMMERCIAL

02

RECURRING

03

STAFF TIME

04

TEST

The core assumption, and it is not the obvious one: the buyer is not a household. Self-service is cheap and everywhere. A family that can spend two hours will keep doing exactly that.

The bet is that commercial accounts — barbershops, salons, gyms, short-term rentals, restaurants — will pay for linen collected and returned on a schedule, because for them it is not a chore, it is staff time they are already paying for.

The fastest zero-budget test. Five phone calls: two barbershops, a salon, a gym and a short-term rental manager. One question — who washes your towels now, and what does it cost you in staff time? If four of five say a staff member does it after close, that is the business.



WEIGH AND RECORD | Real weights establish workload, capacity, and a repeatable service baseline.

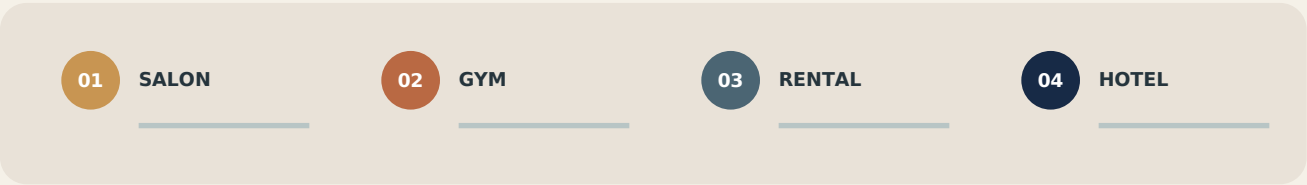
Three ways it fails.

Consumer wash-and-fold competes with self-service machines. An empty category in a small market usually means thin demand rather than a missed idea.

The operator would be buying someone's hour and reselling it. Folding is not scalable and cannot be automated at this size.

The building version is a trap. Renting a space and installing machines converts a low-risk route into a lease the operator cannot exit.

2. Who pays, in their own words



The salon owner.

CUSTOMER VOICE

“My girls stay forty minutes after close doing towels. That’s forty minutes I’m paying for and they’re not cutting hair.”

The short-term rental manager, who has a turnover window measured in hours and no on-site laundry.

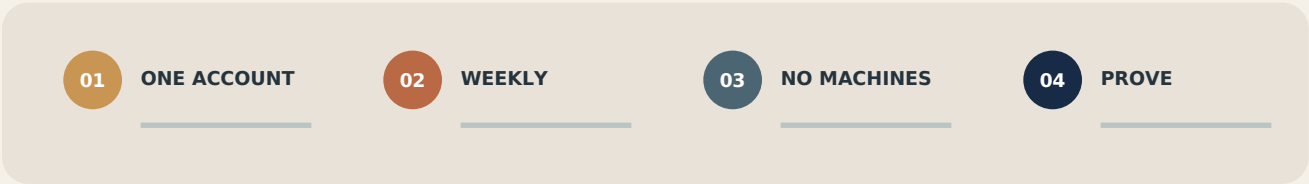
The PCS family living in a hotel for three weeks, with household goods in transit and nowhere to wash anything. Seasonal, but it lands squarely in an existing moving-services customer base.



READY FOR TURNOVER | Clean, counted linens return on a schedule that supports a narrow service window.

BUYER	PRESSURE	SERVICE SIGNAL
Salon / barbershop	Paid staff time after close	Recurring towel volume
Gym	Steady towel demand	Scheduled collection
Short-term rental manager	Turnover window measured in hours	Reliable return timing
PCS family	Temporary lodging and household goods in transit	Short-term convenience

3. The smallest version you can charge for



One commercial account, weekly, flat monthly price — and no machines of your own. Use the existing laundromats. You are selling collection, washing, folding and return, not equipment.

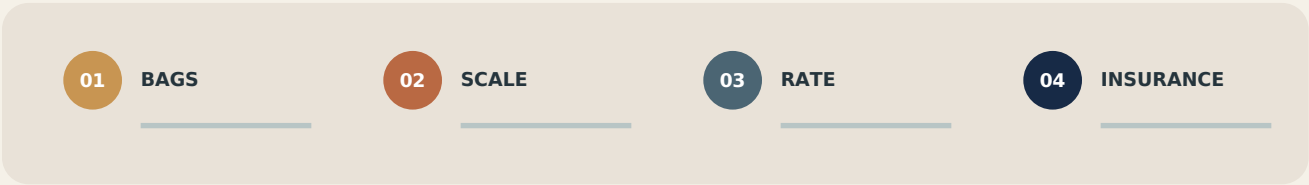
That version starts for the price of bags, a scale and a laundry card. If it works, buying machines becomes an equipment decision made against known volume, which is the correct order.

SMALLEST VERSION	WHAT IS SOLD	WHAT WAITS
One account	Collection, washing, folding, return	Multiple routes
Weekly schedule	A recurring service window	Consumer work
Flat monthly price	A budget line approved once	Per-pound commercial disputes
Existing laundromat	Processing against known volume	Owned machines or a lease

ORDER OF OPERATIONS

SELL THE ROUTE → MEASURE REAL VOLUME → DECIDE WHETHER EQUIPMENT EARNS ITS PLACE

4. What it actually takes

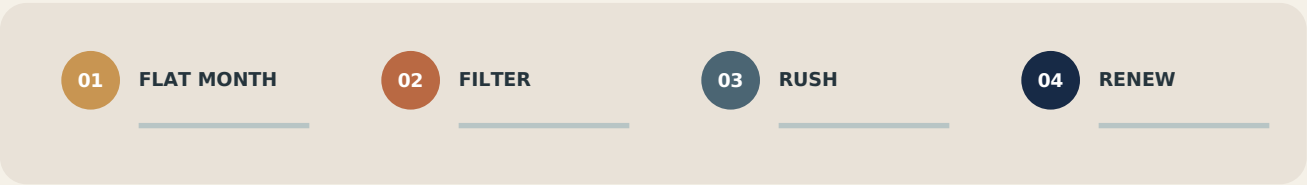


Check licensing, zoning, and tax rules for your own city and state before starting.

One thing worth doing early: ask a laundromat owner for a standing commercial rate. You would be bringing them steady off-peak volume.

ITEM	SOURCE NOTE	YOUR ESTIMATE
Commercial laundry bags, 20	Numbered per account	
Digital scale, 100 lb	Every consumer job is priced by weight	
Detergent, bulk, plus a hypoallergenic option	The second one is a real selling point	
Rolling carts, folding table		
Vehicle	Confirm capacity for your route [VERIFY]	
Laundromat cost per load	The largest ongoing cost — negotiate a commercial rate	
Liability insurance	The operator is holding other people's property	

5. Pricing



Recommendation: lead with commercial and quote a flat month, never a per-pound rate. A flat monthly figure is a line on a business’s budget that gets approved once and renewed silently. Per-pound pricing invites a monthly argument about weight, and it is the reason most route operators stay small.

The minimum on consumer work is not a revenue decision, it is a filter. Below it the driving costs more than the wash.

TIER	WHAT IT IS	PRICE FIELD
Consumer wash and fold	By weight, next day	Your per-pound price and minimum
Commercial account — recommended	Weekly collection and return, flat monthly	Your flat monthly quote
Rush	Same day, consumer only	Your rush surcharge

PRICE STRUCTURE

COMMERCIAL: FLAT MONTHLY | CONSUMER: BY WEIGHT + MINIMUM | RUSH: DEFINED SURCHARGE

6. First 90 days and the one metric



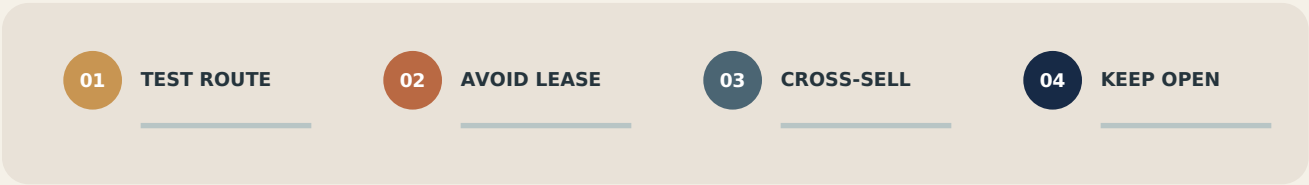
WINDOW	ACTION
Days 1-30	The five calls. Negotiate a commercial rate with one laundromat. Check licensing, zoning, and tax rules for your own city and state before starting. Price a single account properly using real weights, not estimates.
Days 31-60	Sign one commercial account and run it flawlessly for a month. One account run perfectly is the reference that sells the next four.
Days 61-90	Add accounts only. Do not open consumer service until three commercial accounts are running, because consumer work is unpredictable and will wreck a route schedule built around businesses.

THE ONE METRIC

The one metric: recurring pounds per week under contract. Not revenue, not customers. Pounds under contract is the number that tells you whether to keep renting machine time or buy machines.

WEEK	ACCOUNT	POUNDS UNDER CONTRACT	RENT OR BUY NOTE
1			
2			
3			
4			

7. Honest assessment



The route is worth testing. The building is not, and that decision should be made now rather than later.

What makes this line genuinely interesting is not laundry. It is that a weekly commercial pickup puts you inside a local business every seven days, and that same visit is where janitorial, courier and event work get sold. The route may be worth more as a door-opener than as a revenue line, and if that turns out to be true, it should be priced to keep the door open rather than to maximise the wash.

DECISION	EVIDENCE TO COLLECT	NEXT MOVE
Test the route	Five buyer calls and one paid account	Run one month flawlessly
Keep renting machine time	Recurring pounds remain below equipment threshold	Protect flexibility
Consider equipment	Known contracted volume supports the decision	Complete a written equipment case
Use as a door-opener	Weekly visits produce adjacent service conversations	Price to preserve the relationship

Startup Checklist

01

VALIDATE

02

SET UP

03

PILOT

04

REVIEW

DONE	ACTION	OWNER / DATE / NOTES
☐	Make the five commercial-buyer calls and record the answers.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Ask one laundromat for a standing commercial rate.	
☐	Obtain liability and vehicle insurance quotes [VERIFY].	
☐	Define bag numbering, intake, stain, damage, lost-item, and return rules.	
☐	Price one account using real weights, not estimates.	
☐	Sign one commercial account and run it flawlessly for one month.	
☐	Track recurring pounds per week under contract.	
☐	Delay consumer service until three commercial accounts are running.	

Equipment and Budget Worksheet

01

BAGS

02

SCALE

03

CART

04

CASH

ITEM	NEEDED?	ESTIMATE	ACTUAL	NOTES
Commercial laundry bags				
Digital scale				
Bulk detergent / hypoallergenic option				
Rolling carts / folding table				
Laundry cards / processing deposits				
Vehicle / route containers				
Licensing / insurance [VERIFY]				
Phone / scheduling / payment tools				
Marketing / printed materials				
Working capital / contingency				

BUDGET CONTROL

TOTAL ESTIMATE: _____ TOTAL ACTUAL: _____ CASH RESERVE: _____

Pricing and Estimate Template

01

WEIGHT

02

FREQUENCY

03

PROCESS

04

MARGIN

CUSTOMER	SERVICE SITE	ESTIMATE #	DATE

INPUT	BASIS	AMOUNT
Account type	Commercial / consumer	
Recurring pounds / expected weight	Real weights	
Collection and return frequency	Weekly / other	
Laundromat processing	Commercial rate	
Detergent / special handling	Defined option	
Driving / route time	Service zone	
Folding / labour	Measured time	
Monthly commercial quote or consumer price	Selected model	
Tax [VERIFY]	Applicable local rule	
Total		

Invoice Template

01

SERVICE

02

PERIOD

03

TOTAL

04

PAID

BUSINESS	CUSTOMER	INVOICE #	DATE / DUE

DESCRIPTION	SERVICE PERIOD / QTY	RATE	AMOUNT
Commercial laundry route service			
Consumer wash and fold			
Rush service			
Special handling			
Pickup / return			
Other			

SUMMARY	AMOUNT
Subtotal	
Tax [VERIFY]	
Total	
Balance due	

Job Log and Lead Tracker

01

LEAD

02

ROUTE

03

POUNDS

04

NEXT STEP



ROUTE CONTROL | Numbered bags, an ordered load, and a documented stop sequence protect every account.

DATE	LEAD / SOURCE	ACCOUNT TYPE	QUOTE	STATUS / NEXT STEP

STOP / JOB	ACCOUNT	PICKUP	RETURN	POUNDS	ISSUE / CLOSEOUT

ONE METRIC

RECURRING POUNDS PER WEEK UNDER CONTRACT: _____ CAPACITY DECISION: _____

Compliance and Safety Page

01

VERIFY

02

SEPARATE

03

LABEL

04

DOCUMENT

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

CHECK	CONTROL	INITIALS / NOTES
☐	Insurance and vehicle use reviewed for the planned service [VERIFY].	
☐	Customer terms define stains, damage, shrinkage, lost items, and turnaround [VERIFY].	
☐	Account bags are numbered and loads remain separated through return.	
☐	Product instructions and equipment rules are followed [VERIFY].	
☐	Unknown, sharp, contaminated, or restricted items follow a written refusal rule [VERIFY].	
☐	Lifting, carts, vehicle capacity, and load restraint match the route [VERIFY].	
☐	Pickup, weight, processing, return, issue, and payment records are retained.	
☐	Customer-specific handling instructions are documented before processing.	

STOP RULE

If a load falls outside the written acceptance, handling, vehicle, or return rules, stop and verify the correct next step before processing.