
DIAGNOSE • AUTHORIZE • VERIFY

MOBILE AUTO MECHANIC GUIDE

Start with proven capability.

Control every service call.

Earn repeat business.

SKILL | SCOPE | SAFETY | TRUST

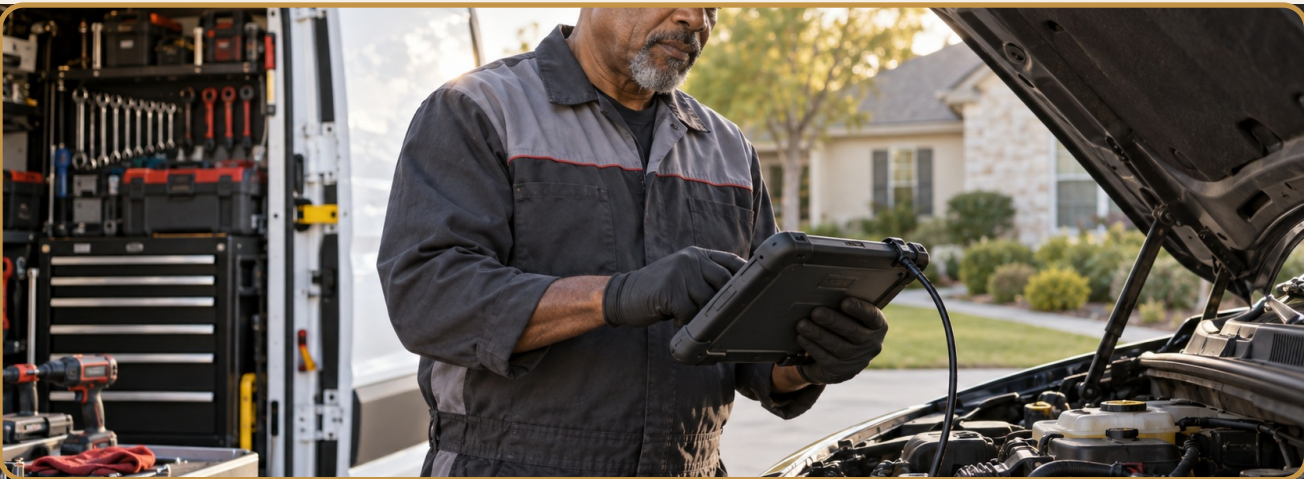
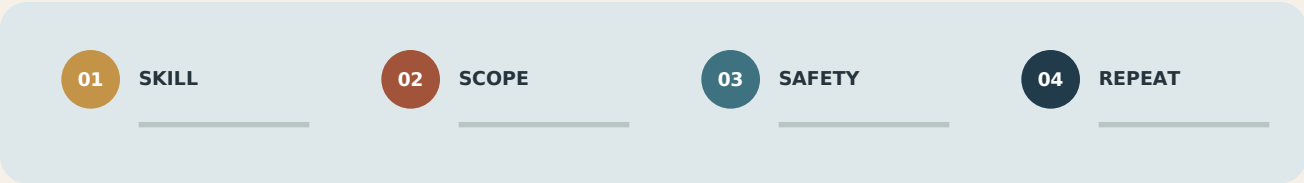
Veteran's Strategic Solutions LLC



START HERE

How to Use This Guide

Read the core guide first. Then use the worksheets to verify mechanical capability, define routine-service limits, price the service vehicle and tools, estimate each repair, document diagnosis and authorization, invoice completed work, track repeat customers, and control vehicle support, roadside, electrical, fluid, fire, insurance, and custody risks.

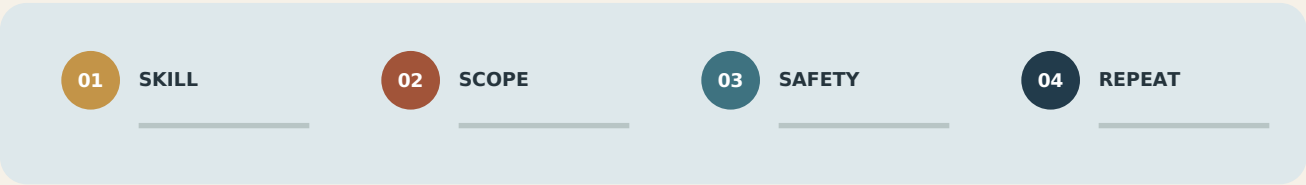


DIAGNOSTIC DISCIPLINE | Record symptoms, codes, tests, conclusions, and authorization before replacing parts.

PIECE	USE
Core guide	Start with diagnostics and routine maintenance, prove skill and quality, and pursue repeat fleet or near-fleet customers.
Operating kit	Use the startup, budget, estimate, repair authorization, invoice, tracker, and safety pages for every vehicle and service call.

CORE GUIDE 01

The Bet



Core assumption that must be true: There is room for a reliable mobile mechanic in the intended service area, especially where customers report unresolved repairs, delays, or poor follow-through from existing options.

Fastest zero-budget way to test it: Read the recent reviews of every mobile mechanic and repair shop serving the intended area. Separate positive reviews from specific quality complaints. That is not proof of a pattern, but it can reveal a concrete opening: a mobile mechanic who reliably does the job right the first time has something specific to differentiate on, not just marketing language.

Three biggest reasons this fails before you spend a dollar: 1. This requires real, verifiable automotive skill, and the flyer is honest about that being the actual prerequisite. Step 1 lists automotive repair experience and ASE Certification as what to have before starting — this isn't a business you back into with a truck and enthusiasm. 2. Equipment cost is genuinely substantial and non-optional. A diagnostic scanner, full tool set, jack and stands, air compressor — the \$15,000-\$60,000+ range on the flyer is realistic for a properly equipped service vehicle, not inflated. 3. Insurance is more complex here than most trades — general liability, commercial auto, and garage keepers coverage (protecting a customer's vehicle while it's in your care) all apply, and garage keepers coverage specifically is easy to overlook until a claim happens.

BUSINESS LENS	CONTROL
Capability	Accept only work the technician can safely diagnose and complete.
Authorization	No parts or repair without written customer approval.
Repeat rate	Quality, records, and follow-through build the model.

CORE GUIDE 02

Who Pays, In Their Own Words

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“My car broke down and every shop in town wants it towed in and held for two days.” “I don’t have time to sit in a waiting room — can you just come to where I am?” “The last mobile mechanic I used made it worse, not better.”

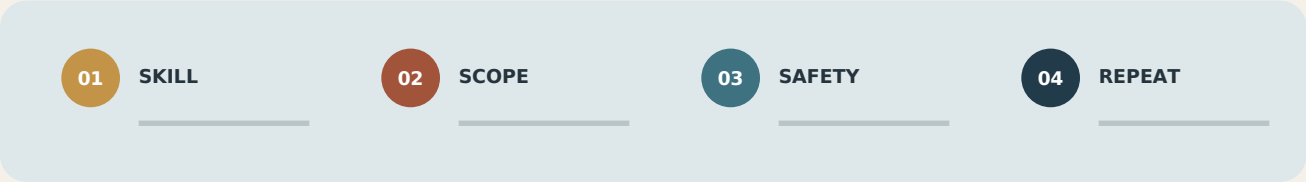
That third line is the real opening: reliability and follow-through, demonstrated rather than claimed, where customers report real quality complaints.



SAFE ROUTINE SERVICE | Stabilize the vehicle, control the work zone, verify torque, and document completion.

CORE GUIDE 03

The Smallest Version You Can Charge For



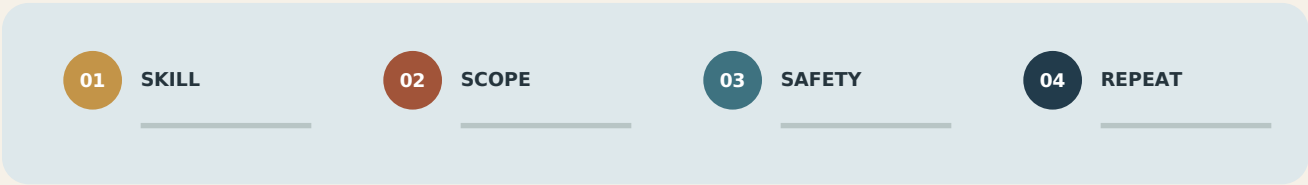
Diagnostics, oil changes, and battery/brake work — not engine or transmission repair. The flyer’s own “popular services” list separates cleanly into routine maintenance (oil changes, brake replacement, battery replacement, tune-ups) and diagnostic work versus bigger jobs. Starting with the routine-maintenance tier builds trust and cash flow before taking on complex repairs where a mistake is costly and reputation-damaging.

Path to your first paying customer: target fleet or near-fleet customers first — property management companies, apartment communities, and small businesses with a vehicle or two — rather than only one-off residential calls, since that is where the flyer’s own revenue math (fleet contracts, recurring monthly revenue) actually pays off.

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CORE GUIDE 04

Pricing



The flyer’s own revenue example — 4 service calls a day at \$150 average, 22 days a month, roughly \$13,200/month — is a reasonable target once established, but assumes a full, reliable booking calendar from day one. Treat it as a goal, not a starting expectation.

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CORE GUIDE 05

First 90 Days and the One Metric

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Days 1-14: Confirm the actual skill level and certification status honestly before anything else — this is the real gate, not a formality.

Days 15-45: Start with routine maintenance calls only. Build the trust and review base before taking harder jobs.

Days 46-90: Approach one property management company or small business fleet directly, using “we come to you, and we do it right the first time” as the pitch — a direct answer to the service gap.

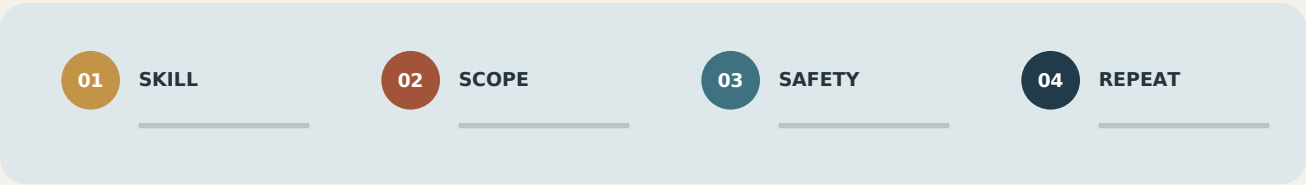
The one metric that matters: repeat customer rate, not one-time calls. The flyer’s own framing — “customers will gladly pay more when you show up on time, communicate clearly, and fix the problem right the first time” — is the actual business model here, not a slogan.



FLEET RELATIONSHIP | Recurring customers value scheduling, communication, records, and first-time quality.

CORE GUIDE 06

Honest Assessment

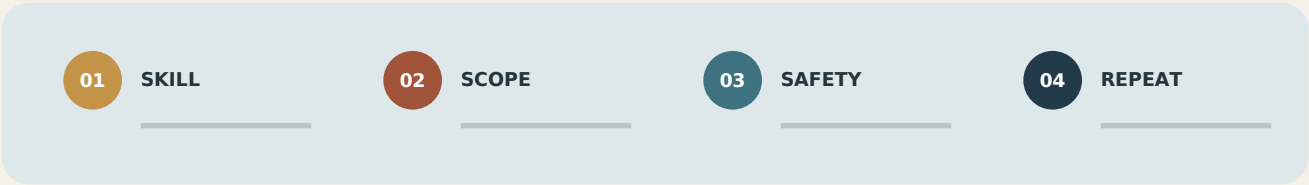


This can be a viable opening, not because the market is empty but because a reliable operator may be able to differentiate against documented service problems. The real barrier is whether the actual mechanical skill and certification are already there [VERIFY]. If they are, this may be a strong opportunity. If they are not, the honest first step is building that skill before building the business around it.

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CORE REFERENCE

Startup Cost Reference



Use the source ranges as planning inputs, then replace each with written quotes for the actual vehicle, equipment, coverage, and service scope.

Item	Est. Cost	Notes
ASE Certification	Confirm current cost and prerequisites directly with ASE	The flyer correctly flags it as a credential that builds customer trust fast
Service vehicle	\$8,000-\$30,000	
Tools & equipment	\$5,000-\$20,000	
Diagnostic scanner	\$500-\$5,000	Quality varies enormously at this price range — a cheap scanner that misses codes costs customer trust
Insurance (general liability, commercial auto, garage keepers)	\$1,500-\$5,000/year	Garage keepers coverage specifically — confirm this is included, not assumed
Business registration	\$100-\$500	Check licensing, zoning, and tax rules for your own city and state before starting.
Inventory (common parts)	\$1,000-\$5,000	

WORKSHEET 01

Startup Checklist

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DONE	ACTION	OWNER DATE NOTES
☐	Document the technician's actual experience, training, certifications, and service limits [VERIFY].	
☐	Define the launch scope: diagnostics, oil, battery, tune-up, and selected brake work only.	
☐	Map competitors and recent customer complaints without making unsupported claims.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Confirm repair-business, environmental, waste, roadside, consumer, tax, and record requirements [VERIFY].	
☐	Obtain general liability, commercial auto, garage keepers, tools, workers, and roadside coverage quotes [VERIFY].	
☐	Equip and inspect the service vehicle for diagnostics, safe lifting, torque, lighting, power, fluids, and spill response.	
☐	Create vehicle intake, inspection, diagnosis, estimate, authorization, parts, completion, warranty, and release records.	
☐	Set rules for unsafe locations, weather, traffic, unsupported vehicles, complex repairs, towing, and referral.	
☐	Approach one fleet or near-fleet customer with a recurring maintenance offer.	
☐	Track repeat customer rate and comeback or rework rate from day one.	

WORKSHEET 02

Equipment and Budget Worksheet

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MOBILE SERVICE KIT | Organize diagnostics, torque, electrical tests, safety gear, spill control, and inspection records.

ITEM	NEEDED	ESTIMATE	ACTUAL	NOTES
Service vehicle purchase, setup, registration, and maintenance				
General liability, commercial auto, garage keepers, tools, and workers coverage [VERIFY]				
Professional tools, sockets, torque tools, specialty tools, and storage				
Diagnostic scanner, subscriptions, battery tester, multimeter, and data access [VERIFY]				
Jacks, stands, ramps, wheel chocks, lifting points, and lighting				
Compressor, power, charging, fluids, spill kit, and waste containers				
Common parts, filters, fluids, fasteners, and consumables				
Safety gear, cones, high-visibility equipment, extinguisher, and first aid				
Scheduling, phone, payment, accounting, and vehicle records				
Training, certification, licenses, inspections, and tax setup [VERIFY]				
Working capital, parts float, warranty, rework, towing, and emergency reserve				

BUDGET CONTROL

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

WORKSHEET 03

Pricing and Estimate Template

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CLIENT	SERVICE LOCATION	ESTIMATE NUMBER	DATE

SERVICE OR INPUT	BASIS	AMOUNT
Mobile diagnostic visit	Symptoms, tests, codes, and service area	
Labor	Task and estimated hours	
Parts	Description, quantity, and source	
Fluids and consumables	Type and quantity	
Travel or after-hours fee [VERIFY]	Written basis	
Shop supplies or disposal [VERIFY]	Written basis	
Additional diagnostic work	Approval trigger	
Towing or referral	Excluded or coordinated	
Tax [VERIFY]	Applicable treatment	
Total estimate		

TOTAL ESTIMATE	DEPOSIT OR AUTHORIZATION	VALID THROUGH

WORKSHEET 04

Vehicle Repair Authorization

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FIELD	AGREED DETAIL
Customer, vehicle owner, contact, and service location	
Vehicle year, make, model, VIN, plate, mileage, and keys	
Customer complaint, warning lights, symptoms, and recent work	
Initial condition, damage, valuables, fluid level, and photo record	
Diagnostic steps, findings, codes, tests, and technician conclusion	
Approved repair, parts, fluids, labor, and service limitations	
Estimate, diagnostic fee, deposit, tax, and payment terms	
Maximum authorized amount and approval method for changes	
Customer-supplied parts, warranty, and failure-risk terms [VERIFY]	
Unsafe location, weather, traffic, towing, and vehicle-support limits	
Test drive, movement, custody, key, and vehicle release authorization [VERIFY]	
Old parts, hazardous waste, batteries, tires, fluids, and disposal [VERIFY]	
Completion checks, torque, leak, code, road-test, and customer instructions	
Warranty, comeback, cancellation, storage, and dispute terms [VERIFY]	
Customer and technician signatures	

WORKSHEET 05

Invoice Template

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BUSINESS	CLIENT	INVOICE NUMBER	DATE DUE

DESCRIPTION	QUANTITY	RATE	AMOUNT
Diagnostic visit			
Labor			
Parts			
Fluids and consumables			
Travel or after-hours fee			
Shop supplies or disposal			
Fleet maintenance service			
Approved additional work			

SUMMARY	AMOUNT
Subtotal	
Tax [VERIFY]	
Credits / adjustments	
Total	
Balance due	

Job Log and Lead Tracker

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DATE	LEAD SOURCE	NEED OR SCOPE	QUOTE	STATUS NEXT STEP

DATE	CUSTOMER / FLEET	VEHICLE	SERVICE	REPEAT	COMEBACK

ONE METRIC

REPEAT CUSTOMER RATE: FIRST-TIME FIX RATE: COMEBACKS / REWORK:

WORKSHEET 07

Mobile Mechanic Compliance and Safety

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

CHECK	CONTROL	INITIALS NOTES
☐	Licensing, zoning, tax, repair-business, consumer, environmental, waste, roadside, and local operating rules are confirmed [VERIFY].	
☐	Technician qualifications, certifications, service limits, diagnostic access, and manufacturer information are confirmed [VERIFY].	
☐	General liability, commercial auto, garage keepers, tools, workers, and customer-vehicle custody coverage are confirmed [VERIFY].	
☐	Service location, traffic, weather, lighting, surface, ventilation, fire, bystander, child, pet, and security risks are assessed before work.	
☐	Vehicle support, lifting points, jacks, stands, chocks, torque, electrical isolation, hot surfaces, rotating parts, and test-drive procedures are documented.	
☐	Fuel, battery, refrigerant, oil, coolant, chemicals, compressed air, spills, fire, hazardous waste, and disposal controls are documented [VERIFY].	
☐	Customer complaint, inspection, photos, diagnosis, estimate, authorization, parts, completion, warranty, keys, release, and incident records are kept.	
☐	Work stops when the diagnosis, skill, tools, support, location, weather, authorization, parts, information, or safe repair path is uncertain.	

STOP RULE

Do not begin or continue a repair until the technician is qualified, the location is safe, the vehicle is supported correctly, the diagnosis and scope are documented, the estimate is authorized, coverage applies, and the repair can be completed and verified safely.