



MOBILE • VISIBLE • REPEATABLE

MOBILE DETAILING GUIDE

Bring the service to the vehicle.

Sell the result with photographs.

Build repeat and fleet work.

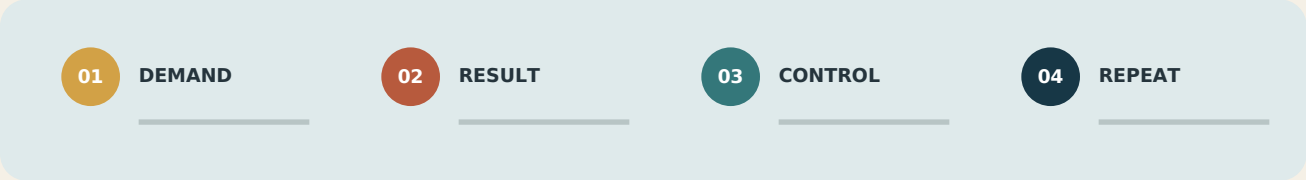
INTERIOR | EXTERIOR | FLEET | REPORT

Veteran's Strategic Solutions LLC

START HERE

How to Use This Guide

Read the core guide first. Then use the worksheets to test demand, plan equipment, price each service, define vehicle condition and authorization, invoice customers, track jobs and referrals, and control runoff, chemicals, power, and vehicle risk.



INTERIOR RESULT | A visible transformation creates the proof that sells the next booking.

PIECE	USE
Core guide	Test the convenience gap, identify the buyer, start with one visible interior result, price the work, and launch.
Operating kit	Use the startup, budget, estimate, authorization, invoice, tracker, and compliance pages on every job.

CORE GUIDE 01

1. The bet

01

DEMAND

02

RESULT

03

CONTROL

04

REPEAT

The core assumption that must be true: people in your service area will pay a premium for someone to detail their vehicle where it sits, rather than drive it somewhere and wait.

So the gap is not “nobody details cars here.” It is nobody comes to you. That distinction is the entire business, and it fits the convenience theme running through all your service lines: you are selling the removal of a trip.

The fastest zero-budget test: post once in a local community group and a local buy-sell-trade group offering three free interior details in exchange for photos and an honest review. Count the replies. If a free offer with your name on it does not fill three slots in a day, the demand is not there. If it fills in an hour and people ask what you charge, you have your answer.

The three biggest reasons it fails:

Water and power at the customer’s location. You cannot count on either. Solving it costs money — see section 4.



FINISH CONTROL | Defined technique, lighting, and inspection protect premium work.

CORE GUIDE 01

1. The bet Continued

01

DEMAND

02

RESULT

03

CONTROL

04

REPEAT

The wastewater rule. Detailing wash water is regulated the same as pressure washing. A driveway that drains to the street drains to a storm drain.

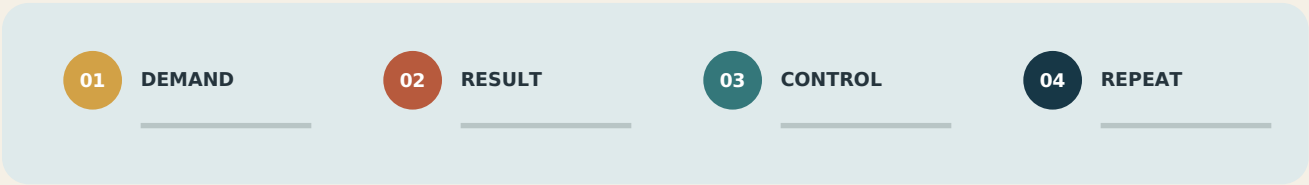
It is your hours, one car at a time. A quality full detail runs three to five hours. Even fully booked, there is a hard ceiling on what one person can earn in a day.



FLEET ACCOUNT | Recurring scheduled vehicles can replace dozens of individual bookings.

CORE GUIDE 02

2. Who pays, in their own words



Two buyers, and they are different.

The vehicle enthusiast. Twenty-four, owns a truck he cares about more than his apartment, works hours that do not overlap with a detail shop’s hours.

“I don’t have time to sit at a shop for four hours.”

“I’m getting ready to sell it and I want top dollar.”

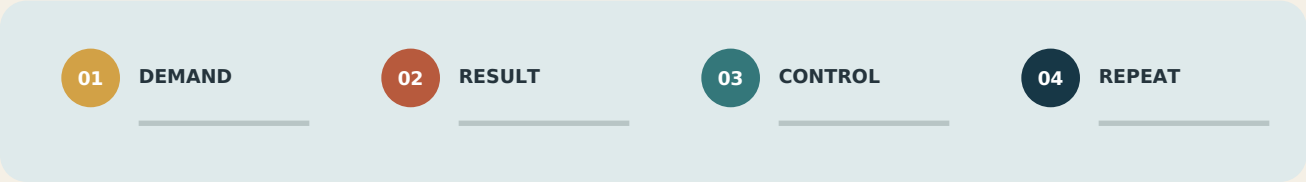
“I just PCS’d and this thing is full of road trip garbage.”

BUSINESS LENS	CONTROL
Convenience	Remove the trip and wait.
Proof	Photograph the result.
Economics	Track time, travel, supplies, and repeat work.

CORE GUIDE 02

2. Who pays, in their own words

Continued



“I want it done right, not a drive-through car wash.”

The family. Spouse with kids, one vehicle, and that vehicle has spent five years absorbing juice boxes.

“I’m embarrassed to have anyone ride in it.”

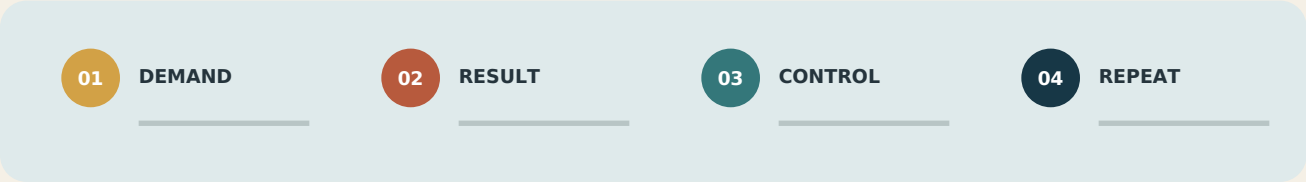
“There’s a smell and I can’t find where it’s coming from.”

“I can’t take it anywhere, I’ve got the kids.”

BUSINESS LENS	CONTROL
Convenience	Remove the trip and wait.
Proof	Photograph the result.
Economics	Track time, travel, supplies, and repeat work.

2. Who pays, in their own words

Continued



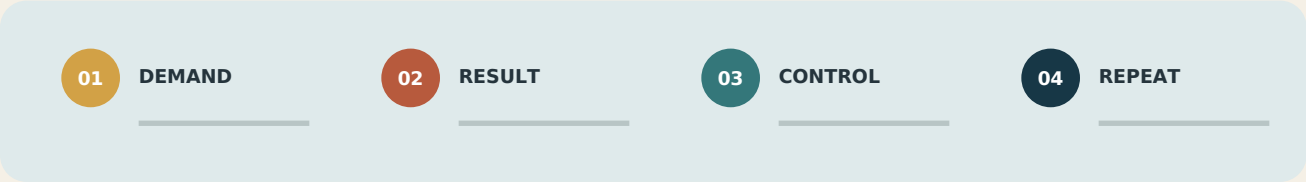
Where they are: local community Facebook groups, parent pages, and word of mouth. This trade runs almost entirely on photos and referrals.

What triggers the buying decision: selling the vehicle, a relocation, a lease turn-in, a spill, or a special event.

BUSINESS LENS	CONTROL
Convenience	Remove the trip and wait.
Proof	Photograph the result.
Economics	Track time, travel, supplies, and repeat work.

CORE GUIDE 03

3. The smallest version you can charge for



One product: the interior detail, done in their driveway or parking lot.

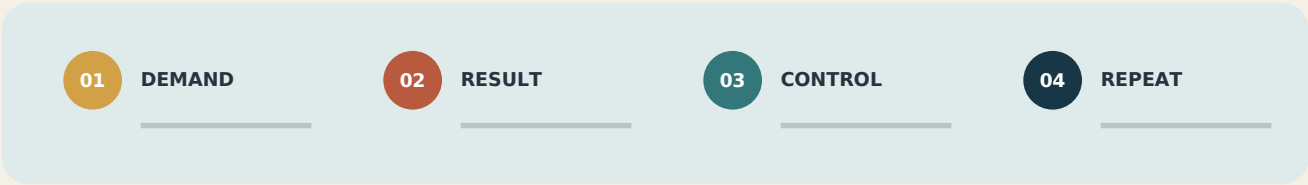
Interior first, deliberately. It uses far less water, sidesteps most of the wastewater problem, needs no exterior polishing skill, and produces the most dramatic before-and-after photo per hour worked. Two to three hours, one vehicle, visible result.

Fastest path to the first paying customer: the three free ones from the test. Photograph everything. Post the pictures where the free ones came from. In this business the photos sell for you.

BUSINESS LENS	CONTROL
Convenience	Remove the trip and wait.
Proof	Photograph the result.
Economics	Track time, travel, supplies, and repeat work.

CORE GUIDE 04

4. What it actually takes



Water and power — the real constraint. Do not assume the customer’s spigot or outlet. A self-contained setup means a water tank, a 12V pump, and either a generator or a portable power station. Interior-only work needs far less of both, which is another reason to start there.

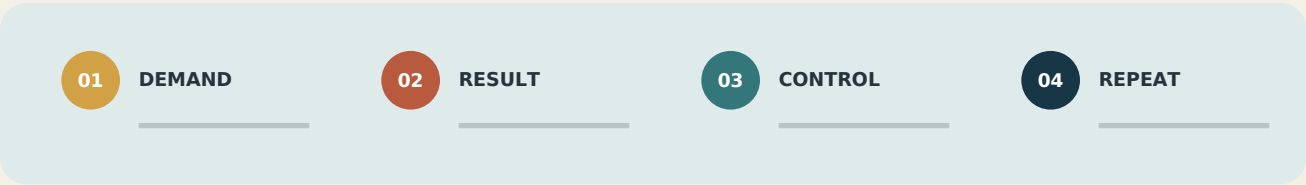
The wastewater rule. Detailing wash water may not be discharged into a storm drain system without a permit, and most driveways drain to the street. Compliant options: wash over grass or a permeable surface where the water absorbs, use a containment mat and recover the water, or use rinseless and waterless washing products that produce almost no runoff at all. For a one-man mobile operation, rinseless washing is the practical answer — it uses a few gallons instead of forty, and it removes the compliance problem instead of managing it. Confirm local requirements with the city before running exterior jobs at volume.

Check licensing, zoning, and tax rules for your own city and state before starting. General liability insurance is essential — you are working on other people’s vehicles, and damage claims are the risk.

Equipment, cheapest source each:

BUSINESS LENS	CONTROL
Convenience	Remove the trip and wait.
Proof	Photograph the result.
Economics	Track time, travel, supplies, and repeat work.

5. Pricing



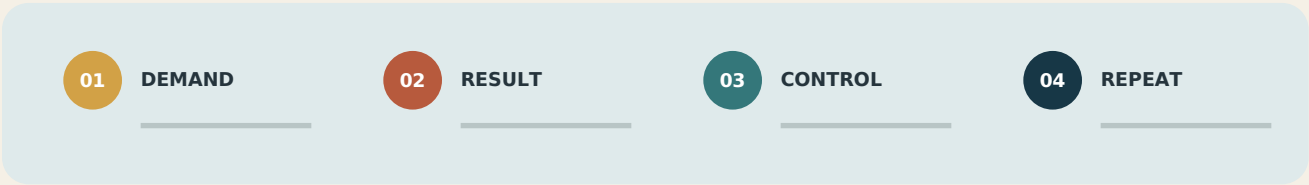
Which maximizes early revenue: the mid tier. The low tier does not pay for your drive time. The premium tier requires exterior skill and equipment you should not buy yet.

The strongest relationship, and your real edge, is the fleet or dealer account. A used car lot needs vehicles cleaned before they hit the line, every week, on a schedule. That is one customer replacing dozens of individual bookings, and it pays consistently through winter when individual demand drops. Price fleet work lower per vehicle — \$60 to \$100 — and take the volume.

BUSINESS LENS	CONTROL
Convenience	Remove the trip and wait.
Proof	Photograph the result.
Economics	Track time, travel, supplies, and repeat work.

CORE GUIDE 06

6. First 90 days



Days 1-30. Three free interiors from a single post. Photograph everything. Do not spend more than \$500 until slots fill.

Days 31-60. Set pricing. Ten paid interiors. Approach two used car lots about weekly work.

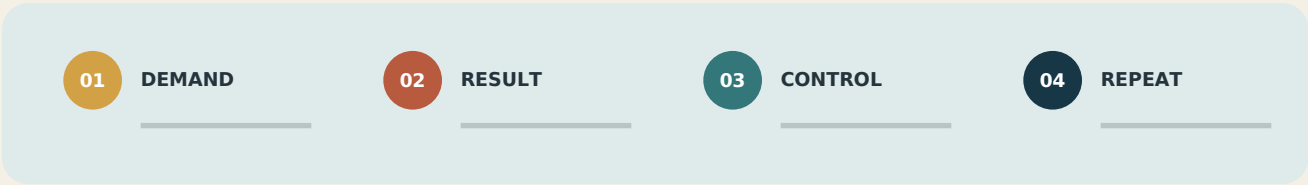
Days 61-90. One recurring fleet or lot account signed, or a decision that this stays a weekend line rather than a weekday one.

The one metric: repeat and referral bookings as a share of all bookings. Above half by day 90 means the work is good enough to grow without advertising. Below a quarter means something is wrong with the result, not the marketing.

BUSINESS LENS	CONTROL
Convenience	Remove the trip and wait.
Proof	Photograph the result.
Economics	Track time, travel, supplies, and repeat work.

CORE REFERENCE

Equipment Cost Reference



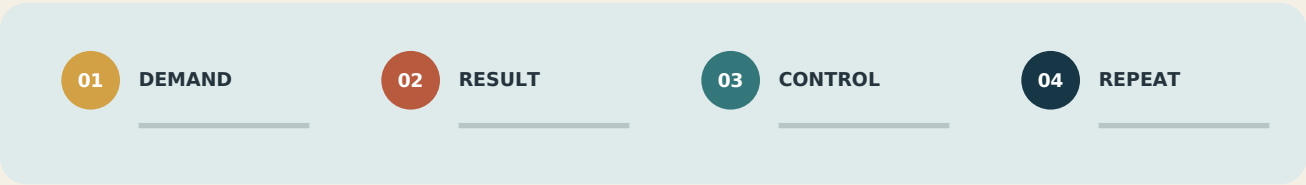
Equipment, cheapest source each:

Item	Cheapest source	Approximate cost
Hot water extractor	Refurbished or used, Facebook Marketplace	\$400-\$900
Commercial wet/dry vacuum	Compare local and online suppliers	\$150-\$300
Dual action polisher	Amazon, Harbor Freight	\$100-\$200
Brushes, towels, applicators	Detail supply sites, Chemical Guys	\$150-\$300
Chemicals, rinseless wash, degreaser, dressings	Buy concentrate, not ready-to-use	\$200-\$400
Portable power station or generator	Harbor Freight, Costco	\$300-\$800
Water tank and 12V pump	Tractor Supply, Northern Tool	\$200-\$500
Steamer (optional, strong upsell)	Used	\$200-\$500
Insurance	Compare quotes	roughly \$500-\$1,200/year

Realistic startup: \$1,500 to \$3,500 for interior-focused work, more if you add full exterior and paint correction later.

CORE REFERENCE

Pricing Reference



Which maximizes early revenue: the mid tier. The low tier does not pay for your drive time. The premium tier requires exterior skill and equipment you should not buy yet.

Tier or service	Offer	Price
Low	Interior refresh — vacuum, wipe down, windows, 90 minutes	\$75-\$125
Mid	Full interior detail — extraction, shampoo, steam, deodorize	\$175-\$275
Premium	Full interior and exterior, decontamination, sealant	\$350-\$600
Fleet work	Recurring scheduled vehicles	\$60-\$100 per vehicle

The strongest relationship, and your real edge, is the fleet or dealer account.

WORKSHEET 01

Startup Checklist

01

DEMAND

02

RESULT

03

CONTROL

04

REPEAT

DONE	ACTION	OWNER DATE NOTES
☐	Offer three free interior details in exchange for photographs and an honest review.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Confirm wastewater, storm-drain, water-use, chemical, and property-access rules [VERIFY].	
☐	Confirm general liability and commercial vehicle coverage [VERIFY].	
☐	Choose an interior-first service and define the result.	
☐	Build a self-contained water and power plan before exterior work.	
☐	Create the estimate, condition report, authorization, invoice, and job log.	
☐	Complete ten paid interiors and approach two fleet or dealer accounts.	
☐	Track repeat and referral bookings as a share of all bookings.	

WORKSHEET 02

Equipment and Budget Worksheet

01

DEMAND

02

RESULT

03

CONTROL

04

REPEAT



MOBILE SYSTEM | Water, power, recovery, chemicals, tools, towels, and records travel together.

ITEM	NEEDED	ESTIMATE	ACTUAL	NOTES
Hot water extractor				
Commercial wet/dry vacuum				
Dual action polisher				
Brushes, towels, and applicators				
Chemicals and rinseless wash				
Portable power station or generator [VERIFY]				
Water tank and 12V pump [VERIFY]				
Containment / recovery equipment [VERIFY]				
Insurance [VERIFY]				
Scheduling, invoicing, and reserve				

BUDGET CONTROL

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

WORKSHEET 03

Pricing and Estimate Template



CLIENT	SERVICE LOCATION	ESTIMATE NUMBER	DATE

SERVICE OR INPUT	BASIS	AMOUNT
Interior refresh	Vehicle size, condition, and 90-minute scope	
Full interior detail	Extraction, shampoo, steam, deodorize	
Exterior detail	Wash method, decontamination, sealant	
Paint correction / coating	Inspection and written scope [VERIFY]	
Pet hair / odor / heavy soil	Condition surcharge approved before work	
Fleet volume service	Vehicle count and schedule	
Travel / access / parking	Written service-area rule	
Water / power / recovery	Job-site requirement	
Tax [VERIFY]	Applicable local rule	
Total estimate		

TOTAL ESTIMATE	DEPOSIT OR AUTHORIZATION	VALID THROUGH

WORKSHEET 04

Vehicle Condition and Service Authorization

01

DEMAND

02

RESULT

03

CONTROL

04

REPEAT

FIELD	AGREED DETAIL
Client and vehicle identification	
Service location and access	
Existing damage and condition photographs	
Selected service and included tasks	
Excluded areas or conditions	
Water and power source [VERIFY]	
Runoff and wastewater method [VERIFY]	
Chemical / surface compatibility [VERIFY]	
Valuables removed / personal items	
Keys and movement authorization	
Customer approval for condition surcharge	
Completion photographs	
Final inspection and acceptance	
Payment and follow-up date	

WORKSHEET 05

Invoice Template

01

DEMAND

02

RESULT

03

CONTROL

04

REPEAT

BUSINESS	CLIENT	INVOICE NUMBER	DATE DUE

DESCRIPTION	QUANTITY	RATE	AMOUNT
Interior refresh			
Full interior detail			
Exterior service			
Paint correction / coating			
Condition surcharge			
Fleet volume service			
Travel or access charge			
Approved additional work			

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

Job Log and Lead Tracker

01

DEMAND

02

RESULT

03

CONTROL

04

REPEAT

DATE	LEAD SOURCE	NEED OR SCOPE	QUOTE	STATUS NEXT STEP

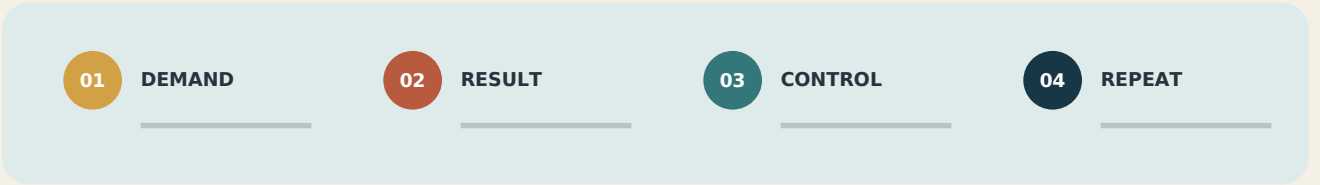
JOB	CLIENT	SERVICE	SOURCE	REPEAT REFERRAL	MARGIN

ONE METRIC

REPEAT AND REFERRAL SHARE: _____ AVERAGE JOB TIME: _____ GROSS MARGIN: _____

WORKSHEET 07

Compliance and Environmental Safety



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

CHECK	CONTROL	INITIALS NOTES
☐	Wastewater and storm-drain requirements are confirmed for the service location [VERIFY].	
☐	The wash method, containment, recovery, or permeable-surface plan is documented [VERIFY].	
☐	Water, electrical, generator, battery, hose, and trip hazards are controlled [VERIFY].	
☐	Chemical labels, dilution, ventilation, PPE, storage, and transport are controlled [VERIFY].	
☐	Vehicle condition, keys, movement authority, valuables, and existing damage are documented.	
☐	Surface compatibility and high-risk paint, trim, leather, screen, and sensor areas are checked.	
☐	Insurance and any commercial vehicle use are confirmed [VERIFY].	
☐	Before-and-after photographs, customer approval, payment, and incident notes are retained.	

STOP RULE

Stop when runoff, chemical compatibility, electrical or generator safety, vehicle condition, access, insurance, or customer authorization cannot be confirmed. Mark the issue [VERIFY] before work begins.