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RESPOND • STABILIZE • RESTORE

# MOBILE TIRE REPAIR GUIDE

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Start with the essential service.

Protect the roadside work zone.

Build repeat fleet demand.

RESPONSE | REPAIR | SAFETY | UPTIME

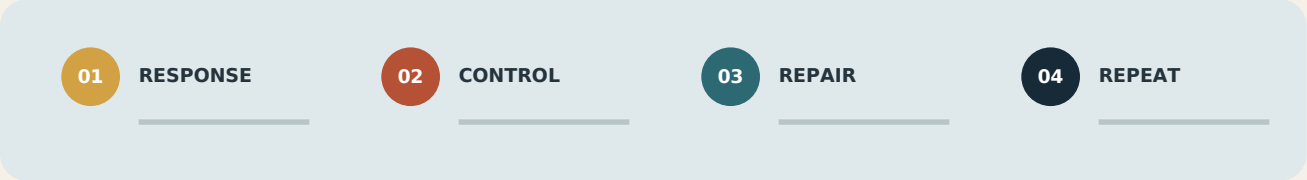
Veteran's Strategic Solutions LLC



START HERE

# How to Use This Guide

Read the core guide first. Then use the worksheets to test referral demand, define the launch service, budget the vehicle and tire equipment, estimate each call, authorize work, invoice completed service, track response time and repeat accounts, and control roadside, lifting, tire, traffic, insurance, disposal, and customer-vehicle risks.

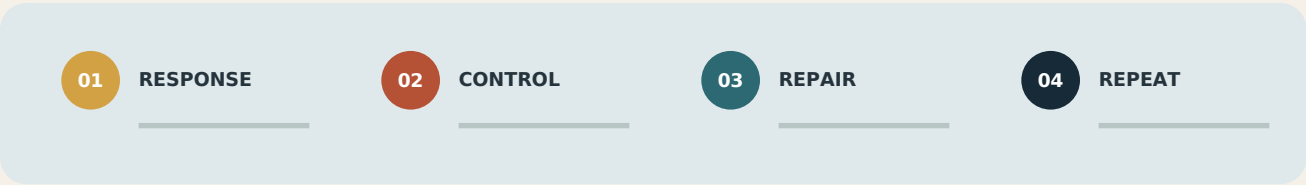


**REPAIR DISCIPLINE** | Inspect the tire, identify the damage, document the decision, and use the correct repair method.

| PIECE         | USE                                                                                                                                |
|---------------|------------------------------------------------------------------------------------------------------------------------------------|
| Core guide    | Launch with flat repair and basic replacement, protect response time, and develop towing-company and fleet referral relationships. |
| Operating kit | Use the startup, budget, estimate, service authorization, invoice, tracker, and safety pages for every call.                       |

CORE GUIDE 01

# The Bet



Core assumption that must be true: Drivers in the intended service area will pay for roadside or on-location tire service rather than driving to a shop, and the area has enough unmet demand to support a focused mobile operator.

Fastest zero-budget way to test it: Call two towing companies or mechanics serving the intended area and ask whether they receive tire-only calls they turn away because the work does not justify a full tow-truck dispatch. That is the exact gap a mobile tire operation fills.

Three biggest reasons this fails before you spend a dollar: 1. Demand must be confirmed directly; an apparently open lane is not proof that enough customers will pay. 2. Equipment cost is real, and the \$27,000–\$83,000 range roughly matches what a properly equipped service van with a tire changer, balancer, and inventory would actually cost. 3. Tire disposal has a real regulatory wrinkle. Old tires must go through an approved collection or disposal channel [VERIFY]. This is an operational detail, not something to leave unanswered before the first job.

| BUSINESS LENS | CONTROL                                                                 |
|---------------|-------------------------------------------------------------------------|
| Response      | Track the minutes from incoming call to safe arrival on scene.          |
| Control       | Define the work zone before lifting, inflation, repair, or replacement. |
| Repeat        | Turn reliable service into towing-company and fleet referrals.          |

## CORE GUIDE 02

# Who Pays, In Their Own Words

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“I’ve got a flat in a parking lot and don’t want to drive on a spare all day.” “My fleet vehicle is down and I can’t afford the downtime to drive it in.” “I’m on the shoulder of the highway and need someone who actually shows up when they say they will.”

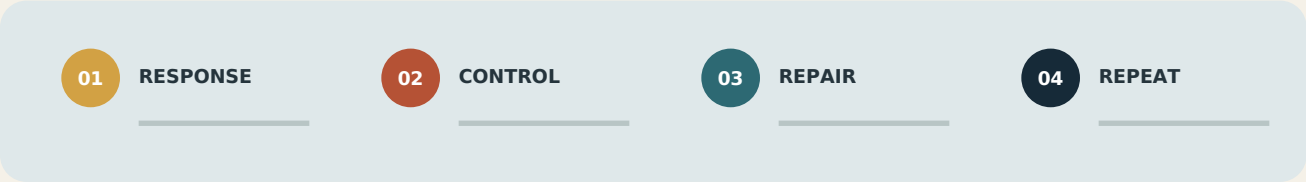
The last one matters — mobile-service customers judge the business by whether the technician arrives when promised and communicates honestly about the ETA. That is the bar to clear.



**ROADSIDE CONTROL** | Protect the work zone before tools come out; traffic and vehicle stability set the limits.

CORE GUIDE 03

# The Smallest Version You Can Charge For



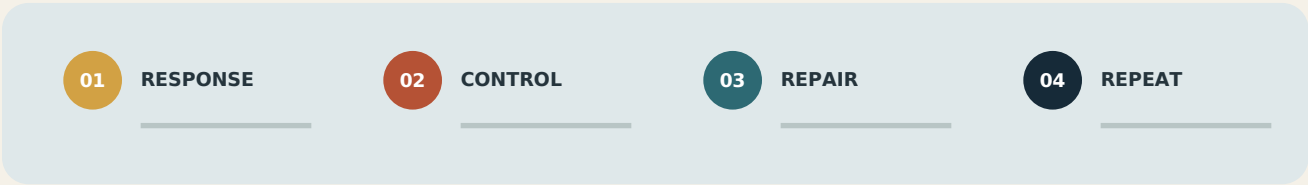
One service van, flat repair and basic replacement only — skip TPMS service and wheel balancing at first, since those require more specialized equipment. Start with the highest-frequency, lowest-equipment job: plug/patch repairs and swapping to a spare or a pre-mounted replacement tire.

Path to your first paying customer: partner informally with one or two towing companies serving the area. Ask them to refer tire-only calls they would otherwise turn away or handle inefficiently with a full tow truck. That is a warm referral channel with no marketing spend required.

| BUSINESS LENS | CONTROL                                                                 |
|---------------|-------------------------------------------------------------------------|
| Response      | Track the minutes from incoming call to safe arrival on scene.          |
| Control       | Define the work zone before lifting, inflation, repair, or replacement. |
| Repeat        | Turn reliable service into towing-company and fleet referrals.          |

CORE GUIDE 04

# First 90 Days and the One Metric



Days 1-14: Call towing companies and mechanics serving the intended area. Confirm the referral-gap assumption directly rather than guessing at it.

Days 15-45: Equip the van for flat repair and basic replacement only. Get commercial auto insurance in place before the first job, not after.

Days 46-90: Track calls that come through referral versus direct marketing. If referrals are carrying the business, invest further in those relationships before spending on broader marketing.

The one metric that matters: average response time from call to on-scene. The flyer’s own “why customers choose you” list leads with speed — that’s the entire value proposition of mobile service, and it’s the number to protect above all others.

| BUSINESS LENS | CONTROL                                                                 |
|---------------|-------------------------------------------------------------------------|
| Response      | Track the minutes from incoming call to safe arrival on scene.          |
| Control       | Define the work zone before lifting, inflation, repair, or replacement. |
| Repeat        | Turn reliable service into towing-company and fleet referrals.          |

## CORE GUIDE 05

# Honest Assessment

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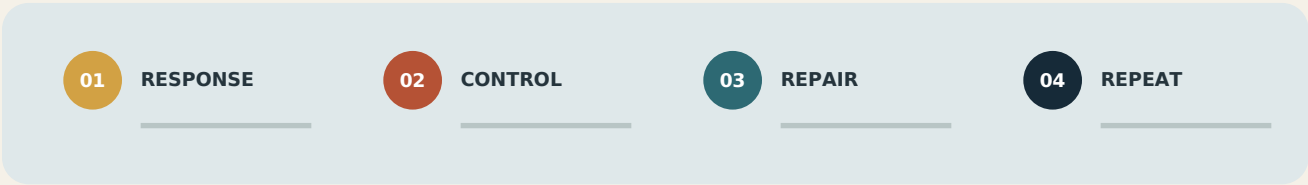
This can be a strong opportunity where a local demand check confirms an underserved need among fleet vehicles, roadside breakdowns, and apartment or parking-lot flats. The equipment cost is the real barrier, not the concept itself. If towing-company referral calls confirm real demand, this is worth building out seriously rather than treating as a side line.



**FLEET RESPONSE** | Recurring customers buy uptime, reliable arrival windows, clear records, and consistent service.

CORE REFERENCE

# Startup Cost Reference

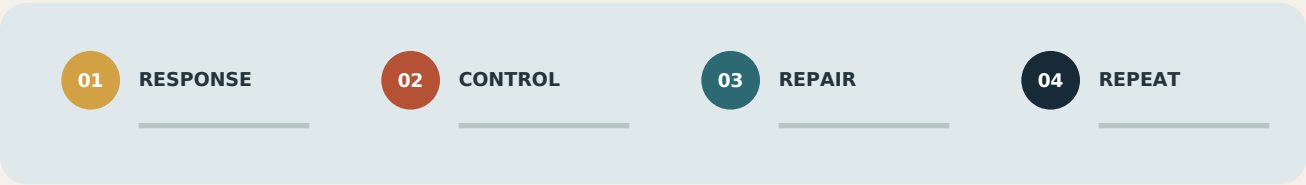


Use the source ranges as planning inputs, then replace each with written quotes for the actual vehicle, equipment, inventory, and coverage.

| Item                                              | Est. Cost                          | Planning Note                                                                 |
|---------------------------------------------------|------------------------------------|-------------------------------------------------------------------------------|
| Service van or trailer                            | \$15,000-\$40,000                  | Used cargo van from a dealer, fleet, or government auction [VERIFY]           |
| Air compressor                                    | Included in tools/equipment budget | Select capacity and duty cycle for the intended service scope [VERIFY]        |
| Hydraulic floor jack, jack stands                 | \$150-\$400                        | Match capacity and lifting range to accepted vehicles                         |
| Impact wrench, torque wrench                      | \$200-\$500                        | Use torque procedures and calibration controls [VERIFY]                       |
| Tire plug and patch kits                          | \$50-\$150                         |                                                                               |
| Portable tire changer                             | \$500-\$2,000                      | Skip the wheel balancer initially — it is marked optional for a reason        |
| Tire inflator, jump starter, air hose, hand tools | \$300-\$800 combined               |                                                                               |
| Safety cones, reflective vest                     | \$50-\$100                         | Non-negotiable — roadside work occurs near traffic                            |
| Initial tire inventory (common passenger sizes)   | \$5,000-\$20,000                   | Start narrow — stock the 3-4 most common sizes rather than a full range       |
| Commercial auto insurance and general liability   | \$1,000-\$3,000                    | Required — a personal auto policy will not cover a commercial service vehicle |

CORE REFERENCE

# Source Pricing Reference



Use these source ranges as positioning inputs. Confirm actual local costs, taxes, travel, coverage, and target margin before quoting.

| Tier    | Service                                     | Price                             | Positioning                                    |
|---------|---------------------------------------------|-----------------------------------|------------------------------------------------|
| Low     | Flat tire repair (plug/patch)               | \$50-\$100                        | High-frequency, fast, builds the customer base |
| Mid     | Tire replacement (labor, plus cost of tire) | \$75-\$150 plus tire cost         |                                                |
| Premium | After-hours or emergency roadside call      | Add \$25-\$75 to standard pricing | Convenience commands the premium               |

WORKSHEET 01

# Startup Checklist

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| DONE                     | ACTION                                                                                                                | OWNER DATE NOTES |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------|
| <input type="checkbox"/> | Confirm tire-service demand with towing companies, mechanics, fleets, and property managers in the intended area.     |                  |
| <input type="checkbox"/> | Define the launch scope: flat repair, spare installation, and selected pre-mounted replacement tires only.            |                  |
| <input type="checkbox"/> | Check licensing, zoning, and tax rules for your own city and state before starting.                                   |                  |
| <input type="checkbox"/> | Confirm tire repair, roadside work, consumer, environmental, waste-tire, tax, and record requirements [VERIFY].       |                  |
| <input type="checkbox"/> | Obtain general liability, commercial auto, tools, workers, roadside, and customer-vehicle coverage quotes [VERIFY].   |                  |
| <input type="checkbox"/> | Inspect and equip the service vehicle for lifting, torque, inflation, visibility, lighting, power, and spill control. |                  |
| <input type="checkbox"/> | Create call intake, location, vehicle, tire, estimate, authorization, repair, torque, payment, and release records.   |                  |
| <input type="checkbox"/> | Set rules for unsafe shoulders, traffic, weather, soft surfaces, unsupported vehicles, damaged wheels, and towing.    |                  |
| <input type="checkbox"/> | Secure tire supply, special-order, return, warranty, and approved disposal relationships [VERIFY].                    |                  |
| <input type="checkbox"/> | Approach towing companies and one small fleet with a referral or recurring-service offer.                             |                  |
| <input type="checkbox"/> | Track average response time, arrival accuracy, completed calls, repeat accounts, and callbacks from day one.          |                  |

WORKSHEET 02

# Equipment and Budget Worksheet

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**MOBILE TIRE KIT | Organize inflation, torque, lifting, repair, visibility, and documentation equipment for rapid deployment.**

| ITEM                                                                                        | NEEDED | ESTIMATE | ACTUAL | NOTES |
|---------------------------------------------------------------------------------------------|--------|----------|--------|-------|
| Service van or trailer purchase, setup, registration, inspection, and maintenance           |        |          |        |       |
| Commercial auto, general liability, tools, workers, roadside, and custody coverage [VERIFY] |        |          |        |       |
| Compressor, air system, inflation tools, gauges, hoses, and power                           |        |          |        |       |
| Jacks, stands, wheel chocks, impact tools, torque tools, sockets, and lighting              |        |          |        |       |
| Repair kits, tire changer, valves, weights, lubricants, sealants, and consumables           |        |          |        |       |
| Initial tire inventory, supplier deposits, delivery, returns, and special orders            |        |          |        |       |
| Cones, warning lights, high-visibility gear, extinguisher, first aid, and spill kit         |        |          |        |       |
| Scheduling, dispatch, phone, navigation, payment, accounting, and records                   |        |          |        |       |
| Training, licenses, inspections, environmental, disposal, and tax setup [VERIFY]            |        |          |        |       |
| Marketing, towing-company referrals, fleet outreach, signage, and uniforms                  |        |          |        |       |
| Working capital, tire float, fuel, warranty, callback, towing, and emergency reserve        |        |          |        |       |

BUDGET CONTROL

TOTAL ESTIMATE: \_\_\_\_\_ TOTAL ACTUAL: \_\_\_\_\_ CASH RESERVE: \_\_\_\_\_

# Pricing and Estimate Template

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| CLIENT | SERVICE LOCATION | ESTIMATE NUMBER | DATE |
|--------|------------------|-----------------|------|
|        |                  |                 |      |

| SERVICE OR INPUT                      | BASIS                                        | AMOUNT |
|---------------------------------------|----------------------------------------------|--------|
| Mobile tire service call              | Location, vehicle, tire, and response window |        |
| Flat repair                           | Inspection and approved repair method        |        |
| Tire replacement labor                | Wheel position and quantity                  |        |
| Tire and valve                        | Brand, size, specification, and quantity     |        |
| Travel or service-area fee [VERIFY]   | Written basis                                |        |
| After-hours or emergency fee [VERIFY] | Written basis                                |        |
| Disposal fee [VERIFY]                 | Quantity and approved channel                |        |
| Towing or referral                    | Excluded or coordinated                      |        |
| Tax [VERIFY]                          | Applicable treatment                         |        |
| Total estimate                        |                                              |        |

| TOTAL ESTIMATE | DEPOSIT OR AUTHORIZATION | VALID THROUGH |
|----------------|--------------------------|---------------|
|                |                          |               |

WORKSHEET 04

# Roadside Tire Service Authorization

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| FIELD                                                                                      | AGREED DETAIL |
|--------------------------------------------------------------------------------------------|---------------|
| Customer, vehicle owner, contact, exact location, and safe meeting point                   |               |
| Vehicle year, make, model, plate, mileage, wheel position, and tire size                   |               |
| Customer report, warning indicators, damage, prior repair, and mobility status             |               |
| Arrival time, work-zone condition, traffic, weather, surface, lighting, and photos         |               |
| Inspection findings, tread, sidewall, puncture location, wheel, valve, and repairability   |               |
| Approved service, tire specification, quantity, repair method, and exclusions              |               |
| Estimate, service-call fee, after-hours fee, deposit, disposal, tax, and payment terms     |               |
| Maximum authorized amount and approval method for changes                                  |               |
| Customer-supplied tire or wheel, fitment, condition, and warranty terms [VERIFY]           |               |
| Lifting point, jack, stands, chocks, support, torque, inflation, and recheck procedure     |               |
| Unsafe shoulder, damaged wheel, run-flat, TPMS, balancing, towing, and refusal limits      |               |
| Removed tire, waste handling, storage, transport, and disposal authorization [VERIFY]      |               |
| Completion inspection, pressure, lug torque, leak check, photos, and customer instructions |               |
| Warranty, callback, cancellation, no-access, delay, and dispute terms [VERIFY]             |               |
| Customer and technician signatures                                                         |               |

WORKSHEET 05

Invoice Template

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# Job Log and Lead Tracker

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| DATE | LEAD SOURCE | NEED OR SCOPE | QUOTE | STATUS NEXT STEP |
|------|-------------|---------------|-------|------------------|
|      |             |               |       |                  |
|      |             |               |       |                  |
|      |             |               |       |                  |
|      |             |               |       |                  |
|      |             |               |       |                  |

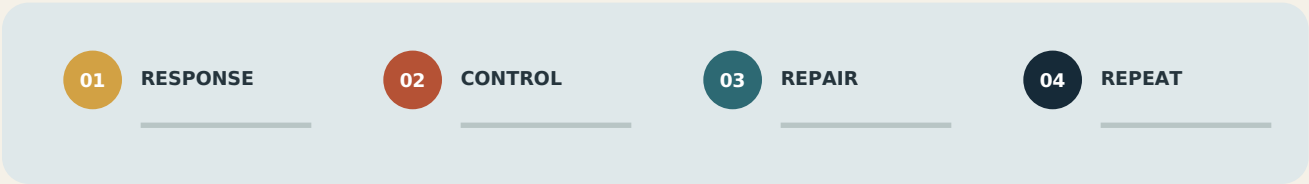
| DATE | CUSTOMER / FLEET | LOCATION | SERVICE | RESPONSE | REPEAT |
|------|------------------|----------|---------|----------|--------|
|      |                  |          |         |          |        |
|      |                  |          |         |          |        |
|      |                  |          |         |          |        |
|      |                  |          |         |          |        |

ONE METRIC

AVERAGE RESPONSE TIME: \_\_\_\_\_ ON-TIME ARRIVAL RATE: \_\_\_\_\_ REPEAT / FLEET CALLS: \_\_\_\_\_

WORKSHEET 07

# Mobile Tire Repair Compliance and Safety



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

| CHECK                    | CONTROL                                                                                                                                              | INITIALS NOTES |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <input type="checkbox"/> | Licensing, zoning, tax, roadside, consumer, environmental, waste-tire, and local operating rules are confirmed [VERIFY].                             |                |
| <input type="checkbox"/> | General liability, commercial auto, tools, workers, roadside, and customer-vehicle coverage are confirmed [VERIFY].                                  |                |
| <input type="checkbox"/> | Dispatch captures the exact location, traffic exposure, vehicle condition, tire position, weather, and safe meeting point before assignment.         |                |
| <input type="checkbox"/> | Cones, warning lights, high-visibility clothing, lighting, escape path, and traffic awareness are established before work begins.                    |                |
| <input type="checkbox"/> | The vehicle is on a stable surface, secured against movement, lifted only at approved points, and supported with correctly rated equipment.          |                |
| <input type="checkbox"/> | Tire inspection, repairability, inflation, bead seating, wheel condition, lug torque, TPMS, balancing, and recheck limits are documented [VERIFY].   |                |
| <input type="checkbox"/> | Compressed air, tools, batteries, heat, chemicals, slips, strains, weather, bystanders, and nighttime work are controlled.                           |                |
| <input type="checkbox"/> | Removed tires are documented, transported, stored, and delivered through an approved disposal channel [VERIFY].                                      |                |
| <input type="checkbox"/> | Work stops when the location, traffic, surface, vehicle, tire, wheel, tools, support, weather, authorization, or repair path is unsafe or uncertain. |                |

STOP RULE

Do not begin or continue roadside tire work until the location is protected, the vehicle is stable and correctly supported, the tire and wheel are inspected, the repair or replacement is authorized, coverage applies, and the service can be completed and verified safely.

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