
STAFF • SUPERVISE • DOCUMENT

SECURITY GUARD BUSINESS GUIDE

Win one disciplined contract.

Protect every scheduled post.

Build trust through records.

POSTS | PEOPLE | REPORTS | RELIABILITY

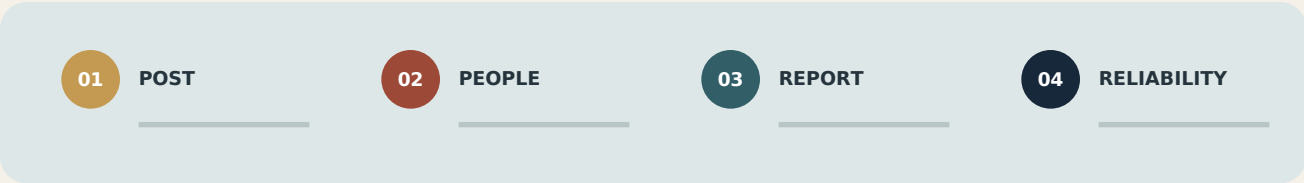
Veteran's Strategic Solutions LLC



START HERE

How to Use This Guide

Read the core guide first. Then use the worksheets to test contract demand, define an unarmed launch scope, budget recruiting and operations, build a per-post estimate, document site instructions and authority limits, invoice contract work, track leads and post performance, and control licensing, hiring, training, supervision, incident, privacy, insurance, and worker-safety risks.

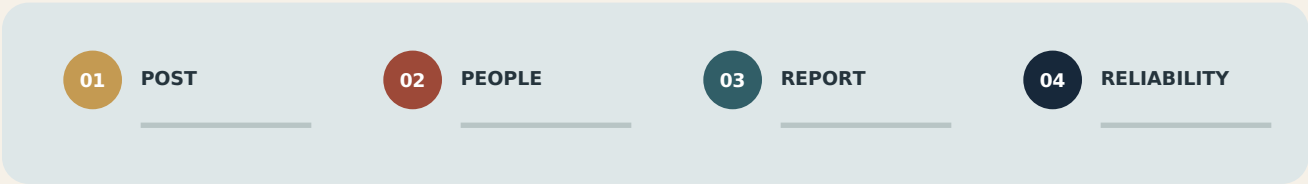


ACCESS CONTROL | Verify identity, authorization, destination, and entry records with calm, consistent procedure.

PIECE	USE
Core guide	Start with one unarmed recurring contract, prove scheduling and supervision, and protect every assigned post.
Operating kit	Use the startup, budget, estimate, post orders, invoice, tracker, and compliance pages for each client site.

CORE GUIDE 01

Guard and Patrol Is a Distinct Business

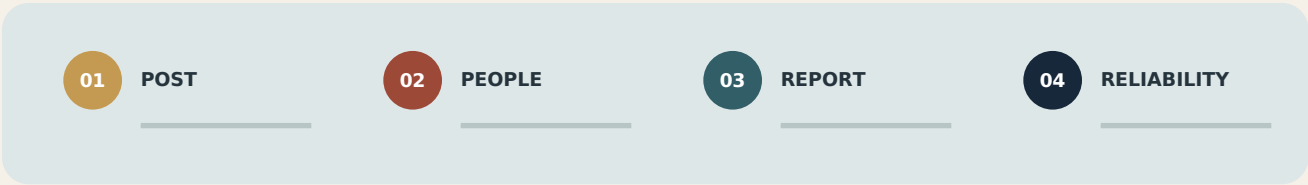


Security consulting and guard or patrol service are different businesses. Consulting delivers facility walkthroughs and written vulnerability reports. A guard and patrol company staffs actual personnel at client sites, creating a different licensing, capital, operational, and liability profile. Do not merge the two business models.

BUSINESS LENS	CONTROL
Post coverage	Every assigned post is staffed, relieved, supervised, and documented.
Authority	Post orders define what the guard may observe, report, control, and escalate.
Evidence	Schedules, checks, incidents, keys, visitors, and client notices create the record.

CORE GUIDE 02

The Bet



Core assumption that must be true: The intended service area has enough demand for a disciplined guard and patrol company, and prospective buyers are not already fully served by reliable physical-security providers.

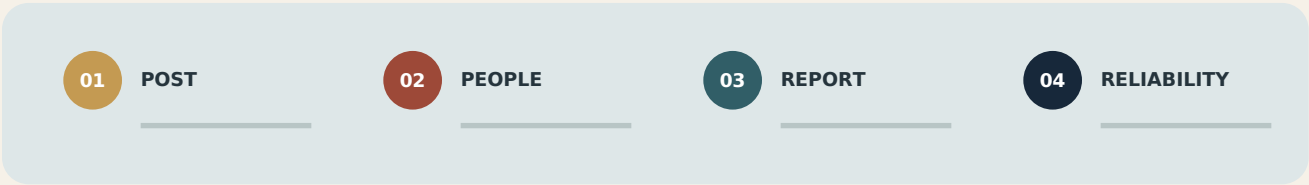
Fastest zero-budget way to test it: Call an apartment complex, construction site, retail property, or event operator in the intended area and ask directly whether it currently uses a guard service and, if so, where that provider comes from. The answer tests whether a real service gap exists.

Three biggest reasons this fails before you spend a dollar: 1. Comparable guard-company reviews show the operational failure mode: guards sleeping in vehicles, leaving posts early, or arriving late. A disciplined operator can differentiate against that pattern only if supervision is enforced, not just promised. 2. Licensing varies by location and may apply at the state, city, employee, armed-service, or contract level. Check licensing, zoning, and tax rules for your own city and state before starting. 3. Liability is real and specific to this trade. Fidelity bonds, professional liability, and workers’ compensation can matter more here than in many other small businesses because an undertrained or unsupervised guard creates legal exposure.

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CORE GUIDE 03

Who Pays, In Their Own Words



“We had a break-in at the construction site and need someone watching it overnight.” “The apartment complex board wants a visible patrol presence, not just cameras.” “We need someone at the gate during the event, not just after something goes wrong.”

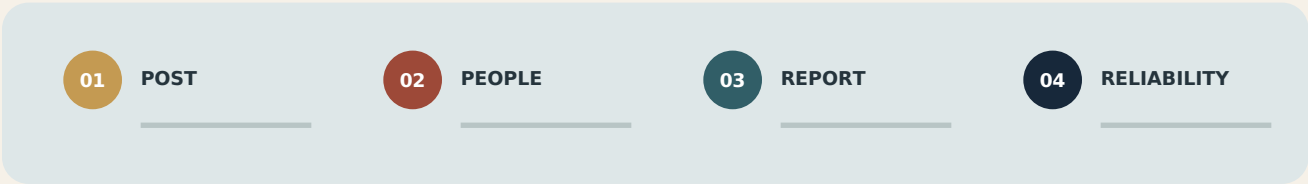
That is a visible-deterrence buyer — construction sites, apartment communities, retail properties, and events. Test each target sector directly and confirm that current providers are not already meeting the need.



POST BRIEFING | Translate the site plan into duties, boundaries, escalation steps, and reporting expectations.

CORE GUIDE 04

The Smallest Version You Can Charge For



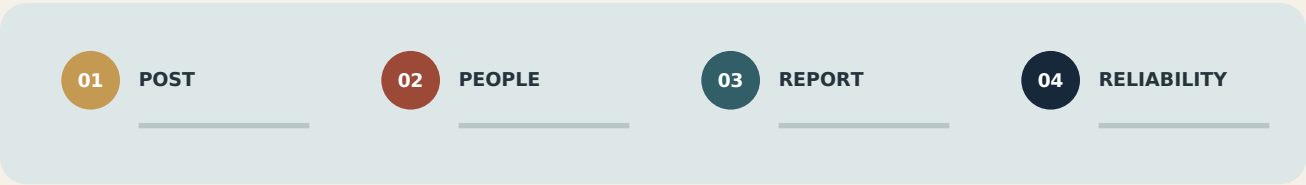
Unarmed guard services only, one client, one contract. The flyer itself notes many entrepreneurs start unarmed because startup costs are lower — armed guard permits, additional training, and higher insurance make that tier a second-stage expansion, not a starting point.

Path to your first paying client: target one construction site or apartment community and land a single recurring contract before expanding headcount or service area. The flyer’s own realistic goal — one to three recurring contracts before scaling — is the right first-90-days target, not the six-figure aspirational numbers further down the flyer.

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CORE GUIDE 05

Pricing



The flyer doesn’t give specific hourly rates, which is appropriate — guard services are typically priced per hour per guard, varying significantly by whether the post is armed, the hours (day versus overnight), and contract length. Research current regional per-guard hourly rates directly before quoting; this figure moves too much by market and shift to estimate generically.

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First 90 Days and the One Metric

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RELIABILITY

Days 1-30: Check licensing, zoning, and tax rules for your own city and state before starting.

Days 31-60: Approach one construction site or apartment community directly with a disciplined reliability pitch built around complete staffing, on-time arrival, supervision, and accurate reporting.

Days 61-90: Land the first recurring contract. Do not add a second client or guard until the first contract is running smoothly and the operational systems (schedules, incident reporting, supervision) actually work in practice, not just on paper.

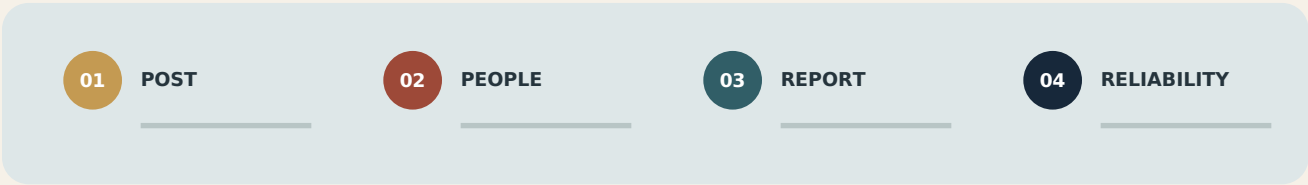
The one metric that matters: zero missed or abandoned posts. In this trade, the entire value proposition is reliability — one publicized failure can undo months of reputation-building.



VISIBLE PATROL | Observe, document, communicate, and protect the post without exceeding the authorized role.

CORE GUIDE 07

Honest Assessment

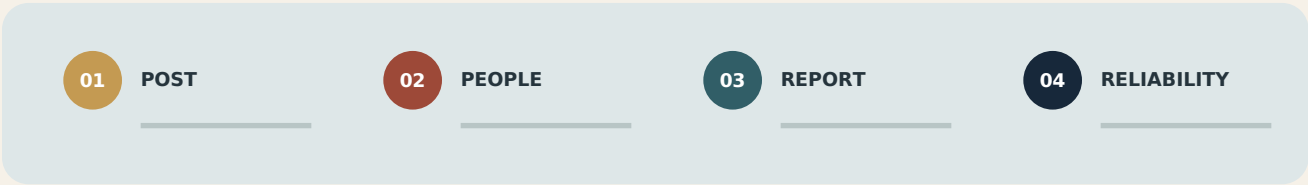


This can be a genuine opening where the market check finds no dependable guard or patrol provider and prospective clients confirm unmet demand. The real risk is operational discipline at scale: hiring, training, scheduling, supervision, and reporting must be taken as seriously as the sales promise. Check licensing, zoning, and tax rules for your own city and state before starting.

BUSINESS LENS	CONTROL
Post coverage	Every assigned post is staffed, relieved, supervised, and documented.
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CORE REFERENCE

Startup Cost and Control Reference



Use the source information as planning inputs. Confirm all licensing, insurance, employment, bonding, training, and client requirements before quoting or staffing a post.

Item	Est. Cost	Notes
State and local licensing	Confirm directly [VERIFY]	Check licensing, zoning, and tax rules for your own city and state before starting.
General liability insurance	Required	Confirm limits, exclusions, additional insureds, and contract requirements [VERIFY]
Professional liability insurance	Required	Confirm the covered services and exclusions [VERIFY]
Workers' compensation	Required once hiring guards	Confirm worker classification and state requirements [VERIFY]
Fidelity bonds	Recommended; often required by commercial clients	Protects the client against theft or misconduct by employees — confirm each contract requirement [VERIFY]
Uniforms	\$2,000-\$10,000 depending on headcount	Standardize appearance, identification, weather gear, replacement, and issue records
Radios, flashlights, incident reporting software	Included in equipment budget	Confirm coverage, charging, backup, security, and retention [VERIFY]
Background checks for every guard hired	Ongoing cost per hire	Non-negotiable — this is the trust product being sold
Training and supervision	Confirm directly [VERIFY]	Budget orientation, post training, refresher training, field checks, payroll, relief, and overtime

WORKSHEET 01

Startup Checklist

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RELIABILITY

DONE	ACTION	OWNER DATE NOTES
☐	Confirm demand with apartment, construction, retail, industrial, office, hospitality, and event buyers in the intended area.	
☐	Define the launch scope: unarmed guard service, mobile patrol, access control, or event coverage [VERIFY].	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Confirm company, owner, guard, armed-service, alarm, patrol, event, privacy, tax, and reporting requirements [VERIFY].	
☐	Obtain general liability, professional liability, workers' compensation, commercial auto, fidelity bond, and umbrella quotes [VERIFY].	
☐	Create hiring standards for identity, eligibility, background, references, qualifications, driving, and role fitness [VERIFY].	
☐	Create orientation, site training, post orders, de-escalation, emergency, first aid, report-writing, and refresher plans [VERIFY].	
☐	Create scheduling, timekeeping, relief, call-off, no-show, overtime, lone-worker, supervisor-check, and escalation controls.	
☐	Create incident, visitor, patrol, key, package, vehicle, evidence, privacy, client notice, and record-retention procedures [VERIFY].	
☐	Prepare a site survey and written proposal for one recurring unarmed contract.	
☐	Track missed posts, late arrivals, supervisor checks, incidents, report completion, turnover, overtime, and client renewals.	

WORKSHEET 02

Equipment and Budget Worksheet

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RELIABILITY



OPERATIONS KIT | Standardize communications, lighting, access, key control, first aid, and incident documentation.

ITEM	NEEDED	ESTIMATE	ACTUAL	NOTES
Business formation, licensing, permits, registrations, tax, legal, and contract review [VERIFY]				
General liability, professional liability, workers' compensation, auto, bonds, and umbrella [VERIFY]				
Recruiting, background checks, screening, uniforms, badges, and onboarding				
Training, certifications, post orientation, supervisor time, and refresher training [VERIFY]				
Radios, phones, flashlights, chargers, PPE, weather gear, and first aid				
Patrol vehicle, commercial auto, fuel, maintenance, telematics, and markings [VERIFY]				
Scheduling, timekeeping, payroll, incident reporting, communications, and record systems				
Office, phone, website, sales materials, proposals, signs, and client onboarding				
Wages, payroll taxes, overtime, relief coverage, uniforms, and employee reserve [VERIFY]				
Site-specific access, keys, checkpoints, cameras, equipment, and supplies [VERIFY]				
Working capital, delayed receivables, claims, deductibles, turnover, and emergency coverage				

BUDGET CONTROL

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

WORKSHEET 03

Pricing and Estimate Template

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WORKSHEET 04

Post Orders and Service Authorization

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RELIABILITY

FIELD	AGREED DETAIL
Client, site, billing contact, site contact, emergency contact, and effective dates	
Post location, schedule, staffing level, breaks, relief, access, parking, and check-in	
Purpose of service, protected people or property, exclusions, and success measures	
Guard duties, patrol route, checkpoints, access control, visitor, package, and vehicle rules	
Authority limits, prohibited acts, searches, detention, force, weapons, and law-enforcement contact [VERIFY]	
Incident priorities, emergency actions, evacuation, medical, fire, hazard, and escalation steps	
Client rules, tenant or employee interaction, confidentiality, privacy, photography, and evidence [VERIFY]	
Keys, cards, codes, badges, equipment, issue, custody, return, and loss procedures	
Uniform, identification, conduct, phone, breaks, vehicle, smoking, and visitor standards	
Daily activity, incident, visitor, patrol, key, package, and shift-change records	
Supervisor checks, client meetings, complaints, corrective action, and performance reporting	
Rate, minimum hours, overtime, holidays, cancellation, change order, invoice, and payment terms	
Insurance, bonds, certificates, indemnity, background, training, and subcontracting [VERIFY]	
Record ownership, access, retention, legal hold, confidentiality, and release [VERIFY]	
Client and company signatures	

WORKSHEET 05

Invoice Template

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BUSINESS	CLIENT	INVOICE NUMBER	DATE DUE

DESCRIPTION	QUANTITY	RATE	AMOUNT
Guard hours			
Mobile patrol visits			
Supervisor coverage			
Overnight or weekend premium			
Holiday or short-notice premium			
Vehicle or mileage			
Site startup or training			
Approved additional service			

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	CLIENT / SITE	POST / SHIFT	GUARD	STATUS	INCIDENT

ONE METRIC

MISSED OR ABANDONED POSTS: _____ LATE ARRIVALS: _____ SUPERVISOR CHECKS: _____

WORKSHEET 07

Security Guard Compliance and Safety

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RELIABILITY

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

CHECK	CONTROL	INITIALS NOTES
☐	Company, owner, employee, guard, armed-service, patrol, event, vehicle, tax, and local requirements are confirmed [VERIFY].	
☐	General liability, professional liability, workers' compensation, auto, fidelity bond, umbrella, and client-required coverage are confirmed [VERIFY].	
☐	Hiring, background, identity, eligibility, reference, driving, qualification, training, and supervision records are complete [VERIFY].	
☐	Written post orders define duties, authority limits, prohibited conduct, escalation, law-enforcement contact, emergency action, and stop-work rules.	
☐	Site hazards, lone work, violence, traffic, weather, slips, fatigue, lighting, access, animals, medical events, fire, and evacuation are assessed.	
☐	Schedules, relief, check-ins, supervisor field checks, missed-post response, call-offs, overtime, breaks, and worker welfare are controlled.	
☐	Incident, patrol, visitor, key, evidence, photo, privacy, body-camera, client notice, and record-retention rules are documented [VERIFY].	
☐	Guards observe, deter, document, communicate, and escalate only within training, post orders, law, insurance, and authorized service scope [VERIFY].	
☐	Work stops or assistance is requested when the threat, hazard, authority, staffing, equipment, communication, or safe response is uncertain.	

STOP RULE

Do not staff or continue a post until licensing is confirmed, coverage applies, the guard is screened and trained, written post orders and authority limits are understood, communications and supervision are active, and the assignment can be performed safely.