



KNOCK OUT JUNK

Junk Removal Service Business Plan

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EXECUTIVE SUMMARY

Business Name: Knock Out Junk

What It Does: Full-service junk removal for residential and small commercial clients

Who It Serves: Homeowners, renters, landlords, property managers, small business owners, contractors, and individuals who cannot remove heavy items themselves

Problem It Solves: Most people lack the time, tools, strength, or vehicles to remove large, heavy, or bulky items. Trash services won't take them, and DIY removal is unsafe and inconvenient.

Main Product/Service: Full-service junk removal including furniture, appliances, construction debris, and specialty items

How It Makes Money: Service fees based on volume, labor, and item type

Biggest Goals:

- Become the most trusted junk-removal provider in the region
- Expand services (demolition, dumpster rentals, commercial contracts)
- Build a strong team and fleet
- Deliver consistent, professional, eco-friendly service

MISSION AND VISION



Business Name: Knock Out Junk

Mission Statement

To provide fast, dependable, and stress-free junk-removal services that help customers reclaim their space safely and responsibly. We eliminate the physical strain and frustration of removing unwanted items by offering full-service solutions tailored to each customer's needs.

Vision Statement

To become the leading junk-removal service in our community by setting the standard for professionalism, customer care, and environmentally responsible disposal.

Company Identity & Values

- **Professionalism** — clear communication, punctuality, and respect
- **Safety** — protecting customers, employees, and property
- **Responsibility** — recycling and donating whenever possible
- **Integrity** — honest pricing and dependable service
- **Community** — helping people maintain clean, safe, clutter-free spaces

BUSINESS DESCRIPTION

What the Business Does

Knock Out Junk provides full-service junk removal for residential and small commercial clients. We remove bulky furniture, appliances, construction debris, yard waste, and general clutter. Our team handles all lifting, loading, transportation, and disposal.

Customer Problem

Most people:

- *Cannot lift or move heavy items*
- *Don't have trucks or equipment*
- *Don't know where to dispose of bulky items*
- *Can't rely on trash services for large or restricted materials*
- *Don't want to spend their free time dealing with junk*

This leads to clutter, frustration, safety hazards, and wasted time.

Company's Solution

Knock Out Junk offers:

- *Full-service removal*
- *Same-day or next-day scheduling*
- *Responsible disposal (donation + recycling)*
- *Professional crews with proper equipment*
- *Clear pricing and stress-free service*

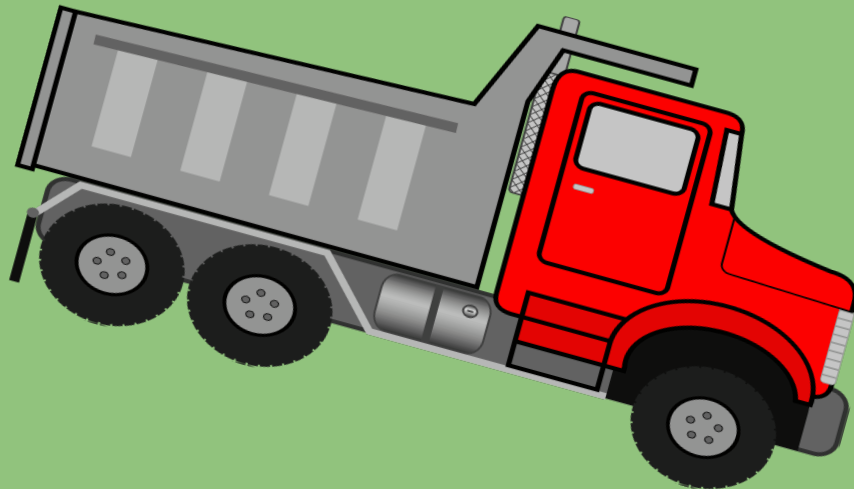
How the Business Will Operate

1. *Customer contacts us*
2. *Crew arrives on time and provides an estimate*
3. *Items are removed, sorted, and hauled*
4. *Payment collected on-site*
5. *Space is left clean and ready to use*

MARKET ANALYSIS

Target Market

- *Homeowners*
- *Renters*
- *Landlords & property managers*
- *Small business owners*
- *Contractors*
- *Seniors or individuals with limited mobility*



Customer Profile

Demographics:

- *Ages 25–70*
- *Middle to upper-middle income*
- *Homeowners or long-term renters*

Psychographics:

- *Value convenience and time savings*
- *Want clean, safe, clutter-free spaces*
- *Prefer professional help over DIY hauling*

Industry / Market Research

- *Junk-removal demand is rising due to home renovations, moving, and decluttering trends*
- *Customers prefer full-service solutions over DIY*
- *Eco-friendly disposal is increasingly important*
- *Local markets often lack reliable, professional junk-removal providers*

Competitors & How Knock Out Junk Stands Out

Competitor 1: 1-800-GOT-JUNK

National brand, higher prices, less flexibility

- ***Advantage:*** *More affordable, more personal, faster scheduling*

Competitor 2: Local Haulers

Inconsistent professionalism, limited equipment

- ***Advantage:*** *Professional service, trained team, responsible disposal*

Competitor 3: Dumpster Rentals

Customer must load everything, requires time and labor

- **Advantage:** *Knock Out Junk does all the work*

PRODUCTS AND SERVICES

Service Descriptions

- *Residential Junk Removal*
- *Commercial Junk Removal*
- *Construction Debris Removal*
- *Appliance & Furniture Removal*
- *Yard Waste Removal*
- *Full Property Cleanouts*
- *Specialty Item Removal*

Service Menu & Pricing (Sample)

- *Single item pickup: \$75–\$150*
- *¼ truck load: \$150–\$250*
- *½ truck load: \$300–\$450*
- *Full truck load: \$550–\$750*
- *Specialty items (pianos, safes, hot tubs): custom pricing*

Features & Benefits

- *Full-service removal*
- *Fast scheduling*
- *Responsible disposal*
- *Professional team*
- *Safe handling of heavy items*
- *Clean, clutter-free spaces*

Future Service Ideas

- *Light demolition*
- *Dumpster rentals*
- *Hoarder cleanouts*
- *Commercial maintenance contracts*
- *Donation pickup partnerships*

ORGANIZATION AND MANAGEMENT

Owner / Founder

- *Oversees operations, scheduling, marketing, customer service, and finances*

Team Members & Key Roles

Lead Removal Technician

- *Supervises job sites*
- *Ensures safety*
- *Manages equipment*

Removal Crew Members

- *Lifting, loading, sorting, cleanup*

Administrative Support (future)

- *Scheduling*
- *Billing*
- *Customer communication*

Estimated Wages

- *Crew members: \$18–\$25/hr*
- *Lead technician: \$22–\$30/hr*
- *Admin support: \$17–\$22/hr*

Future Hiring Needs

- *Additional crew members*
- *Dedicated driver*
- *Sales/marketing coordinator*
- *Operations manager*

MARKETING AND SALES

Branding

Knock Out Junk is positioned as:

Professional • Reliable • Fast • Affordable • Eco-friendly

Brand elements:

- *Clean, bold logo*
- *Uniformed team*
- *Branded truck signage*

The Four P's of Marketing

Product: *Full-service junk removal*

Price: *Competitive, volume-based pricing*

Place: *Local service area*

Promotion: *Digital marketing, local advertising, referrals*

Marketing Activities

- *Website + SEO*
- *Google Business Profile*
- *Social media content*
- *Flyers & yard signs*
- *Referral program*
- *Community involvement*

Sales Process

1. *Customer contacts us*
2. *Estimate provided*
3. *Crew completes job*
4. *Payment collected*
5. *Follow-up for reviews and referrals*

Customer Retention

- *Follow-up messages*
- *Loyalty discounts*
- *Seasonal promotions*
- *Professional, friendly service*

Short Marketing Budget (Monthly)

- *Google ads: \$200–\$400*
- *Social media ads: \$100–\$200*
- *Print materials: \$50–\$100*

Website/SEO: \$50–\$150

- *Total: \$400–\$850/month*

FINANCIALS

Costs	\$			
Truck Purchase		\$35,000		
Truck Upfitting		\$6,000		
Branding & Vehicle Wrap		\$1,800		
Initial Tools & Equipment		\$2,000		
Initial Dump Fees Pre-Launch		\$500		
Initial Uniform Purchase		\$400		
GPS or Dashcam Installation		\$600		
Initial Cleaning & Detailing Supplies		\$300		

Business Formation Fees	\$500			
Total	\$47,100			
Variable Costs	monthly	yearly		
Fuel Costs	\$1,200	\$14,400		
Equipment Replacement & Wear-and-Tear	\$150	\$1,800		
Truck Maintenance & Repairs	\$450	\$5,400		
Job-Specific Supplies	\$150	\$1,800		
Truck Cleaning & Detailing	\$80	\$960		
Recycling Center Fees	\$200	\$2,400		
Trash Disposal	\$350	\$4,200		
Metal disposal	\$200	\$2,400		
Mattress/Bedding disposal	\$200	\$2,400		
Total	\$2,980	\$35,760		
Projectected Income				
Year 1	\$59,400			
Year 2	\$68,310			
Year 3	\$78,557			
Projected Expenses				
Year 1	\$59,520			
Year 2	\$65,472			
Year 3	\$72,019			
				Yearly
Sales Numbers			Number of Units	216
Selling Price Per Unit	\$275			
Cost Per Unit	\$110			
Profit Per Unit	\$165			
Profit/Loss				
Year 1	-\$120			
Year 2	\$2,838			

Year 3	\$6,537		
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APPENDICES

Knock Out Junk will market its services through consistent social media content on Facebook, Instagram, and TikTok, using before-and-after photos, short videos, and customer testimonials to attract local homeowners. These posts will highlight our most popular services, such as \$75 minimum pickups, garage cleanouts, and hot tub removals, helping customers clearly understand what we offer. We will also strengthen our online visibility by optimizing our Google Business Profile with updated photos, accurate pricing, and regular posts so that people searching for “junk removal near me” can easily find us. Collecting customer reviews and responding quickly will help build trust and improve our ranking in local search results. In addition, we will develop partnerships with real estate agents, landlords, and renovation companies who frequently need cleanouts, creating a steady stream of recurring business. These partnerships will allow us to handle larger projects like evictions, storage unit cleanouts, and light demolition. Together, these marketing activities ensure that Knock Out Junk stays visible, credible, and connected to the customers who need our services most.

Sources

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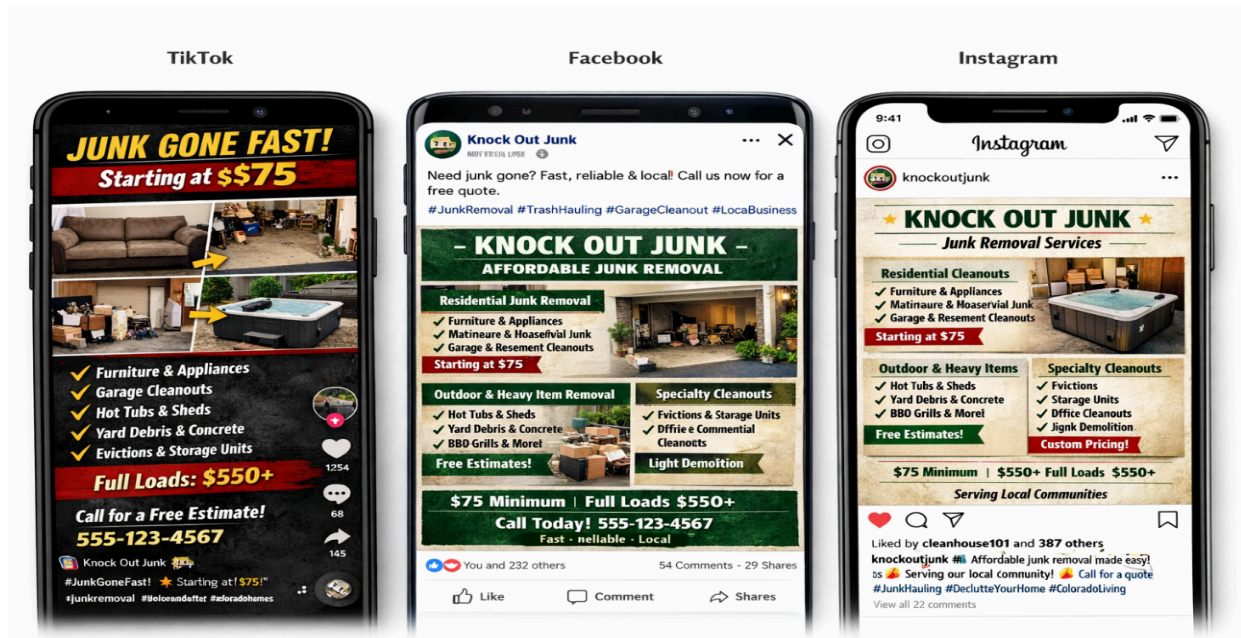
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Knock Out Junk will use Facebook, Instagram, and TikTok to connect with local homeowners and promote our junk-removal services. Facebook will focus on community engagement through local groups, service updates, and affordable ad campaigns targeting homeowners within 20 miles of our service area. Instagram will highlight our visual brand with before-and-after photos, customer testimonials, and daily stories that show real transformations — from cluttered garages to clean spaces. TikTok will feature short, satisfying videos of our team in action, such as time-lapse clips of truck loading, shed demolitions, and quick cleanouts, paired with trending sounds and captions like “\$75 junk pickup in Parker, CO.” Across all platforms, our goal is to increase local awareness, build trust, and drive customers to call or message for free estimates. We’ll post consistently — 3 times per week on Facebook, 3–4 times per week on Instagram, and 2–3 short videos per week on TikTok — to stay visible without overwhelming followers. Each post will include clear calls to action like “Call or text for a free estimate: 555-123-4567” and use local hashtags such as **#junkremoval** **#beforeandafter** **#ColoradoHomes** **#CleanoutService** **#KnockOutJunk** **#DeclutterYourHome** **#LocalBusiness** to reach the right audience. Together, these social media efforts will showcase our professionalism, affordability, and speed while turning online engagement into real bookings.

FIND US ON GOOGLE!

JUNK REMOVAL NEAR ME 

 **Knock Out Junk** ★ 4.9
Junk Removal Service - Open Now

- ✓ Starting at **\$75**
- ✓ Call Today: **555-123-3567**
- ✓ Serving Parker & Surrounding Areas

★ Top Rated in Your Area

- ✓ Photos of Our Work
- ✓ **FREE ESTIMATES!**

Call for Quick Service!
555-123-4567





KNOCK OUT JUNK
Google Business Profile

PHOTO GALLERY

 Furniture & Appliances	 Garage Cleanouts
 Hot Tub Removal	 Yard Debris & Concrete
 Shed Demolition	 Before & After!

Updated Weekly to Show Our Work! 

OUR CUSTOMERS SAY...

★★★★★ **4.9** out of 5 Stars
on Google!

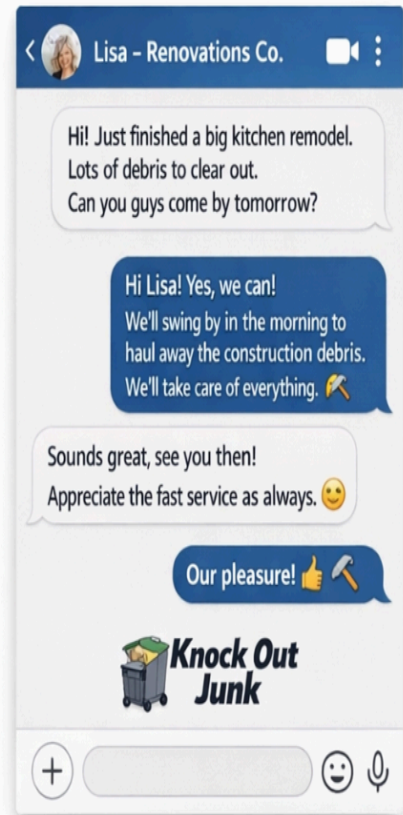
"Knock Out Junk did an amazing job cleaning out our garage! Fast, friendly, and affordable. Highly recommend!"
- Sarah M.

- 👉 Over 150+ 5-Star Reviews
- 👉 Quick Response to All Reviews

READ & LEAVE A REVIEW ON 


★★★★★

Knock Out Junk will strengthen its online visibility through a focused Local SEO strategy and a fully optimized Google Business Profile. Our goal is to appear at the top of search results when homeowners look for services like "junk removal near me," "furniture pickup," or "garage cleanout," ensuring customers find us exactly when they need help. We will complete our profile with accurate business information, pricing highlights (\$75 minimum pickups and \$550+ full loads), and service details covering hot tubs, sheds, and demolition. To keep our listing active and appealing, we'll upload high-quality photos and short videos weekly, showing real examples of our work such as furniture removal, garage cleanouts, and before-and-after transformations. We'll also encourage every satisfied customer to leave a Google review and respond to all feedback within 24 hours to build trust and improve ranking. Our posts will include strong calls to action like "Call now for a free estimate!" and use local keywords such as *junk removal Parker CO* and *hot tub removal* to help Google understand our services. By maintaining weekly updates and consistent engagement, we expect higher visibility, more inbound calls, and a stronger reputation without relying heavily on paid advertising.



Knock Out Junk will grow through strong partnerships with local businesses that frequently need junk removal, cleanouts, and light demolition services. Our goal is to become the trusted, go-to provider for property cleanouts in the community by building ongoing relationships with real estate agents, landlords, property managers, renovation companies, and small businesses. We will reach out through direct contact, email, and phone communication, offering free estimates, priority scheduling, and a partner rate sheet that outlines our affordable pricing — starting at \$75 for minimum pickups and \$550+ for full loads. Networking at local real estate meetups and chamber of commerce events will help us connect with professionals who value fast, reliable service. We'll promote services that solve real problems for partners, such as eviction cleanouts, estate cleanouts, and construction debris removal, while offering incentives like discounted rates, flexible scheduling, and same-day service for recurring clients. These partnerships will generate steady, repeat business, increase referrals, and strengthen Knock Out Junk's reputation as a dependable, community-focused service provider.



"We can Knock Out your Troubles"