
MARKETING QUICK-START GUIDE

Get Your First 100 Customers — Proven Strategies for Junk Removal

Part of The Junk Removal Playbook

THE JUNK REMOVAL PLAYBOOK

junkremovalops.io

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Junk Removal Playbook: Marketing Quick-Start Guide

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This guide is your complete marketing playbook for the first 90 days and beyond. Everything in here is tested, specific, and built for junk removal operators — not a generic small business marketing template. Work through each section in order. The goal is simple: be the most visible junk removal company in your market and convert that visibility into booked jobs.

Section 1: Google Business Profile Optimization

Your Google Business Profile (GBP) is the single highest-ROI marketing asset you have. It's free. It shows up when people search "junk removal near me" on Google Maps. It builds social proof through reviews. And it compounds over time — the more reviews and activity you have, the more Google pushes your listing to the top.

Do not skip this. Do not half-ass it. This is where your first 20 calls will come from.

How to Claim and Verify Your Listing

Go to **business.google.com** and sign in with a Google account you control. Search for your business name. If it already exists as an unverified listing, claim it. If not, create it from scratch.

When entering your business name, use your real DBA — don't stuff keywords into the name (Google will suspend listings that do this). Enter your phone number, website, and service area. You are a service-area business, so you do NOT need to display a physical address — set your service radius instead. For Charlotte, set a radius of 20–30 miles to start.

Verification is typically done by postcard, which Google mails to your address. It takes 5–7 days. Some accounts qualify for instant video verification — if offered, take it. Once the postcard arrives, enter the 5-digit code and you're live.

Choosing the Right Categories

Your **primary category** must be: **Junk Removal Service**

This is non-negotiable. This single selection tells Google exactly what you do and is the most important ranking factor for your listing.

For **secondary categories**, add as many relevant ones as apply:

- Garbage Collection Service
- Waste Management Service
- Demolition Contractor
- Moving Company
- Hauling Service

Don't add categories that are irrelevant. Google may penalize listings that appear to be stuffing categories.

Writing Your Business Description

You have 750 characters for your business description. Use every one of them. This is your elevator pitch to someone who found your listing and is deciding whether to call you or your competitor.

Sample 750-character description:

Junk Raider is Charlotte's fastest, most reliable junk removal service. We haul away anything — furniture, appliances, construction debris, yard waste, hot tubs, and full property cleanouts. Same-day and next-day appointments available. Our team shows up on time, works fast, and cleans up after every job. We recycle and donate what we can to keep Charlotte green. Residential, commercial, and estate cleanouts welcome. Serving Charlotte, Matthews, Concord, Gastonia, Huntersville, and all surrounding areas. Licensed and insured. Call or text anytime for a free, no-obligation quote.

That hits all the right notes: what you do, what items you take, your differentiators (speed, same-day, eco-friendly), your service area, your credentials. Customize the cities to match your actual service area.

Adding Services with Descriptions

Under the "Services" tab in your GBP dashboard, add each individual service with a name, description, and optional price. This dramatically helps your ranking for individual service searches.

Add these services at minimum:

- **Junk Removal** — Full-service haul away of household junk, clutter, and unwanted items from anywhere on your property.
- **Furniture Removal** — Sofas, mattresses, bed frames, dressers, tables, and any other furniture items removed and disposed of properly.
- **Appliance Removal** — Refrigerators, washers, dryers, dishwashers, stoves, and all major appliances hauled away.
- **Yard Waste Removal** — Brush, branches, leaves, dirt, sod, and all outdoor debris removed.

- **Construction Debris Removal** — Drywall, lumber, tile, roofing materials, and all construction waste.
- **Hot Tub Removal** — Complete hot tub dismantling and removal, including cuts and haul away.
- **Estate Cleanout** — Complete cleanouts for estates, inherited properties, and foreclosures.
- **Storage Unit Cleanout** — Full cleanout of storage units, boxes, furniture, and miscellaneous contents.

For each description, keep it 2–3 sentences. Use the words customers actually search: "haul away," "cleanout," "remove," and the specific items.

Photo Strategy

Photos are one of the most underutilized ranking factors on Google Business Profile. Listings with 100+ photos get dramatically more views than those with 5–10.

What to photograph:

- **Your truck(s)** — clean, branded, ideally in a visible location. Get multiple angles.
- **Your team** — smiling, in uniform. Customers want to see who's coming to their house.
- **Before-and-after jobs** — this is your most powerful content. Take a photo when you arrive, take a photo when you leave. The transformation is compelling.
- **Items being loaded** — furniture, appliances, full truck loads.
- **Dump site / recycling center** — shows you're responsible and that items are disposed of properly.
- **Your logo and branding** — use as your cover photo.

How often to add photos: Add at least 3–5 new photos per week. Every job is a photo opportunity. Make this a habit: before the team starts, snap a wide-angle photo. When the space is clear, snap another. Upload them that same day.

Set your cover photo to a clean, branded shot of your truck. Set your profile photo to your logo.

Enabling Messaging, Q&A, and Posts

Messaging: Turn this on in your GBP settings. When a potential customer messages you, Google tracks how fast you respond. Keep your response time under 24 hours, ideally under 2. Set up auto-replies for after-hours: "Thanks for reaching out to Junk Raider! We'll respond first thing in the morning to get you a quick quote. For immediate help, call or text [phone number]."

Q&A: Review the Q&A section weekly. Customers can ask questions publicly and you should answer them promptly. You can also seed this section yourself by asking (and answering) common questions: "Do you take mattresses?" / "Yes, we haul away all mattresses regardless of condition." Do this for 5–10 common questions and it will help customers and improve your ranking.

Posts: Google Posts appear directly on your listing in search results. Post weekly (more on this below).

Review Strategy

Reviews are your most important ranking factor and your most powerful sales tool. A listing with 50+ 4.9-star reviews will win against any competitor, every time.

When to ask: Ask immediately after the job is complete, while you're still on-site. The customer is happy, the job is done, the transformation is fresh in their mind. This is your window.

What to say: See the full review request script in the Phone Scripts document. The short version: "We really appreciate your business. If you're happy with our work today, would you take 30 seconds to leave us a Google review? It makes a huge difference for our small business." Then hand them a card with the QR code or text them the direct link.

How to make it easy: Generate a direct review link from your GBP dashboard (under "Ask for reviews") and either create a QR code from it or send it via text. Remove all friction. The harder it is to leave a review, the fewer you'll get.

Responding to positive reviews: Never leave a positive review unanswered. Respond within 24 hours. Example:

"Thank you so much, [Name]! We're thrilled the team could take care of your furniture cleanout so quickly. It was a pleasure working with you, and we appreciate you taking the time to share your experience. If you ever need us again or have friends or family in the Charlotte area who need junk removed, we'd love to help. — Ted & the Junk Raider Team"

Personalize it. Use their name. Reference the specific job if they mentioned it. Never use a generic template.

Responding to negative reviews: Do not get defensive. Do not argue. The response is not for the reviewer — it's for every potential customer who reads it after. Show that you're professional and that you fix problems.

"Hi [Name], thank you for taking the time to share this. We take all feedback seriously and I'm sorry the experience didn't meet our usual standard. I'd like to make this right — please call me directly at [phone number] so we can resolve this. — Ted, Owner, Junk Raider"

Then fix the issue. If you do, politely ask them to update their review.

Google Posts: What to Post Weekly

Post once a week minimum. Here's a rotation:

- **Week 1: Job spotlight** — "We just wrapped up a full furniture cleanout in Ballantyne — 2 sofas, a king bed frame, and a full garage worth of items in under 2 hours. Before and after photos below."

- **Week 2: Service highlight** — "Did you know we remove hot tubs? Most people don't realize how complicated hot tub removal is. We handle the disassembly, heavy lifting, and disposal. Call for a fast quote."
- **Week 3: Seasonal offer** — "Spring cleaning season is here. Book your whole-house declutter now and we'll donate whatever's in good shape to a local Charlotte charity."
- **Week 4: Social proof** — Share a recent review (with customer permission) or a 5-star rating screenshot.

Keep posts under 300 words. Include a photo. Add a "Book Now" or "Call" button (set the CTA in the post builder).

Section 2: Google Ads for Junk Removal

Google Ads is how you get calls on Day 1, before you have reviews, before you have a reputation, before organic traffic has had time to build. It's the fastest way to generate revenue in a new junk removal market — and if set up correctly, it will deliver \$300–\$500 jobs at a \$50–\$150 cost per lead.

The key word is "correctly." Most junk removal operators waste 40–60% of their ad budget on irrelevant searches. This section shows you exactly how to avoid that.

Campaign Structure

Use **one Search campaign** with **four ad groups**. Keeping everything in one campaign makes budget management simple and lets Google's algorithm learn faster. As you scale past \$100/day, you can break these into separate campaigns.

Ad Group	Focus	Target Customer
1. Junk Removal	General haul-away	Homeowners, renters, property managers
2. Furniture Removal	Sofas, beds, dressers	Homeowners, move-outs
3. Appliance Removal	Fridges, washers, stoves	Homeowners, landlords
4. Demolition & Cleanouts	Debris, estate, full property	Contractors, property managers, estates

Keywords by Ad Group

Ad Group 1: Junk Removal ` [junk removal] [junk removal near me] [junk removal service] [junk hauling] [junk haulers near me] "junk removal charlotte" "junk removal service near me" "same day junk

removal" "junk pickup service" "haul away junk" "cheap junk removal" "affordable junk removal" "junk removal cost" "residential junk removal" "junk removal company near me" "junk cleanout service" "trash removal service" "debris removal" "clutter removal" "hauling service near me" `

Ad Group 2: Furniture Removal ` [furniture removal] [furniture removal near me] [couch removal] [sofa removal] [mattress removal] [mattress disposal] [bed frame removal] "old furniture pickup" "furniture hauling" "furniture disposal near me" "remove old couch" "mattress removal service" "furniture removal service" "old furniture removal" "sofa disposal" "couch disposal" "remove old furniture" "furniture junk removal" "sectional sofa removal" "dresser removal" `

Ad Group 3: Appliance Removal ` [appliance removal] [refrigerator removal] [washer dryer removal] [appliance disposal] [old appliance pickup] "appliance hauling" "remove old refrigerator" "washer removal service" "dryer removal service" "appliance removal near me" "old appliance removal" "refrigerator disposal" "dishwasher removal" "stove removal" "hot water heater removal" "appliance junk removal" "appliance haul away" "remove old washer" "remove old dryer" "appliance pickup service" `

Ad Group 4: Demolition & Cleanouts ` [estate cleanout] [property cleanout] [house cleanout] [construction debris removal] [hot tub removal] [shed removal] "estate cleanout service" "full house cleanout" "garage cleanout" "storage unit cleanout" "hoarder cleanout" "foreclosure cleanout" "debris removal service" "construction debris haul away" "demolition debris removal" "cleanout service near me" "whole house junk removal" "property cleanout service" "estate sale cleanout" "office cleanout" `

Negative Keywords

Add these at the campaign level from Day 1. This is where most new advertisers lose their budget — showing up for searches that will never convert.

` free diy rental rent dumpster dumpster rental roll-off roll off bin rental how to tutorial yourself jobs job hiring career careers employment salary wages apply application recycling center dump landfill transfer station hazardous toxic asbestos chemicals paint regulations laws ordinance permit city government municipal bulk pickup bulk trash trash can garbage can container pod moving container PODS 1-800-got-junk franchise college hunks franchise junk king franchise classifieds craigslist facebook marketplace buy sell `

Review your Search Terms report weekly in the first month and add any irrelevant searches to your negative keyword list.

Sample Ad Copy: Responsive Search Ads

Each ad group needs its own responsive search ad (RSA). Google will mix and match headlines and descriptions to find the best combinations. Give it at least 15 headlines and 4 descriptions per ad.

Ad Group 1: Junk Removal RSA

15 Headlines:

1. Junk Raider — Charlotte's #1 Hauler
2. Same-Day Junk Removal Available

3. Free Quote in Under 60 Seconds
4. We Haul Anything, Anywhere
5. Licensed & Insured Junk Removal
6. Serving All of Charlotte & Suburbs
7. No Job Too Big or Too Small
8. Book Online or Call/Text Now
9. We Donate & Recycle What We Can
10. Residential & Commercial Cleanouts
11. On-Time Pickup, Every Time
12. Upfront Pricing — No Surprises
13. 5-Star Rated Local Junk Haulers
14. Full Property Cleanouts Available
15. Call Now for Same-Day Service

4 Descriptions:

1. Junk Raider removes furniture, appliances, yard waste, construction debris & more. Fast, affordable, professional. Call for a free on-site quote today.
2. Tired of junk taking up space? We haul it all — no job too big. Same-day service available in Charlotte and surrounding areas. Book online or call now.
3. Charlotte's trusted junk haulers since day one. We show up on time, work fast, and clean up after ourselves. Donate & recycle whenever possible.
4. Upfront volume-based pricing means no surprise charges. Licensed, insured, and ready to help you reclaim your space today. Free quotes — no obligation.

Ad Group 2: Furniture Removal RSA

15 Headlines:

1. Furniture Removal — Charlotte
2. Same-Day Sofa & Couch Pickup
3. Mattress Removal Starting at \$75
4. We Haul Any Furniture, Any Size
5. Old Furniture? We'll Haul It Away
6. Couch, Sofa & Sectional Removal
7. Bed Frame & Dresser Removal
8. Quick Furniture Pickup Available
9. No Need to Move It to the Curb
10. We Remove From Any Room
11. Free Quote on Furniture Removal

12. Licensed & Insured Haulers
13. Charlotte's Furniture Disposal Pros
14. Book Online in Minutes
15. Affordable Furniture Removal Service

4 Descriptions:

1. Don't struggle with heavy furniture. Junk Raider removes sofas, mattresses, dressers, bed frames, and more. We carry it out so you don't have to.
2. Same-day and next-day furniture pickup in Charlotte. All items handled with care, disposed of properly. Many items donated to local charities.
3. Moving out? Upgrading your space? We remove any furniture from any room in your home — upstairs, basement, wherever it is.
4. Quick, affordable, professional. Call or text for a fast quote on furniture removal in Charlotte. On-time pickup guaranteed.

Ad Group 3: Appliance Removal RSA

15 Headlines:

1. Appliance Removal — Charlotte NC
2. Old Fridge? We'll Haul It Away
3. Washer & Dryer Removal Service
4. Same-Day Appliance Pickup
5. Free Appliance Haul Away Quotes
6. Refrigerator Disposal — Fast & Easy
7. We Remove All Major Appliances
8. Old Stove or Dishwasher Removal
9. Hot Water Heater Removal Service
10. Upfront Appliance Removal Pricing
11. Licensed Appliance Disposal Service
12. Quick Quote on Appliance Removal
13. Charlotte's Appliance Haulers
14. We Handle the Heavy Lifting
15. Book Same-Day Appliance Pickup

4 Descriptions:

1. Junk Raider removes refrigerators, washers, dryers, stoves, dishwashers, and all major appliances. We handle the heavy lifting and proper disposal.
2. Replacing an old appliance? We remove the old one fast. Same-day and next-day appointments available throughout Charlotte.

3. Proper appliance disposal isn't just about hauling — we ensure refrigerants and hazardous materials are handled correctly. Licensed and insured.
4. Heavy, awkward, and hard to move? Let us do it. Call for a free quote on appliance removal in Charlotte and surrounding areas.

Budget Recommendations

Starting Budget: \$20–\$40/day

At \$30/day in Charlotte, you'll get roughly 3–6 clicks per day at an estimated \$5–\$10 CPC for junk removal keywords. That's not a ton of volume, but it's enough to generate 2–4 leads per week while you build your review count.

Scaling Budget: \$50–\$100/day

Once you have 10+ Google reviews and a converting landing page, increase to \$50/day. Watch your cost per lead. If it's under \$100, keep scaling. If it's over \$150, fix your landing page before increasing budget.

The key rule: **do not increase budget until you can measure conversions.** Set up call tracking before you spend a dollar (see Tracking section below).

Bid Strategy

Month 1–2: Maximize Clicks with a manual CPC cap Set your maximum CPC at \$15. This tells Google not to bid more than \$15 per click. You'll get data on which keywords convert without overspending.

After 30+ conversions: Switch to Maximize Conversions Google's smart bidding works well once it has enough data. Thirty conversions is the threshold where the algorithm has enough signal to optimize effectively. Before that, you're just guessing — and so is Google.

Never start a brand-new account on Target CPA or Maximize Conversions. You'll burn through budget with nothing to show for it.

Landing Page Requirements

Your Google Ads traffic should go to a **dedicated landing page**, not your homepage. A homepage has too many distractions — navigation, blog links, multiple CTAs. Your landing page has one job: convert visitors into calls or form submissions.

Your landing page must include:

- **Headline:** Matches the ad. If your ad says "Same-Day Junk Removal in Charlotte," your headline says the same.
- **Phone number:** Big, bold, at the top, clickable on mobile.
- **Short form:** Name, phone, what needs to be removed, when. No more than 4 fields.
- **Trust signals:** Star rating, review count, badges (Licensed & Insured, BBB, etc.)

- **Before/after photos:** 2–3 examples right below the fold.
- **What you take:** A simple bulleted list of item types.
- **Service area:** "Serving Charlotte, Matthews, Concord, and all surrounding areas"
- **Load speed:** Under 3 seconds on mobile. If it loads slowly, your Quality Score suffers and you pay more per click.

For a simple, fast landing page, use a single-page builder like Unbounce, Carrd, or even a dedicated WordPress page. The page does not need to be beautiful — it needs to be fast, clear, and conversion-focused.

Conversion Tracking

You're spending money. You need to know which clicks are turning into calls and form submissions. Without this data, you're flying blind.

Phone call tracking: Use CallRail (starts at \$40/month) or Google's native call tracking. Google Ads has built-in call tracking that inserts a forwarding number on your landing page. When a visitor clicks to call from the page, it counts as a conversion. Enable this in your Google Ads account under Goals > Conversions > Website > Phone calls from ads.

Set the minimum call duration to 60 seconds. A 5-second hangup is not a lead.

Form submission tracking: Set up a "thank you" page that visitors land on after submitting your form. In Google Ads, create a conversion action for page visits and set the URL to your thank-you page. Every time someone lands there, it records a conversion.

Connect Google Analytics: Install Google Analytics 4 on your landing page and link it to your Google Ads account. This gives you additional data on user behavior.

Expected Metrics (Charlotte Market)

Metric	Expected Range
Cost per click	\$5–\$15
Click-through rate	8–15%
Conversion rate	10–25%
Cost per lead	\$50–\$150
Average job value	\$300–\$500
Return on ad spend	3–8x

These numbers will vary by month, competition, and how well your landing page converts. In competitive Charlotte metro, expect the higher end of CPC. A well-optimized campaign run by a good operator has shown cost-per-lead as low as \$28 in similar markets.

Section 3: Social Media Playbook

Social media won't drive your first 50 calls. But it will build long-term brand presence, generate referrals, create word-of-mouth, and eventually show up in local searches. Done consistently, it also builds a visual portfolio of your work that makes converting leads much easier.

The secret is consistency over perfection. Three posts a week that are raw and real will outperform a monthly polished post every time.

Facebook

Setting up your company page: Create a Facebook Business Page (not a personal profile). Use your full business name, add your phone number, website, and service area in the "About" section. Set your profile photo to your logo and your cover photo to a wide-format shot of your truck or team.

Enable the "Book Now" button linked to your website or a booking form. Enable Messenger and respond to messages within 1 hour during business hours.

Joining local groups: Search Facebook for groups in your market: "[City] Community Group," "[Neighborhood] Residents," "Charlotte Buy Nothing," "Charlotte Nextdoor Alternative," and similar. Join 10–15 active groups. Don't spam them. Engage genuinely. When someone posts "does anyone know a junk removal company?" — that's your moment to respond naturally and professionally.

What to post on your page:

- Before/after transformation photos (your best content — always perform well)
- Team photos on the job
- "We just finished this cleanout in [neighborhood]" posts — neighbors notice
- Seasonal content (spring cleaning, moving season)
- Tips: "3 things to do before we arrive to make your junk removal faster"
- Sharing customer reviews

Nextdoor

Nextdoor is massively underutilized by service businesses and extremely powerful for junk removal. People specifically go to Nextdoor to ask neighbors for referrals — and junk removal is one of the most common requests.

Business page setup: Create a Nextdoor Business Page and claim your service area. This is free. Add your logo, description, phone, website, and a few photos.

How to use it effectively:

- Search for any post mentioning "junk," "furniture," "cleanout," "hauling," or "removal." Respond promptly and professionally.
- Enable notifications so you're alerted when these terms are mentioned.
- Post a neighborhood offer once a month: "This week only, Junk Raider is offering residents in [neighborhood] 15% off full truckloads."
- Ask every satisfied Nextdoor-area customer to give you a recommendation on Nextdoor. These show up when neighbors ask for service referrals.

Nextdoor recommendations carry significant weight because they come from verified neighbors. One recommendation can generate 5–10 calls.

Instagram

Instagram is a visual platform built for before/after content — which is exactly what junk removal generates on every job.

Content strategy:

- **Reels:** Short (15–30 second) before/after videos of jobs. These get the most organic reach of any content type on Instagram.
- **Before/after photos:** Side-by-side carousels perform extremely well.
- **Behind the scenes:** Loading the truck, driving to the recycling center, your team at work.
- **Customer testimonials:** Screenshot reviews and post with a branded template.

Growing your account: Use local hashtags: #CharlotteNC #CharlotteHomes #CharlotteMoves #CLT #JunkRemoval. Tag the neighborhoods you work in. Follow local real estate agents, home stagers, and property managers — they'll notice you.

Weekly Content Calendar

Day	Content Type	Example
Monday	Before/After	Side-by-side garage cleanout
Tuesday	Tip or FAQ	"What to do with items you don't want to haul?"
Wednesday	Team spotlight	Photo of a crew member on the job
Thursday	Behind the scenes	Loading the truck, heading to the dump site
Friday	Social proof	Screenshot of 5-star review

Day	Content Type	Example
(Optional) Saturday	Weekend offer	"We're working this weekend — same-day available"

Minimum posting frequency: 3 times per week. Five is better. Every single day is best. The algorithm rewards consistency.

Batch your content: Spend 30 minutes every Sunday going through your job photos from the week and scheduling posts for the coming week. Use Buffer, Later, or Meta Business Suite (free) to schedule.

Section 4: Truck Wrap & Signage

Your truck is a rolling billboard. Every time you drive to a job, sit in traffic, or park in a neighborhood, you are advertising. A properly wrapped truck can generate 30,000–70,000 impressions per day according to research by the Outdoor Advertising Association of America — and those impressions are hyper-local, reaching exactly the neighborhoods where your customers live.

The math is compelling: a \$3,500 full wrap generates impressions over 5–7 years. At 50,000 impressions per day, that's hundreds of millions of impressions over the wrap's life. No other advertising medium comes close on a cost-per-impression basis.

What Must Be on Your Wrap

Order of visual priority:

- 1. Your phone number — LARGE.** The number should be readable from 50 feet away at 40 mph. The digits must be a minimum of 6 inches tall. Use a contrasting color that pops against your background. This is the single most important element on the wrap.
- 2. "JUNK REMOVAL" in large text.** Not your business name — the service. People don't know your company name yet. They need to understand what you do in under 2 seconds.
- 3. Your logo and business name.**
- 4. Your website URL.** Smaller, but present.
- 5. A short services list.** "Furniture • Appliances • Cleanouts • Construction Debris" — simple, readable.
- 6. Your city/service area.** "Serving Charlotte & Surrounding Areas."

Do NOT clutter your wrap with too much text. A wrap with 200 words on it is read by no one. A wrap with a phone number and "JUNK REMOVAL" in bold gets remembered.

Full Wrap vs. Partial Wrap vs. Magnetics

Magnetic signs (\$200–\$500): The right choice for your first vehicle when you're not 100% certain this is your permanent work truck. Magnetics look decent from a distance, can be removed easily, and let you get something on your truck today without committing. The downside: they look less professional up close and can blow off at highway speeds.

Partial wrap (\$1,500–\$3,000): Covers the rear and side panels — the most visible surfaces — while leaving the cab and hood in original paint. A well-designed partial wrap looks professional and hits the key panels where most impressions happen. Good choice if you want a professional look at a lower cost.

Full wrap (\$2,500–\$5,000): The professional standard. Covers the entire vehicle. Maximum visual impact. Protects the factory paint. Lasts 5–7 years with proper maintenance. Worth the investment once you're generating consistent revenue.

The strategy: Start with magnetics for 30–60 days while you're getting your first jobs and building cash flow. Move to a partial wrap once you've verified the business is working. Upgrade to a full wrap at the 3-month mark or when you take on a second vehicle.

Design Tips

- **High contrast above everything.** White text on bright orange or black. Yellow on dark blue. Never red text on dark backgrounds — it's unreadable in motion.
- **Readable at 40 mph.** If you can't read the phone number in 2 seconds at a glance, redesign it.
- **Minimal text.** Phone number, "JUNK REMOVAL," logo. That's it for the primary message.
- **Professional design file.** Get a print-ready file from a designer who has done vehicle wraps before. A general graphic designer who's never done wrap templates will produce work that doesn't translate well to vinyl.
- **Match your truck color in the design.** A wrap that works with your truck's body color looks more intentional and more premium.

Finding a wrap shop in Charlotte: Get 3 quotes. Ask to see their portfolio of commercial vehicle work. A shop that does mostly personal cars may not have experience with the design requirements of commercial service vehicles.

Section 5: Local Partnerships & B2B

Every job you get from Google Ads costs you \$50–\$150 in ad spend. Every job you get from a referral partner costs you nothing. Building even 3–5 strong referral relationships can generate \$3,000–\$8,000 in monthly revenue with zero ad spend.

The B2B and partnership channel is slow to build but incredibly durable once established. Start outreach in Month 1, plant seeds consistently, and expect your first real referral relationships to pay off

around Month 3–4.

Property Managers

Property managers oversee apartment complexes, HOAs, and rental properties. They deal with tenant move-outs constantly, and nearly every move-out generates a junk removal need: furniture left behind, mattresses, trash, old appliances. A property manager with 50 units might need junk removal 3–5 times per month.

What to offer:

- Volume discount: 10–15% off for accounts that provide 3+ jobs per month
- Priority scheduling: Property managers often need fast turnaround between tenants
- Monthly billing: Instead of invoicing job-by-job, offer consolidated monthly invoices — this is a huge convenience that many small operators don't offer
- Reporting: Provide simple documentation of items removed and disposal method (some property management companies need this for records)

How to approach: Find property managers through Apartments.com, local apartment association directories, and LinkedIn. Call or drop by the management office in person.

Email template:

Subject: Junk Removal Partnership — Quick Turnarounds for Your Properties
Hi [Name], My name is Ted with Junk Raider. We specialize in fast junk removal for property managers in Charlotte — tenant move-out cleanouts, bulk item removal, and full unit turnarounds. We offer property management companies priority scheduling, volume discounts, and consolidated monthly billing. If you have properties in Charlotte or the surrounding area, I'd love to connect for 10 minutes to see if we'd be a fit. Can I buy you a coffee this week or next? Ted Bullard | Junk Raider | [phone] | [email]

Follow-up cadence: Email Day 1, call Day 3, email Day 7, call Day 14, then monthly check-in. Most referral relationships require 4–6 touchpoints before they convert.

Realtors

Real estate agents deal with listings every day, and listings regularly need junk removal: estate cleanouts, pre-listing declutters, move-in/move-out cleanouts, and hoarding situations. A busy realtor with 20+ transactions per year can become a strong referral source.

What to offer:

- Fast turnaround: Realtors are often working against listing deadlines. Commit to same-day or 24-hour availability.
- Referral incentive: A gift card or cash referral fee per booked job (check your state's laws, but most allow this) — or simply offer priority scheduling as the incentive.

- **Professional appearance:** Realtors care about their reputation. Show up in uniform, be polite, leave spaces clean.

How to find them: Local real estate offices, Zillow agent pages, LinkedIn, and local Facebook real estate groups. Many realtors are active on Facebook and Instagram — engaging with their content is a warm way to open a conversation.

Pitch: "I work with a lot of realtors to help their listings clear out faster. If you ever have a listing that needs a quick cleanout, I can usually be there within 24 hours and I'll take care of everything — furniture, appliances, debris, all of it."

Estate Sale Companies

Estate sale companies bring in buyers for valuable items, but there's always stuff left over after the sale that nobody bought. That's where you come in. Partner with 2–3 local estate sale companies and offer to be their "cleanup crew" after every sale.

Structure the partnership: The estate sale company refers you for post-sale cleanouts. You pay a referral fee (flat fee per job or percentage) or simply offer them a discount for regular referrals. Alternatively, offer to refer customers to them when you encounter estates with valuable items — a true two-way partnership.

How to find them: Search "estate sales Charlotte NC" on EstateSales.net. Contact the organizers directly.

General Contractors

Contractors generate construction debris constantly: drywall, lumber, tile, roofing materials, flooring. They need debris hauled before inspections and before the next phase of work. A single busy GC can send you 2–4 loads per month.

What to offer: Fast pickup (within 24–48 hours of call), competitive debris removal pricing, and the ability to handle mixed loads (not just one material type).

How to find them: LinkedIn, local permit office (contractors pull permits — contact info is sometimes public), local contractor associations, and word of mouth. Visit job sites and leave business cards.

Storage Facilities

Storage facility managers deal with delinquent accounts regularly. When a unit is auctioned or a tenant abandons their unit, everything inside needs to be removed quickly. A storage facility can send you 2–5 cleanouts per month.

The pitch: "We specialize in storage unit cleanouts — fast, complete, and we leave the unit ready to re-rent. We can usually be there within 24 hours of your call."

How to find them: Any public storage facility in your market. Stop in, ask for the manager, and make your pitch in person. Leave a card and a one-page flyer.

Follow-Up Cadence for All B2B Outreach

Most referral relationships don't happen on the first contact. Persistence (without being annoying) is the key.

Touchpoint	Timing	Method
1st contact	Day 1	Email or in-person visit
Follow-up	Day 3–5	Phone call
Check-in	Day 14	Email with a value add (tip, case study)
Soft reminder	Day 30	Quick call or drop-in
Monthly touch	Ongoing	Email or call

Keep a simple spreadsheet of all your B2B contacts. Name, company, date of last contact, notes, status. Review it every Monday morning.

Section 6: First 90 Days Marketing Budget

Here is a realistic marketing budget broken down by month. These numbers are for a solo operator or 2-person operation in Charlotte. Adjust based on your market's competitiveness and your available cash.

Month 1: Launch (\$1,500–\$2,500)

The goal in Month 1 is to get your foundation in place and start generating calls as fast as possible.

Item	Cost
Google Ads	\$600 (\$20/day)
Magnetic truck signs	\$300
Uniforms (2 sets)	\$200
Business cards (500 qty)	\$50
Review request cards with QR code	\$50

Item	Cost
Facebook/Instagram ads	\$150
Nextdoor sponsored listing	\$150
Month 1 Total	\$1,500

Month 1 priority: claim your GBP, get your ads running, put your magnetics on the truck, and get your first 10 reviews. Every dollar should drive toward those goals.

Month 2: Scale (\$2,000–\$3,500)

You have some reviews, some data from your ads, and a growing reputation. Time to increase spend.

Item	Cost
Google Ads	\$1,000 (\$33/day)
Facebook/Instagram ads	\$500
Door hangers (1,000 qty)	\$300
B2B networking (coffees, events)	\$200
Additional uniform sets	\$150
Month 2 Total	\$2,150

In Month 2, start your B2B outreach. Even if it doesn't produce jobs this month, the seeds are being planted.

Month 3: Establish (\$2,500–\$4,000 + one-time wrap)

By Month 3, you have enough reviews and reputation to justify a full truck wrap investment. You're also spending more on ads because they're now returning measurable leads.

Item	Cost
Google Ads	\$1,500 (\$50/day)
Full truck wrap (one-time)	\$2,500–\$4,000
Social media ads	\$500

Item	Cost
B2B follow-up and meetings	\$200
Month 3 Total	\$4,700–\$6,200

The truck wrap is a one-time investment, not a recurring cost. Spread it over 5 years and it costs less than \$2/day.

Expected ROI

A well-run junk removal marketing operation should return **3–5x on ad spend** within 90 days. Here's the math:

- Month 1: \$1,500 spent → 5–10 jobs at \$300–\$400 average = \$1,500–\$4,000 revenue
- Month 2: \$2,150 spent → 10–20 jobs at \$350–\$450 average = \$3,500–\$9,000 revenue
- Month 3: \$4,700 spent (inc. wrap) → 20–35 jobs at \$350–\$500 average = \$7,000–\$17,500 revenue

These numbers assume you're answering your phone, giving good estimates, delivering great service, and asking for reviews after every job. Marketing gets the phone to ring. Everything else is on you.

Junk Raider | Charlotte, NC | junkraider.com | Ted Bullard

This guide is part of the Junk Removal Playbook — a complete system for launching and scaling a profitable junk removal business.