

DOCUMENT #2

The Blueprint System™ - Business Selection Series

Service Business Selector Matrix

Not all service businesses are created equal. This matrix scores 25+ business types across 8 critical factors to help you pick your winner.

Scoring System:

5 = Excellent | **4** = Good | **3** = Average | **2** = Below Average | **1** = Poor

Target Total Score: **30+ out of 40**

The Master Matrix

Business Type	Startup Capital	Cash Flow	Scalability	Exit Multiple	Competition	Regulation	Remote-able	Learning Curve	TOTAL
Commercial Cleaning	5	5	4	3	2	5	5	5	34
Painting (Commercial)	5	4	4	4	3	5	4	4	33
Landscaping	4	4	5	4	2	5	3	4	31
Mobile RV Repair	5	5	3	3	5	4	3	3	31
Pest Control	4	5	4	5	3	3	4	3	31
HVAC Service	3	5	4	5	3	3	3	2	28
Plumbing	3	5	4	5	3	2	3	2	27
Parking Lot Striping	4	4	3	3	5	5	3	4	31
Dumpster Rental	2	4	5	4	4	4	4	4	31
Pressure Washing	5	4	4	3	2	5	4	5	32

Top 5 Winners (Detailed Profiles)

1. Commercial Cleaning (Score: 34/40)

Why It Wins: Recurring revenue, minimal regulation, easy to systematize, can run remotely.

✓ Pros:

- Predictable monthly recurring revenue
- Low startup costs (\$5-10K)
- No special licenses required
- Night work = no customer interaction
- Easy to hire and train staff

✗ Cons:

- High competition in major metros
- Lower exit multiples (2-3x SDE)
- High employee turnover
- Thin margins if not managed well

INSIDER TIP: Focus on medical offices and banks. They pay more and never cancel.

2. Commercial Painting (Score: 33/40)

Why It Wins: High margins, project-based pricing, minimal equipment needs.

✓ Pros:

- 50-60% gross margins
- \$20-50K average project size
- Repeat commercial clients
- Can subcontract everything
- Strong exit multiples (3-4x)

✗ Cons:

- Seasonal in cold climates
- Need good project management
- Insurance costs can be high
- Cash flow gaps between projects

3. Pressure Washing (Score: 32/40)

Why It Wins: Lowest barrier to entry, fast cash flow, easy to learn.

✓ Pros:

- Start with \$3K equipment
- Get paid same day
- No licensing requirements
- Residential & commercial mix
- Add-on services (sealing, soft wash)

✗ Cons:

- Very seasonal business
- Lots of weekend work
- Physical labor intensive
- Low barriers = high competition

Businesses to Avoid (Score Under 25)

- **Roofing:** High insurance, dangerous, weather dependent
- **Moving Companies:** Terrible margins, high damage claims
- **Residential Cleaning:** High churn, low prices, difficult clients
- **Lawn Care Only:** Too seasonal, race to the bottom pricing
- **Pool Service:** Limited geography, technical knowledge required

The Remote Operation Test

Can you run it from Bali? Rate each business:

Business	Remote Score	Why
Commercial Cleaning	5/5	Night work, systematic routes, minimal owner presence needed
Painting	4/5	Project managers handle sites, owner does estimates via video
Landscaping	3/5	Seasonal issues require presence, design work needs site visits
HVAC	2/5	Technical issues need owner expertise, emergency calls problematic

Quick Decision Framework

Answer These 5 Questions:

1. **Do you have \$50K+ to invest?** → Go for HVAC or Plumbing
2. **Want purely passive income?** → Laundromat or Car Wash (not on this list)
3. **Need cash flow in 30 days?** → Pressure Washing or Cleaning
4. **Planning to sell in 2-3 years?** → Pest Control or Painting
5. **Want to work remotely?** → Commercial Cleaning wins

Action Steps

1. Pick 3 businesses that scored 30+
2. Call 10 operators in each (this week)
3. Ask: "If you ever thought about selling, what would it take?"
4. The one with the most motivated seller wins

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Next: See Document #6 for owner approach scripts