



Sherpa Drone

**EXTERIOR CLEANING BUSINESS PLAYBOOK
WITH LUCID BOTS SHERPA DRONE**

PRICING STRATEGY COMPETITIVE ANALYSIS

RESEARCH COMPETITORS:

Investigate local pressure washing businesses to understand their pricing structures. Note the services they offer and their rates.

SERVICE COMPARISON:

Compare the quality of services, reputation, and customer reviews. This will help you position your business effectively in the market.

Cost Calculation

FIXED COSTS:



These are costs that remain constant regardless of how many jobs you complete. They include:

- › Equipment purchase and maintenance
- › Vehicle expenses (purchase, fuel, maintenance)
- › Insurance
- › Office space (if any)
- › Marketing and advertising

VARIABLE COSTS:



These costs fluctuate based on the volume of work. They include:

- › Cleaning supplies and detergents
- › Labor (if you have employees or hire contractors)
- › Utility expenses (water and electricity used during jobs)

OVERHEAD COSTS:



These are indirect costs such as accounting fees, software subscriptions, and administrative expenses.



PRICING STRATEGY

PRICING MODELS



PER SQUARE FOOT:

Common for large areas like driveways, patios, and commercial properties. Rates can vary from \$0.25 to \$0.45 per square foot, depending on the complexity of the job and local market rates.

HOURLY RATE:

Useful for smaller or more intricate tasks. Typical rates range from \$50 to \$150 per hour.

FLAT RATE:

Set a fixed price for specific services, such as \$200 for a driveway cleaning or \$150 for a house siding wash. This method can simplify the pricing process for customers.

PACKAGE DEALS:

Offer bundled services at a discounted rate. For example, combine driveway, patio, and siding cleaning into a single package to attract customers looking for comprehensive solutions.

PROFIT MARGIN



Target Profit Margin: Aim for a profit margin of 20–30%. Calculate this by subtracting your total costs from your revenue and dividing by your total revenue.

Adjust as Needed: Monitor your costs and adjust your prices periodically to maintain your target profit margin.



DISCOUNTS AND PROMOTIONS

SEASONAL DISCOUNTS: Offer discounts during slow seasons to attract more customers.

LOYALTY PROGRAMS: Provide discounts or free services to repeat customers to encourage loyalty.

REFERRAL DISCOUNTS: Offer a discount to customers who refer new clients to your business.

INVESTMENT STARTUP COSTS*

Sherpa Drone



EQUIPMENT:

Full Trailer Pump System: **\$15,000–\$30,000**
(depending on customizations)

Pressure washers: **\$1,000–\$3,000 each**

Accessory equipment: **\$2,000–\$5,000**
(nozzles, wands, surface scrubbers, extra hoses)

Detergents and cleaning supplies: **\$200–\$500**

Lucid Bots Sherpa Drone: **\$30,000–\$50,000 each**
(including necessary attachments and software)

Lavo Bot: **\$12,000**

INSURANCE:

\$500–\$2,000 annually depending on coverage.

LICENSES AND PERMITS:

\$100–\$500 depending on local requirements.

MARKETING AND BRANDING:

\$500–\$2,000 for initial branding, website creation, and promotional materials.

VEHICLE:

\$5,000–\$25,000 depending on whether you buy new or used.

MISCELLANEOUS:

\$500–\$1,000 for other startup expenses such as office supplies, accounting software, etc.

OPERATIONAL COSTS



MONTHLY EXPENSES:

› Fuel and vehicle maintenance: **\$200–\$500**

› Cleaning supplies: **\$100–\$300**

› Drone Maintenance Plan: **\$150–\$350**
(subscription plan to maintain your Lucid Bots Sherpa Drone)

› Marketing: **\$100–\$500**

› Insurance: **\$50–\$200**

› Utilities (if applicable): **\$50–\$150**

› Miscellaneous: **\$50–\$200**

*Please note that all cost range estimates provided by Lucid Bots are based on the information available at the time of the estimate. These estimates are intended as a preliminary guide and are subject to change based on the actual scope of work, site conditions, and any unforeseen circumstances. Final costs may vary and will be detailed by your sales representative.

While we strive to provide accurate and comprehensive, Lucid Bots cannot be held responsible for any discrepancies between the estimated and actual costs. Customers are encouraged to discuss questions about their estimates with us directly.



INVESTMENT FUNDING OPTIONS

Sherpa Drone



PERSONAL SAVINGS:

Use your own savings to fund the startup costs.

SMALL BUSINESS LOANS:

Apply for loans from banks or credit unions. Ensure you have a solid business plan and good credit history.

GRANTS:

Research and apply for small business grants that may be available in your area.

INVESTORS:

Seek out investors who are interested in your business. Be prepared to offer a share of your profits in return for their investment.

CROWDFUNDING:

Use platforms like Kickstarter or GoFundMe to raise funds from the public.



CALCULATE BREAK-EVEN POINT:

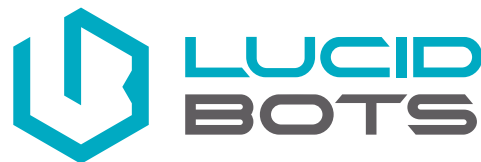
Determine how many jobs or how much revenue you need to cover your costs before making a profit. This helps set realistic financial goals.

BREAK-EVEN FORMULA:

$\text{Fixed Costs} \div (\text{Price per Job} - \text{Variable Costs per Job})$

MONITOR CASH FLOW:

Keep track of your income and expenses to ensure you are on track to meet your financial goals.



PRICING STRATEGY REINVESTMENT STRATEGY



REINVEST PROFITS:

Allocate a portion of your profits to reinvest in the business. This can include upgrading equipment, expanding your service area, or investing in marketing.

EXPANSION PLAN:

Plan for growth by identifying potential new markets, additional services, or hiring more staff. Set aside funds specifically for these initiatives.



✉ sales@lucidbots.com

☎ 980-498-1894

🌐 www.lucidbots.com

By carefully planning your pricing strategy and managing your investments wisely, you can establish a profitable and sustainable pressure-washing business, especially with the innovative addition of the Lucid Bots Sherpa Drone.