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Start a Local Pool Cleaning Booking Website in North Port

You will build a simple website where North Port homeowners can book pool cleaning services online. When a customer books and pays, you hire an independent local pool cleaner to do the job. You keep a portion of the payment as your profit.

In plain English

You are the middleman. You find customers on the internet using local ads and a nice booking page. Homeowners pay you online. Then, you pay a local pool cleaner to do the actual work. You keep a cut of the money. You do not need to touch a pool net yourself.

Key numbers

\$1,000-\$3,000 TO START	15-20 HOURS / WEEK
1-2 in 14 days FIRST CUSTOMERS	~1-3 months BREAK-EVEN

Profit outlook

Homeowners book and pay for pool cleaning services through your website. You then pay an independent cleaner a portion of that fee, keeping the rest as profit.

Illustrative projection based on assumptions — not a guarantee.

CONSERVATIVE · / MONTH

\$505

Rev \$1,750 · Costs \$1,245 · Payback 4–6 · Year 1 \$5,000–\$7,000

BASE · / MONTH

\$1,380

Rev \$4,200 · Costs \$2,820 · Payback 1–2 · Year 1 \$15,000–\$18,000

OPTIMISTIC · / MONTH

\$2,880

Rev \$8,400 · Costs \$5,520 · Payback 1 · Year 1 \$30,000–\$35,000

Net profit by month (base)

MONTH 1 \$248	MONTH 2 \$442	MONTH 3 \$690
MONTH 4 \$966	MONTH 5 \$1.2k	MONTH 6 \$1.4k

Assumptions

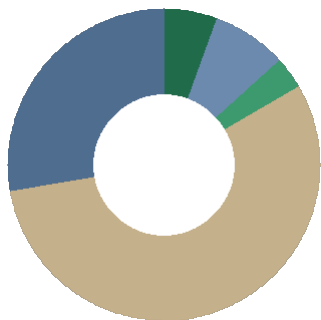
- Subscription price / month: \$70
- Variable cost per customer / month: \$45
- Fixed costs / month: \$120

Who it fits

Great for someone with basic computer skills who wants to learn marketing and sales. Skip this if you hate talking on the phone to contractors or if you want to be outside doing physical work.

Startup budget

\$1,000 – \$3,000



- **Website & Booking Software (e.g., BookingKoala)** — \$50–\$150/month (5.6%)
- **Florida LLC & State Fees** — \$125–\$150 (7.6%)
- **Business Insurance (General Liability)** — \$40–\$80/month (3.3%)
- **Local Facebook & Google Ads** — \$500–\$1,500 (55.6%)
- **Cash buffer (to pay cleaners before web payouts clear)** — \$500 (27.8%)

First demand check

Go to 3 local North Port Facebook groups. Post this exact message: 'Hey neighbors! I am putting together a reliable pool cleaning crew for the North Port area. If I built a simple website where you could book and pay for a one-time green pool cleanup or monthly service online, would anyone use it?' Count the comments and messages. If you get 5+ interested people in 48 hours, the demand is real.

Local reality check

Search 'pool cleaning North Port FL' on Google Maps. Look for local companies with bad reviews complaining about 'no shows' or 'hard to book'. Join 'North Port Community' Facebook groups and search for 'pool guy recommendations'. You will see homeowners begging for reliable cleaners. Also, look for independent solo cleaners in trucks—they often hate doing sales and just want to clean, making them perfect partners for you.

Milestones

- **Find 2 reliable local pool cleaners to partner with** — By Day 2
- **Launch booking website and connect Stripe** — By Day 4
- **Get your first paid booking from Facebook Ads** — By Day 14

14-day plan

Day 1-2

- Spend 2 hours calling 10 independent pool cleaners in North Port found on Craigslist or Google Maps.
- Say: 'I run a local marketing company. If I send you paid pool cleaning jobs, what is your flat rate for a standard pool?'
- Agree on a wholesale price with at least 2 reliable cleaners.
- Register a simple domain name for your business (e.g., NorthPortPoolPros.com) on Namecheap for about \$10.

Day 3-4

- Sign up for BookingKoala or a simple website builder like Carrd for \$20 to \$50.
- Spend 4 hours setting up a one-page site. Add your prices by marking up the cleaner's rate by 30% to 40%.
- Connect a free Stripe account so customers can pay with a credit card online.
- Add a clear 'Book Now' button at the very top of your website.

Day 5-7

- Register your LLC with the State of Florida online at Sunbiz.org. This costs about \$125 and takes 1 hour.
- Buy a basic General Liability insurance policy from Next Insurance or Thimble for roughly \$50 a month.
- Set up a free Google Business Profile. Use your home address but hide it so it just shows 'North Port area'.

Day 8-10

- Create a free Facebook Business page for your company. This takes 30 minutes.
- Design 3 simple ad images using the free version of Canva showing clean pools in Florida.
- Set up a Facebook Ad campaign targeting only people living in North Port and nearby ZIP codes. Set the budget to \$15 per day.
- Write the ad text: 'Need a reliable pool cleaner in North Port? Book online in 60 seconds. Guaranteed to show up.'

Day 11-12

- Check your Facebook ads manager daily. Spend 30 minutes tweaking the ads if no one clicks.
- When someone messages or calls, answer within 5 minutes. Say, 'We have an opening this Thursday. I can book it for you right now.'
- If a customer books online, immediately text your partner pool cleaner the address and job details.

Day 13-14

- On the day of the cleaning, text the customer to remind them the cleaner is coming.
- Call your pool cleaner after the job to confirm it is done. This takes 5 minutes.
- Pay the cleaner their agreed rate via Zelle or Venmo.
- Text the customer: 'How does the pool look? If you are happy, please leave us a Google review here [link].'

Tools to use

BookingKoala or Carrd · Stripe (for payments) · Facebook Ads Manager · Sunbiz.org (for FL LLC) · Canva (free version)

Week-one goal

Secure verbal agreements with 2 local pool cleaners and launch your online booking page.

Watch-outs

- The cleaner does not show up. Fix: Have at least two backup cleaners on your roster and always text them the night before to confirm.
 - Customers complain about the cleaning quality. Fix: Ask the cleaner to text you a 'before' and 'after' photo of the pool before you pay them.
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