Epoxy Flooring Business Startup Checklist

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Key takeaways

- Prep is everything: grind, repair cracks and test moisture before coating
- Price per square foot by system, plus prep and repairs
- Control silica dust with shrouded grinders and a dust collector
- Check contractor licensing in your state before you quote

1. Plan

- [ ] Choose your niche and the services you'll offer first
- [ ] Define your service area (keep it tight to cut drive time)
- [ ] Write a one-page plan: who, where, what you charge, how you'll get 10 clients
- [ ] Check local competitors' services and prices

2. Register & insure

- [ ] Pick a business name and check your state registry, trademarks and the .com domain
- [ ] Choose a structure (sole proprietor or LLC)
- [ ] Get a free EIN from the IRS (irs.gov)
- [ ] Check city/county business license requirements
- [ ] Open a separate business bank account
- [ ] Get general liability insurance before your first paid job
- [ ] Floor coating is contractor work in many states, and a contractor or home improvement license is often required above a set job value. Check your startup rules for your state. Grinding concrete creates respirable crystalline silica dust: OSHA's construction standard (29 CFR 1926.1153) requires employers to control it, for example with grinders that have a shroud and a vacuum dust collector meeting the standard's specifications. Follow each product's safety data sheet for ventilation and respirators, and carry general liability insurance.

3. Equipment

- [ ] Walk-behind diamond floor grinder (rent at first, buy once jobs are steady)
- [ ] Dust extractor sized for your grinder, plus an edge grinder with a shroud
- [ ] Moisture test kits (calcium chloride or in-slab relative humidity probes)
- [ ] Crack and spall repair materials, mixers and paddles
- [ ] Squeegees, rollers, spiked shoes and flake spreaders
- [ ] Respirators, gloves and eye protection as each product's safety data sheet requires

4. Pricing

- [ ] Track your real job times on your first jobs

- [ ] Set a target hourly rate that covers pay, taxes, insurance, fuel and admin time
- [ ] Create a simple price menu and a minimum charge
- [ ] Use estimate and invoice templates for every quote
- [ ] Check your numbers with the free calculator on ServiceStartKit.com

5. Get online

- [ ] Register a short domain and set up a professional email
- [ ] Launch a 4-page website: home, services & prices, reviews/photos, contact
- [ ] Create a Google Business Profile with photos and your service area

6. First clients

- [ ] Before/after photos and short videos of finished garages on Instagram, Facebook and Pinterest
- [ ] Partner with garage storage, cabinet and garage door companies for referrals
- [ ] Google Business Profile listing epoxy flooring and your service area
- [ ] Target new-construction neighborhoods, where owners upgrade bare concrete
- [ ] Ask every customer for a review and photos of their parked car on the new floor
- [ ] Ask every happy client for a review and a referral

7. Money

- [ ] Invoice every job and log every expense
- [ ] Keep a mileage log for business driving
- [ ] Set money aside for taxes each month
- [ ] Review prices at least once a year

General information, not legal, tax or insurance advice. Rules vary by state and city.