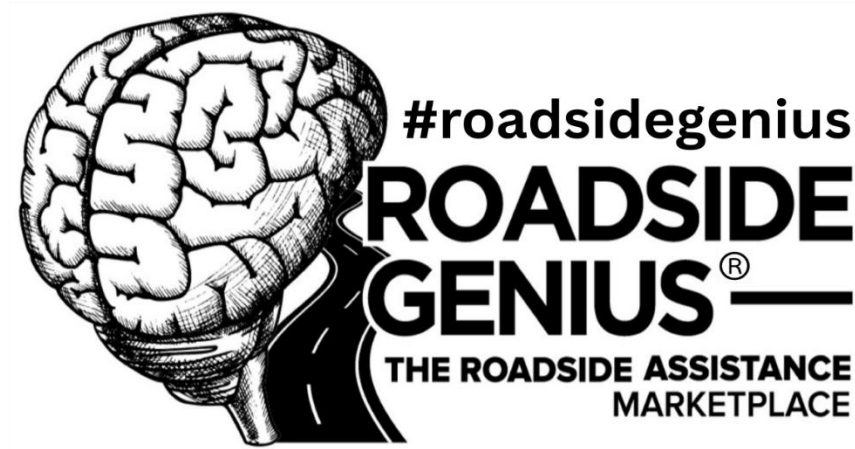


Start & Grow Your Own Roadside Assistance Business – Free Guide 202



By: Roadside Genius @ geniusroadside.com

Introduction

Roadside assistance is one of the fastest-growing service industries in the U.S. Every day, thousands of drivers experience flat tires, dead batteries, lockouts, or fuel shortages. This creates a constant demand for reliable help.

Starting a roadside assistance company offers flexibility, steady income, and growth potential. You can begin part-time with a personal vehicle and minimal tools, or scale into a full-time operation with multiple trucks, employees, and contracts.

The goal of this guide is simple: to show you how to **launch, operate, and grow** your roadside business successfully.

Business Setup

Your business identity is the foundation of your success. A professional name, branding, and structure will separate you from hobbyists and build customer trust.

- **Name & Branding:** Choose a simple, memorable name that signals reliability.
- **Mission & Vision:** Write down why your business exists and what you want to achieve.
- **Business Structure:** An LLC is usually best for small operators because it protects personal assets. S-Corp or C-Corp may be useful if you plan to scale big.

Checklist:

- ✓ Pick a professional name & logo
 - ✓ Register LLC & get EIN
 - ✓ Create branded email (info@yourcompany.com)
 - ✓ Order uniforms, decals, and business cards
-

Licenses & Insurance

Compliance is critical. Without the proper licenses and insurance, you could face fines, lawsuits, or lose contracts with motor clubs.

- **Business License & EIN:** Required for tax and registration.
- **Insurance:** At minimum, you'll need commercial auto and general liability. Add garage keeper's insurance if you plan to tow or store vehicles.
- **Permits:** Some states require towing or roadside operator permits. Always check local requirements.

Checklist:

- ✓ Apply for business license & EIN

- ✓ Secure commercial auto insurance
 - ✓ Get general liability coverage
 - ✓ Check state & city requirements for permits
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Services & Operations

Start small and expand over time. Focus on high-demand, low-barrier services first.

- **Core Services:** Tire changes, jumpstarts, lockouts, fuel delivery, and battery installs.
- **Optional Services:** Towing, mobile tire repair, and EV charging are great upsells once you grow.
- **Operations:** Decide whether you'll run 8–5, nights, or 24/7. The more coverage you provide, the more calls you'll get.
- **Dispatching:** Use software like Towbook, Dispatch Anywhere, or Swoop to manage calls efficiently.

Checklist:

- ✓ Choose core services
 - ✓ Decide hours of operation
 - ✓ Set pricing strategy
 - ✓ Implement a dispatch system
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Tools & Equipment

The right tools ensure you can handle calls quickly and professionally. Invest in reliable, professional-grade gear.

- **Tire Change Tools:** Jack, lug wrench, impact drill, and sockets.
- **Lockout Kits:** Air wedges, long-reach tools, and specialty picks.
- **Jumpstart Equipment:** High-powered battery packs (capable of starting SUVs and trucks).
- **Fuel Delivery:** Approved fuel cans for both gas and diesel.
- **Safety Gear:** Reflective vests, cones, LED flares.
- **Vehicle:** Start with your car/SUV; add tow trucks as you expand.

Checklist:

- ✓ Buy tire change kit
- ✓ Carry professional lockout kit
- ✓ Keep jump pack & booster cables
- ✓ Stock fuel cans (gas/diesel)
- ✓ Wear safety vests & carry cones

Marketing Basics

Without marketing, you won't get calls. Focus on digital visibility first — most customers search on their phone when they break down.

- **Google Business Profile:** Verify your listing, upload photos, add services, and encourage reviews.
- **Website:** Create a professional website with click-to-call buttons.
- **Google Ads:** Run call-only or RSA campaigns targeting “roadside assistance near me.”
- **Social Media:** Build visibility on Facebook, Instagram, TikTok, and YouTube.
- **Reviews:** Every happy customer should leave you a review.

Checklist:

- ✓ Set up Google Business Profile
- ✓ Launch simple website
- ✓ Run starter Google Ads campaign
- ✓ Ask every customer for a review

– Motor Clubs & Partnerships

Motor clubs are one of the easiest ways to get calls when starting out. They pay less than retail customers, but they provide steady volume.

- **Motor Clubs:** Apply to Agero, Honk, Urgent.ly, NSD, AAA, and others. Each has their own requirements for insurance and equipment.
- **Partnerships:** Build relationships with dealerships, auto shops, and fleet managers. These can lead to recurring contracts.

Checklist:

- ✓ Apply to 3–5 motor clubs
- ✓ Reach out to local dealerships
- ✓ Offer fleet discounts
- ✓ Network with insurance agents & auto shops

– Financials & Growth

Know your numbers from the start. A roadside assistance company has low entry costs compared to other businesses, but planning is key.

- **Startup Costs:** \$5k–\$15k depending on whether you include towing.
- **Revenue:** Retail jobs average \$45–\$75. Motor club jobs often pay \$25–\$35.

- **Profit Strategy:** Start with volume from motor clubs, then shift toward higher-margin retail calls and contracts.
- **Scaling:** Year 1 — build reviews & steady calls. Year 2 — expand services. Year 3+ — add trucks, staff, and contracts.

Checklist:

- ✓ Plan for \$5k–\$15k startup
 - ✓ Track revenue & expenses
 - ✓ Focus on reviews in Year 1
 - ✓ Expand services by Year 2
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Final Checklist & Next Steps

Here's your quick-start action plan:

- ✓ Register your business & EIN
 - ✓ Secure insurance & permits
 - ✓ Buy equipment & service vehicle
 - ✓ Create branding (logo, shirts, decals, website)
 - ✓ Launch Google Business Profile & website
 - ✓ Apply to motor clubs
 - ✓ Run Google Ads & build reviews
 - ✓ Track growth & expand services

Next Steps:

Launching a roadside assistance business doesn't require a huge investment — but it does require consistency, planning, and smart marketing. Follow this guide and you'll be on your way to building a reliable, profitable business.

👉 For more tools, training, and expert help, visit **geniusroadside.com** or schedule a consultation today.

Exercise: fill out and build your own roadside assistance business guide.

1) Let's Start A Roadside Assistance Company

- a) What will be the name of your business?
 - (1) Local names
 - (2) Brands
- b) What will identify your business?
 - (1) Mission
 - (2) Vision
 - (3) Avatars
 - (4) Logos
 - (5) Drawings
 - (6) Art
 - (7) Disney
- c) What type of business will you open?
 - (1) LLC or Sole Prop?
 - (2) C Corp or S Corp?
- d) Who will be involved in & affected by your business?
 - (1) Accountants
 - (2) Drivers
 - (3) Dispatchers
 - (4) Family
 - (5) Friends
- e) What hours will your business operate?
 - (1) 8-5 vs 24/7
- f) What services will your business offer?
 - (1) 8-15 services
- g) Who is your target market?
 - (1) Motor clubs
 - (2) Retail
 - (3) Both?
- h) What expenses will your business incur?
 - (1) Tools
 - (2) Vehicles
 - (3) Equipment
 - (4) Insurance
 - (5) Processing
 - (6) Marketing
 - (7) Accounting
 - (8) 3k Rule
 - (9) Miscellaneous
- i) What licenses and insurance are required?
 - (1) Business insurance
 - (2) Auto insurance
 - (3) Licensing
 - (4) Certifications
- j) How will your business grow?

k) First year goals/second year goals/fifth year goals

2) Create a company Email & Phone Number

- (1) Online Number
 - (a) Call Rail
 - (b) Vonage
 - (c) Phone Wagon
- (2) Local Number
 - (a) AT&T
 - (b) Verizon
 - (c) Etc
- (3) Email
 - (a) Signature
 - (b) Branding

3) Form the business entity & register with Governments

- a) Local City Government
- b) Federal Government
- c) EIN Number

4) Open A Business Bank Account

- a) Checking Account
- b) Savings Account
- c) Tax Account
- d) Business Cards
- e) Merchant Services
 - (1) Square
 - (2) Stripe

5) Set Up Accounting & Tax Systems

- a) Meet with a local accountant
- b) Setup Invoice & Record keeping System
- c) Accounting Systems
 - (1) QuickBooks
 - (2) Xero
 - (3) Towbook
 - (4) Dispatch Anywhere
 - (5) Swoop

6) Business Insurance & Other permits

- (1) Business Auto Insurance
- (2) General Liability Insurance
- (3) Garage Keepers
- (4) Permits

7) Purchase Equipment, Software, Supplies & Tools

- (1) Equipment
- (2) Software
 - (a) Towbook
 - (b) Dispatch anywhere
 - (c) Swoop
- (3) Tools
 - (a) Tire Change Tools
 - (b) Lockout Tools
 - (c) Jump Start Equipment
 - (d) Fuel Delivery Equipment
 - (e) Hands free devices
- (4) Vehicle
 - (a) Cars
 - (b) Trucks
 - (c) Commercial Vehicles

8) Branding Your Business

- (1) Logos
- (2) Shirts
- (3) Decals
- (4) Stickers
- (5) Receipts
- (6) Etc.

9) Sign Up With Motor Clubs

- (1) Agero
- (2) Honk
- (3) Ugent.ly
- (4) AAA
- (5) Quest X
- (6) Allied Dispatch
- (7) NSD
- (8) NAC
- (9) Roadside Protect
- (10) Gerber

(11)All State

10) Get Listed on Google My Business

- (1) The post cards
- (2) Business Type
- (3) Suspensions
- (4) Appeals process
- (5) To-dos
- (6) Pictures
- (7) Reviews
- (8) Descriptions
- (9) Products
- (10)Services
- (11)Website
- (12)Posts

11) Get your own official website

- (1) Wix
- (2) Wordpress
- (3) Godaddy
- (4) My opinion

12) Create Social Media Accounts

- (1) Fb
- (2) Instagram
- (3) Youtube
- (4) Twitter
- (5) Tik Tok

13) Get Listed on Other Places

- (1) 100+ places to get listed

14) Use Google Ads To Ramp Up Your Call Volume

15) Work On More SEO

16) Start Building Back Links to Your Site

- (1) Starter Links
- (2) Ongoing Links
- (3) Local Links

17) Optimize your GMB Account with Google Map Citations

- (1) Citation Blast
- (2) Postings

18) Rank Your GMB Top 3

19) Build More Backlinks

20) Expand your business offerings

- (1) Mobile tire Changes
- (2) Battery installations
- (3) Towing
- (4) Locksmith

- (5) Delivery
- 21) Schedule A Call
 - (1) Schedule a call with julio.