

ULTIMATE GUIDE

HOW TO START AND BUILD A MOBILE TIRE SHOP

FROM STARTUP TO SUCCESS:

**YOUR COMPLETE ROADSIDE ASSISTANCE
BUSINESS BLUEPRINT**

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ABOUT THE AUTHOR

Cameron's Journey into the Mobile Tire Industry

My name is Cameron, and I'm the founder of Somehow Someway Tires LLC. My journey into the mobile tire business started with my deep passion for the automotive industry. I earned my automotive certification right out of high school, but traditional jobs never quite fit me.

After high school, I pursued my CDL and drove trucks for two years, gaining valuable experience on the road. However, I wanted more—more freedom, more control over my future, and the ability to directly help people in need. That's when I decided to build my own business.

I started Somehow Someway Tires LLC with no loans, no investors—just my own money. I paid for everything out of pocket, and today, my business operates completely debt-free. I love what I do because it gives me freedom while allowing me to help people in tough situations.

My Advice:

Take things slow for at least three months. Use that time to learn the flow of the business, understand your customers, build relationships with companies, and get a feel for traffic patterns and how it all fits into your personal life.

CHAPTER 1

BUSINESS PLANNING

Define Your Business Model

Will you focus on emergency roadside assistance or scheduled services? Will you target individual customers or businesses with fleets? Consider offering additional services like jump starts and fuel delivery to increase revenue.

Market Research

Identify competitors and analyze their pricing, services, and customer base. Conduct surveys or talk to potential customers to understand demand. Consider high-traffic areas, businesses, and vehicle-heavy locations for your service coverage.

Business Plan Essentials

Define startup costs, including equipment, vehicle, and licensing. Outline your revenue model: Will you charge per service, offer memberships, or contract with businesses? Set realistic goals for your first year, including projected income and expenses.

CHAPTER 2

LEGAL & FINANCIAL SETUP

Business Registration & Permits

Choose a business structure (LLC, sole proprietorship, corporation) based on liability protection. Obtain necessary business licenses and permits in your state or city.

Insurance Requirements

- General liability insurance protects against accidents and damages
- Commercial auto insurance covers your service vehicle
- Workers' compensation insurance is required if you hire employees

Setting Up Business Finances

Open a business bank account to separate finances. Set up accounting software for tracking expenses and revenue. Choose a payment processor (Square, PayPal, Stripe) to accept credit/debit payments.

CHAPTER 3

CHOOSING & OUTFITTING YOUR MOBILE UNIT

Selecting the Right Vehicle

- A cargo van (e.g., Ford Transit, Sprinter) offers enclosed storage and workspace
- A box truck provides ample space for heavy-duty equipment but has higher fuel costs
- A pickup truck with a trailer is a budget-friendly option but requires additional security

Essential Equipment & Tools

- Tire changer machine (\$2,000 - \$5,000)
- Wheel balancer (\$1,500 - \$4,000)
- Heavy-duty floor jack & jack stands (\$200 - \$600)
- Air compressor (\$500 - \$2,000)
- Battery jump starter (\$100 - \$400)

CHAPTER 4

SERVICES YOU CAN OFFER

On-Demand & Emergency Services

- Flat tire replacement
- Tire patching and repair
- Roadside tire inflation

Routine Maintenance & Scheduled Services

- Tire rotation and balancing
- Seasonal tire changes (winter/summer tires)
- Fleet contracts for businesses needing regular tire maintenance

Additional Revenue Streams

- Selling new and used tires
- Offering lockout services, battery jumps, and fuel delivery
- Partnering with insurance companies for roadside assistance contracts

CHAPTER 5

PRICING STRATEGIES

Cost-Based Pricing

Calculate material costs, labor, and transportation expenses. Add a profit margin (e.g., 30%-50%) to ensure sustainability.

Competitive Pricing

Research competitor rates and set competitive yet profitable prices. Consider premium pricing for convenience and emergency services.

Bundle & Membership Pricing

Offer package deals (e.g., tire rotation + balancing for a discounted price). Create subscription-based services for frequent customers (monthly maintenance plans).

CHAPTER 6

MARKETING STRATEGIES

Building an Online Presence

Create a professional website with booking features. Optimize for local SEO to appear in 'mobile tire service near me' searches.

Social Media & Online Advertising

Use Facebook, Instagram, and Google Ads to reach local customers. Post educational content, customer testimonials, and promotions.

Referral & Partnership Marketing

Offer referral discounts to existing customers. Partner with auto dealerships, rental car companies, and insurance agencies for consistent business.

CHAPTER 7

OPERATIONS & CUSTOMER SERVICE

Managing Bookings & Dispatching Technicians

Use scheduling software to manage appointments efficiently. Have a streamlined dispatch system for emergency service calls.

Providing Exceptional Customer Service

Arrive on time, dressed professionally, and communicate clearly. Educate customers on tire maintenance to build trust and repeat business.

Handling Customer Complaints & Reviews

Address issues promptly and professionally. Encourage satisfied customers to leave positive reviews on Google and Yelp.

CHAPTER 8

SCALING YOUR BUSINESS

Expanding Your Team & Fleet

Hire skilled technicians and provide thorough training. Add more service vehicles as demand increases.

Franchising & Licensing

Develop a franchise model to replicate your business in other locations. Offer licensing agreements for independent operators under your brand.

Long-Term Business Growth Strategies

Expand services to include mobile oil changes and diagnostics. Invest in software for efficient fleet management and scheduling.

CONCLUSION

NEXT STEPS

Starting a mobile tire shop requires strategic planning, proper equipment, strong marketing, and excellent customer service. By following this guide, you can establish a profitable business that meets the growing demand for convenient tire services.

Your Action Plan:

- Finalize your business structure and obtain necessary permits
- Invest in quality equipment and set up your mobile unit
- Launch a marketing campaign and start acquiring customers
- Continuously assess operations and expand as demand grows

Remember:

If I can do it, so can you! Take your time, learn the business, and build relationships. Your success is just around the corner.

