



Beach to Bay Junk Removal

Market analysis, business plan & territory strategy

Prepared for Shawn — Beach to Bay Junk Removal LLC

Pinellas County, Florida · 10-zip service territory

July 24, 2026

Contents: Executive summary · Business plan & market report · Appendix A: territory analysis · Appendix B: speed-to-lead system

Beach to Bay Junk Removal LLC launches Labor Day weekend 2026 into a 10-zip territory covering Pinellas County's barrier islands and mid-county corridor — 155,000 residents, 71,600 households, and roughly **\$842K/year in baseline retail junk-removal demand** before counting estate, rebuild, and commercial work.

Beach to Bay service territory — 10 zip codes by priority tier

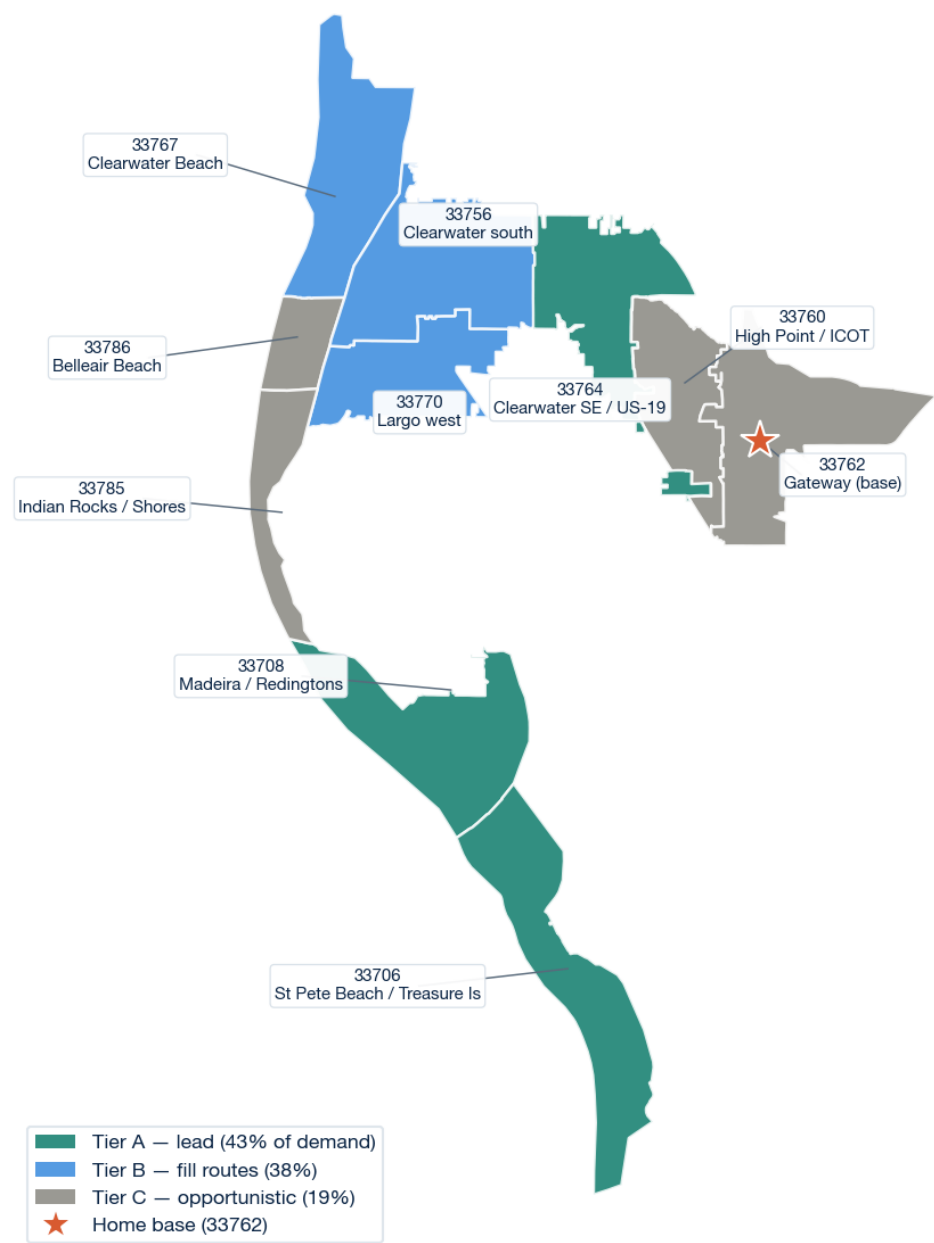


Figure 1 — Service territory: 10 zip codes by priority tier (star = home base 33762)

Why this works now

- **The rebuild wave:** Hurricanes Helene/Milton triggered the largest renovation cycle in beach-community history — 5,500 repair permits in St. Pete Beach alone, \$813M+ in recovery funds, work running through

2027. Every renovation ends with a debris load.

- **The competition looks the other way:** 14+ operators fight over St. Petersburg and Tampa. The market leader's 613-page website gives each beach town one thin page — and none of its 36 hurricane-cleanup pages targets a beach community.
- **AI search is unclaimed:** no local competitor is optimized for the AI answers customers increasingly ask. First mover wins the citation.
- **The equipment math:** the 392 cu ft trailer carries what a 1-800-GOT-JUNK truck carries. Their full-truck price: \$700–\$1,000. Ours: \$649–\$749 at 85%+ gross margin.

The attack plan

Priority	Zips	The play
Tier A	33706 · 33708 · 33764	Beach flagship + closest beach + mobile-home workhorse — 43% of the market
Tier B	33756 · 33770 · 33767	Mainland volume + the condo-tower wealth zip
Tier C	33760 · 33785 · 33786 · 33762	Apartment/eviction B2B, route pair-ons, estate whales, home turf

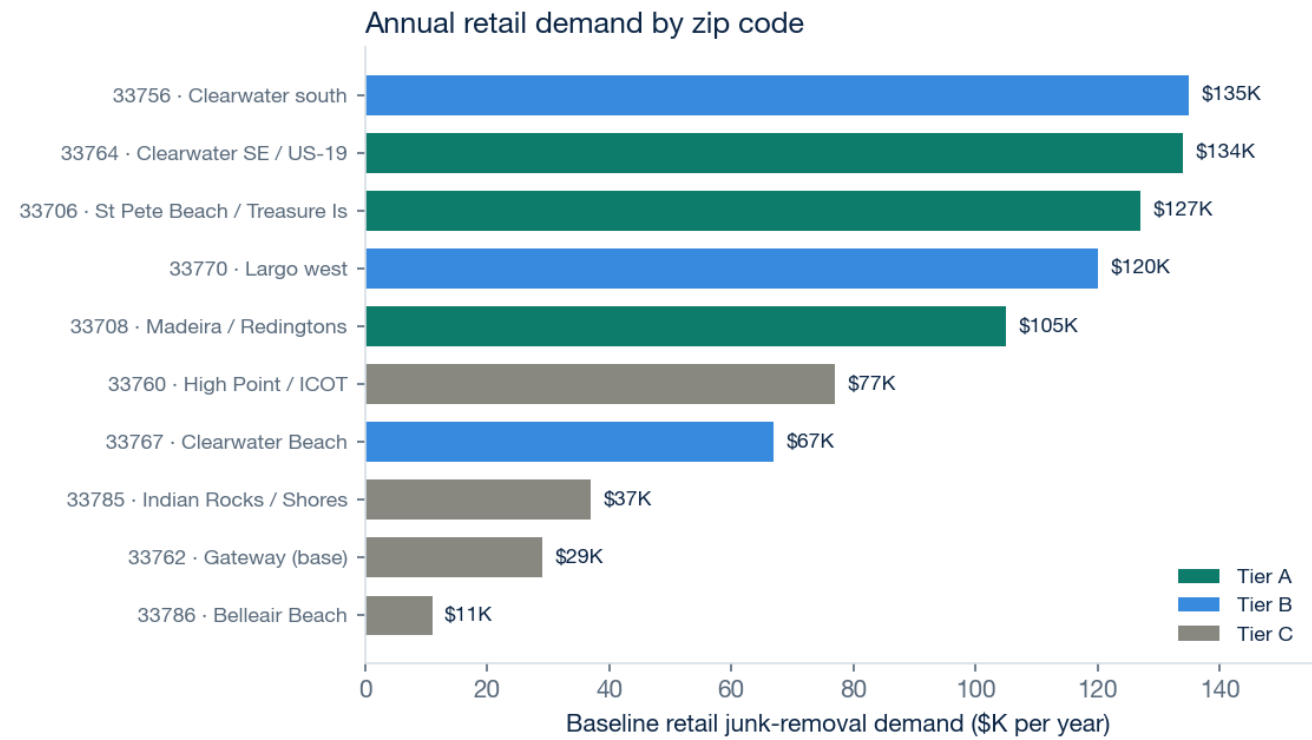


Figure 2 — Baseline retail junk-removal demand by zip code

Financial trajectory

Soft launch \$3–5K/month → traction \$10–15K/month by month 6 → \$20–28K/month in year one with a helper. Direct costs run ~15% of revenue (county disposal \$58.86/ton plus fuel); the risks that matter are seasonality (bridged by B2B contracts) and the density of cheap competitors (answered by positioning, reviews, and instant photo quotes).

The five moves that decide it

1. Publish a **transparent price table** — converts customers and wins AI citations
2. **"Text a photo, firm price in 15 minutes"** — beats every estimate form in the county
3. **Beach-specific pages** — storm cleanup, condo cleanouts, vacation-rental turnovers per town
4. **Answer every call** — business number, missed-call text-back, AI receptionist as volume grows
5. **50 Google reviews in 6 months** — the leader has only 170; the moat is shallow

Business plan & market report

1. Executive summary

Beach to Bay Junk Removal LLC (formed July 10, 2026) is launching Labor Day weekend into a 10-zip-code territory covering Pinellas County's barrier islands and mid-county corridor — St. Pete Beach, Treasure Island, Madeira Beach, the Redingtons, Indian Rocks/Shores, Belleair Beach, Clearwater Beach, plus Largo, Clearwater, and the Gateway/Pinellas Park area (home base 33762).

The market is crowded (14+ active operators) but beatable, because the competition is fighting over the St. Petersburg/Tampa core while the beach communities get leftover attention — at the exact moment those communities are working through the largest renovation wave in their history (Hurricanes Helene/Milton rebuild, funded by \$813M+ in federal recovery dollars, running through 2027).

The opportunity in one line: be the junk removal company that actually belongs to the beaches — beach-specific services, beach-specific web pages, an answer-every-call phone system, and instant photo-based pricing — while every competitor treats the islands as the edge of their map.

A 392 cu ft dump trailer (14.5 cubic yards) carries the same volume as a full 1-800-GOT-JUNK truck. At market rates that's a \$650–\$950 job with roughly \$75–110 in direct costs — 85%+ gross margin on full loads. Realistic ramp: \$3–5K/month revenue at soft launch → \$20K+/month within a year with one helper.

2. Market analysis

Territory. ~963K people county-wide; median age 49; median household income ~\$72.6K. The beach zips skew older and wealthier (waterfront condos \$600K–\$1M+), with heavy retiree, snowbird, and vacation-rental concentration. That mix produces the highest-value junk removal work there is: estate cleanouts, downsizing moves, condo turnovers, and seasonal rental resets.

The hurricane tailwind. Helene and Milton (2024) hit these exact zip codes hardest. St. Pete Beach alone has processed ~5,500 repair permits; county-wide repair projects run through end of 2026 into 2027; Pinellas Recovers is distributing \$813M+ in federal recovery funds. A permit-amnesty deadline (June 30, 2026) just pushed a fresh wave of late renovations into motion. Every renovation ends with a debris load — and launch weekend lands at the peak of hurricane season.

Demand mix to plan for: renovation/storm debris, condo and estate cleanouts, vacation-rental turnovers, storage-unit cleanouts, furniture/appliance hauls, and commercial resets as beachfront hotels reinvest.

3. Competitive landscape

Tier	Who	What they do well	Where they're weak
SEO leader	Dump My Junk LLC (St. Pete, since 2015, 4.9★/170+ reviews)	613-page website covering every service × city combination; published price table; financing; eviction price cards	Focus is Tampa Bay-wide. Beach towns get one thin page each. None of their 36 hurricane-cleanup pages targets a beach community.
Established locals	Junk Buddy (Clearwater, since 2015) · Elite Hauling (since 2020)	Location pages, county-wide positioning	Page sprawl toward Tampa; generic positioning; almost no structured data for AI search
Closest analog	Coastline Cleanout (St. Pete, est. 2023, 5★)	Coastal branding, clean service pages, serves the beach corridor	Every page is optimized for "St. Petersburg" — not the beach towns themselves
Beach incumbents	AAA Rousse (St. Pete Beach) · Junk Pirates (Madeira Beach)	Local reputation; Junk Pirates wins on Nextdoor	Minimal/dated web presence — proof the islands are winnable
Franchises	1-800-GOT-JUNK (\$700–1,000 full truck) · College Hunks (Largo yard) · Junk King · LoadUp (from \$79/item, online pricing)	Brand recognition, same-day capacity	Premium pricing; no beach specialization; franchise overhead

Three structural gaps the whole market leaves open: 1. **Beach-specific service depth** — nobody has condo-cleanout, estate-cleanout, vacation-rental-turnover, or storm-cleanup pages for the individual beach towns. 2. **AI-search readiness** — across every local competitor: one FAQ schema block total, zero review schema. When ChatGPT/Google AI answers "best junk removal near St. Pete Beach," the citations are up for grabs. 3. **Instant pricing** — only national LoadUp offers online pricing. Locally, everyone hides behind "free estimate" forms.

4. Positioning & strategy

Positioning statement: *The barrier islands' junk removal crew — condo-smart, HOA-friendly, beach local. Text a photo, get a firm price in 15 minutes.*

1. **Own the beach, concede the bay.** Let the big players fight over St. Pete/Tampa. Every page, ad, and review should anchor to the island communities and the 10 zip.
2. **Hurricane-season content, immediately.** Storm-cleanup pages for St. Pete Beach, Madeira Beach, Treasure Island, and Clearwater Beach — plus renovation-debris pages riding the rebuild wave. The market leader has 36 hurricane pages and zero on the beaches.
3. **Win the AI answer.** LocalBusiness + Service + FAQ schema, a public price table (AI engines cite concrete prices), zip-codes-served on every page, and a Google Business Profile from day one.

- 4. **Make the photo quote the brand.** "Text a photo, firm price in 15 minutes" beats every "free estimate" form in the county and pre-qualifies jobs before rolling the trailer.
- 5. **Price against the franchises.** Full trailer (≈ their full truck) at **\$649–749 vs. their \$800–1,000**: "Same truck size. No franchise fees." Still 85%+ gross margin.
- 6. **Build B2B recurring lanes** to flatten seasonality: vacation-rental managers, condo HOAs (scheduled bulk-item days), realtors (listing/estate cleanouts), rebuild contractors (debris subcontracts), storage facilities, eviction cleanouts at fixed not-to-exceed pricing.
- 7. **Review sprint.** The market leader's moat is only ~170 Google reviews. Fifty 5-star reviews in six months — QR card on every job — makes Beach to Bay the top-rated beach option in Maps and AI results.
- 8. **"Keep the coast" eco angle.** Donation-first sorting with receipts (estate clients love this), recycling percentages, beach-community identity.

5. Pricing model (recommended)

Load	Price	Market check
Minimum / single item	\$99–129	Undercuts franchise \$130–150 min
Quarter trailer (~4 yd)	\$249–299	Leader charges \$275–350
Half trailer (~7 yd)	\$399–479	Leader charges \$450–550
Full trailer (14.5 yd)	\$649–749	Franchise full truck \$700–1,000
Unit cleanouts (B2B)	\$450 studio / \$700 2BR / \$1,000 3BR NTE	Mirrors market-leader eviction cards
Surcharges	Heavy material (concrete/tile), stairs above 2 flights, same-day premium	Standard practice

Publish the table on the website. Transparency converts, and it's what AI search cites.

Price positioning vs the market — same capacity, lower price, 85%+ gross margin

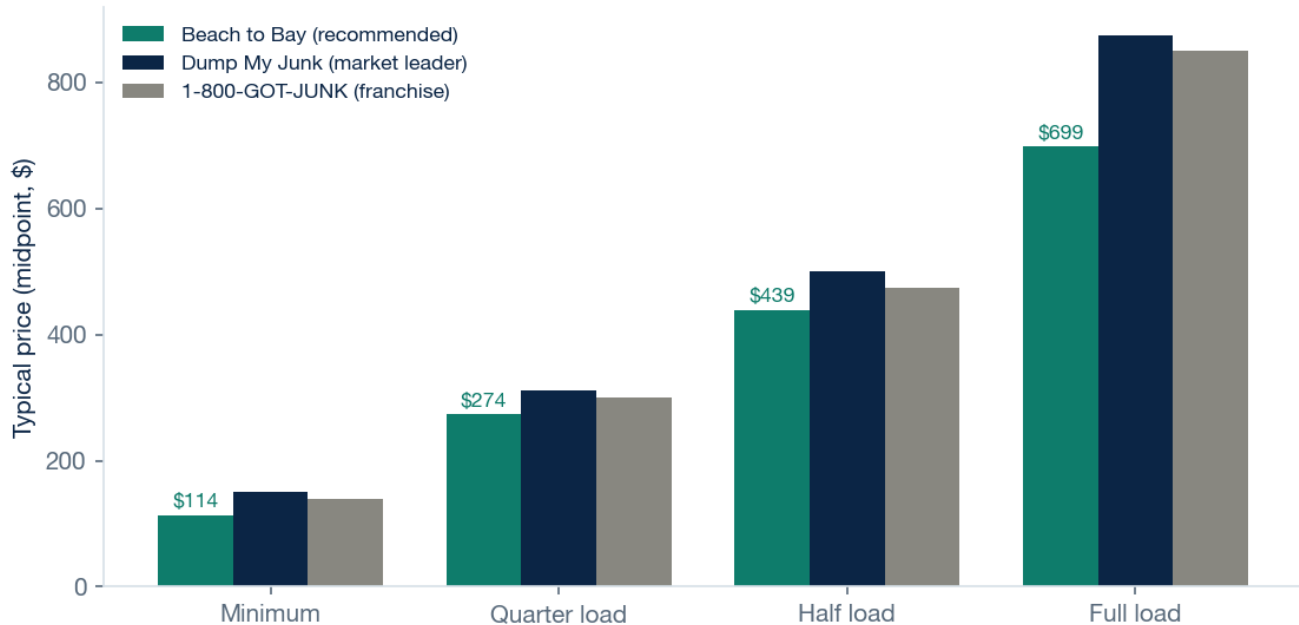


Figure 3 — Recommended pricing vs the market leader and the franchise anchor

6. Lead capture & phone system

In junk removal the first company to answer wins the job — callers go straight down the search results list. With a solo operator on a cell phone, the system must catch what a human can't.

1. **Front number first (this week, before anything is printed).** Put a dedicated business VoIP number (~\$15/mo) on the website, Google Business Profile, directories, and truck — forwarded to the cell. The public number then never has to change when staff or automation come later. *Avoid publishing the personal cell as the permanent business number.*
2. **Missed-call text-back (launch weekend).** Any unanswered call triggers an instant SMS: "This is Beach to Bay — sorry we missed you! Text a photo of your junk pile and we'll send a firm price within 15 minutes." Highest-ROI automation in the industry, and it feeds the photo-quote flow.
3. **AI receptionist (fall).** A 24/7 AI voice agent on the business number that captures name/number/address, validates the zip against the service area, asks items + access (stairs/elevator/gate — condo details matter on the islands), texts the photo-quote link, books arrival windows, and hot-transfers big jobs to Shawn's cell. *This is a service we can stand up and manage as part of the engagement (our AnswerNeo AI-receptionist offering).*
4. **Field-service platform (as volume justifies).** Jobber or Housecall Pro for booking, quotes, invoicing, and automated review requests.

7. Financial projections

Unit economics. County disposal: \$58.86/ton; a full mixed load runs 0.7–1.1 tons → \$40–65 disposal + ~\$20–30 fuel/vehicle per job. Full-trailer job at \$649–749 → ~85–90% gross margin. Blended average job (~\$300) →

~80–85% gross margin. Overheads: commercial auto + general liability (~\$400–700/mo), ads, ~3% card fees, phone/software.

Stage	Jobs/week	Avg ticket	Monthly revenue	Owner take (solo)
Soft launch (months 1–2)	3–5	\$250	\$3–5K	\$2–3.5K
Traction (months 3–6)	8–12	\$300	\$10–15K	\$7–10K
Year 1+ (with helper)	15–20	\$325	\$20–28K	\$10–15K

Industry benchmarks: solo operators gross \$90–150K/yr; single-truck operations \$150–250K/yr; net margins 25–40% at scale. One property-management or HOA contract (5–10 units/month at NTE pricing) can equal a full retail month.

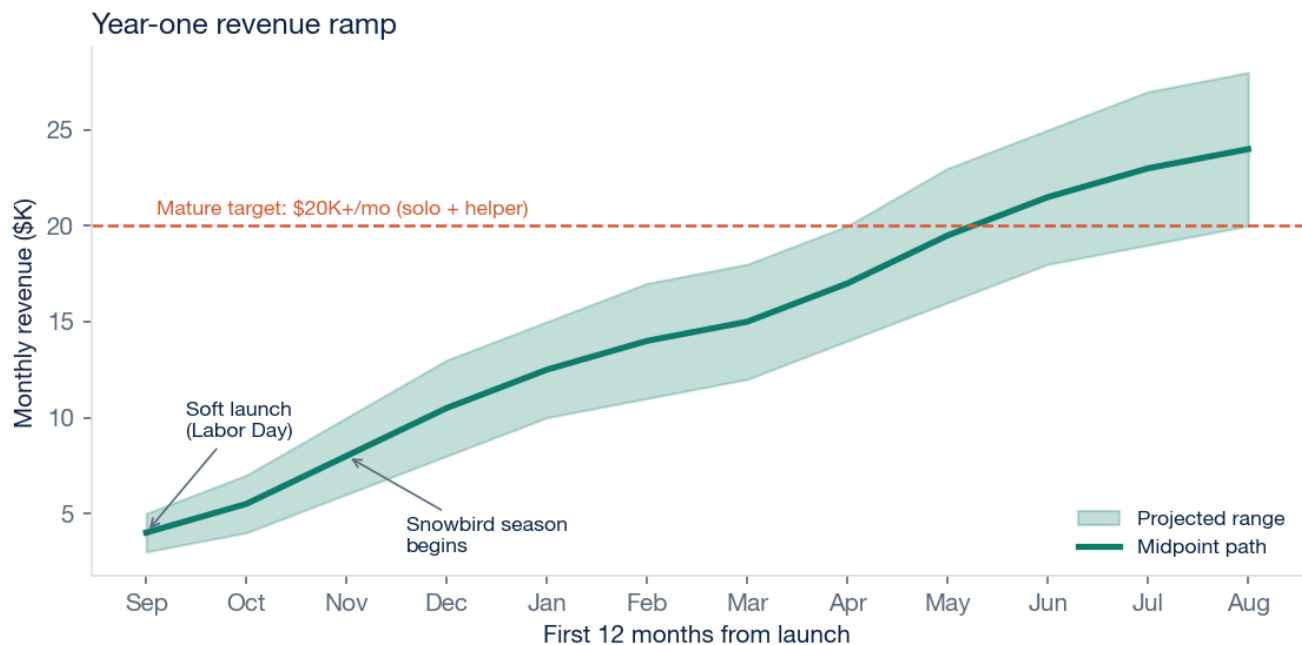


Figure 4 — Year-one revenue ramp, Labor Day launch

Seasonality: strong Oct–Apr (snowbird/turnover) and Aug–Oct (storm season); soft mid-summer retail — bridged by the B2B lanes.

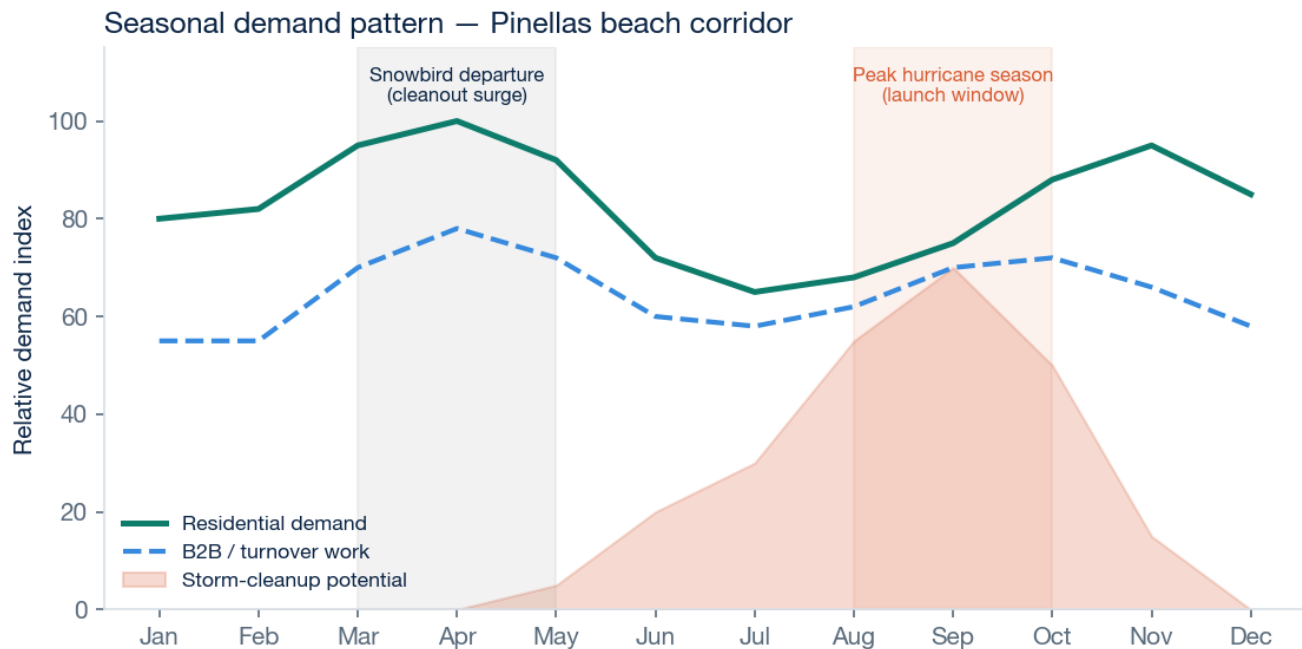


Figure 5 — Seasonal demand pattern: snowbird and storm windows

Risks: dense competition; Coastline Cleanout two years ahead on similar coastal branding; franchise brand pull; disposal-fee increases; hurricane volatility (surge demand but potential own downtime); \$99 price-dumpers on Facebook/Nextdoor. Compliance: FL LLC ✓, Pinellas County business tax receipt, commercial auto covering truck + trailer, general liability (required for HOA/commercial work), no hazardous-waste hauling.

8. Pre-launch checklist (before Labor Day)

1. ☐ Business VoIP number live and forwarded; publish it (not the cell) everywhere
2. ☐ Website live on **BeachToBayJunkRemoval.com** (301 beachtobayjunk.com and the temporary page to it)
3. ☐ Google Business Profile (service-area business, base 33762) + Yelp, Angi, Nextdoor, Bing listings — all with the VoIP number
4. ☐ Public price table page
5. ☐ 10 zip/city pages + 4 beach storm-cleanup pages + condo/vacation-rental page
6. ☐ LocalBusiness/Service/FAQ schema on every page
7. ☐ Missed-call text-back live
8. ☐ Review QR card printed for every completed job
9. ☐ Three B2B intro meetings booked (property manager, HOA, rebuild contractor)
10. ☐ Insurance certificates in hand (HOAs will ask)

Sources available on request: competitor site crawls (July 2026), published competitor price lists, Pinellas County Solid Waste fee schedule, Pinellas Recovers program data, St. Pete Beach permitting reports, industry benchmark studies.

Appendix A — zip-by-zip territory analysis

How to read this

Each zip is scored on **financial baseline** (retail junk-removal demand = households × ~4% annual usage × income-scaled average ticket) plus five additional factors:

- 1. **Housing stock** — age and type of buildings (old houses shed junk; condo towers mean HOA/elevator work; mobile homes are their own niche)
- 2. **Estate-cleanout index** — 65+ residents (the single biggest driver of high-ticket cleanouts)
- 3. **Seasonal & turnover dynamics** — snowbird/vacation units that get cleaned out, refreshed, and flipped
- 4. **Storm exposure & rebuild activity** — Helene/Milton surge damage and the renovation wave through 2027
- 5. **B2B anchors & logistics** — commercial demand generators and drive time from the 33762 base

Territory totals: 155,372 people · 71,637 households · ~\$842K/yr baseline retail demand — before adding estate, rebuild, B2B, and turnover layers, which realistically push total addressable work past \$1.5M/yr. Beach to Bay needs ~\$250–350K/yr to hit its mature-solo-plus-helper target — roughly a 20% share of baseline retail, or far less once the B2B layers are in play.

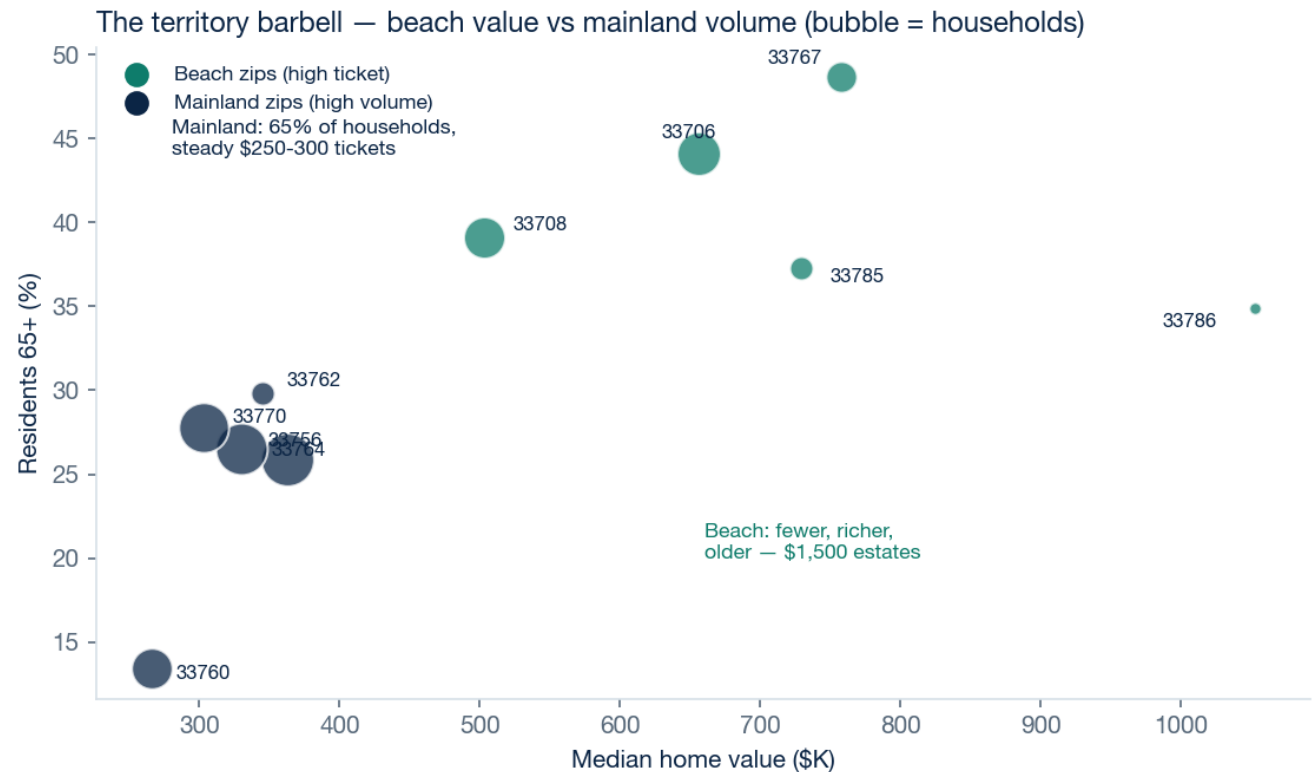


Figure 6 — The territory barbell: beach ticket value vs mainland volume

THE BEACH ZIPS — where the ticket value lives

33706 — St. Pete Beach, Pass-a-Grille, Treasure Island ★ #1 priority

- **Financial:** 15,298 people · 8,815 households · \$104K median income · \$656K median home · **\$127K/yr baseline TAM (largest beach zip)**
- **Housing stock:** Oldest in the territory (median build 1971) — 55-year-old houses and low-rise condos shed the most junk; 28% of units in 20+ unit buildings
- **Estate index: 6,746 seniors (44.1% of population, median age 62.7)** — the deepest high-value estate/downsizing pool on the coast
- **Seasonal/turnover:** ~2,259 seasonal units (20%) — the largest snowbird/vacation stock in the territory; every spring departure and rental refresh is a load
- **Storm/rebuild:** Ground zero. ~5,500 Helene/Milton repair permits in St. Pete Beach alone; rebuild runs through 2027; post-amnesty renovation wave happening now
- **B2B/logistics:** ~30 min from base. Hotels/motels on Gulf Blvd reinvesting, vacation-rental managers, Corey Ave commercial district, marinas
- **Play:** The flagship zip. Storm-cleanup + estate + condo pages, hotel/VR-manager outreach, presence at Corey Ave market. Priciest competitor neglect: leader has one thin page here and no storm page.

33708 — Madeira Beach, the Redingtons, Bay Pines ★ #2 priority

- **Financial:** 15,060 people · 7,926 households · \$82.5K income · \$503K home · **\$105K/yr TAM**
- **Housing stock:** Median build 1975; **39% of units in 20+ unit condo towers** — elevator/HOA-savvy service wins here
- **Estate index:** 5,888 seniors (39.1%, median age 61)
- **Seasonal/turnover:** ~1,740 seasonal units (18%)
- **Storm/rebuild:** Severe Helene surge (garage-level flooding throughout); active repairs; city still fixing \$3.3M in public damage
- **B2B/logistics:** ~22 min from base — closest beach zip. **Bay Pines VA Healthcare System** (major employer/anchor), John's Pass Village tourism, marina row
- **Play:** First beach-market entry — closest drive, condo-tower niche, storm pages. Junk Pirates' Nextdoor turf: fight there with photos + reviews.

33767 — Clearwater Beach, Island Estates, Sand Key

- **Financial:** 8,081 people · 4,433 households · **\$117K income · \$758K home** · \$67K/yr TAM
- **Housing stock:** **66.8% of units in 20+ unit buildings** — the most tower-dominated zip; condo boards and management companies control access
- **Estate index:** 3,935 seniors (**48.7% — highest senior share in the territory**, median age 64.5)
- **Seasonal/turnover:** 24% seasonal — highest rate; short-term-rental and hotel refresh economy
- **Storm/rebuild:** Surge-damaged; beachfront hotel reinvestment cycle in full swing
- **B2B/logistics:** Farthest (~35–40 min through Clearwater traffic) — schedule as dedicated "beach day" routes, not one-off runs

- **Play:** Whale hunting: penthouse/estate cleanouts, condo-association contracts, hotel renovation debris. One HOA relationship here = a season of work.

33785 — Indian Rocks Beach, Indian Shores

- **Financial:** 4,907 people · 2,555 households · \$101K income · \$729K home · \$37K/yr TAM
- **Housing stock:** Build 1981; mix of beach cottages and mid-rise condos (33.5% in 20+ unit buildings)
- **Estate index:** 1,830 seniors (37.3%)
- **Seasonal/turnover:** **23% seasonal** — dense vacation-rental cottage stock; constant turnover work
- **Storm/rebuild:** Heavy surge damage on the narrow barrier strip; cottages still cycling through repair
- **B2B/logistics:** ~25 min via Walsingham. Small-scale VR managers, beach bars/restaurants
- **Play:** Vacation-rental turnover specialist positioning; small zip, but pairs on the same route as 33708/33786.

33786 — Belleair Beach, Belleair Shore

- **Financial:** 1,582 people · 698 households · **\$163K income** · **\$1.05M median home (territory highs)** · \$11K/yr baseline TAM
- **Housing stock:** 95% owner-occupied single-family — estate homes, not condos
- **Estate index:** 552 seniors (34.9%) — small count, maximum ticket
- **Seasonal/turnover:** 22.6% seasonal (second homes)
- **Storm/rebuild:** Surge-exposed low island; high-end renovations ongoing
- **B2B/logistics:** ~28 min. No commercial base — purely residential wealth
- **Play:** Don't market to it; *price for it*. Whole-house cleanouts here are \$1,500–3,000 jobs. Reach it via estate attorneys, realtors, and the Belleair country-club grapevine. White-glove positioning.

THE MAINLAND ZIPS — where the volume lives

33764 — Clearwater SE / US-19 corridor ★ #3 priority

- **Financial:** 27,311 people · 12,395 households · \$67K income · \$330K home · **\$134K/yr TAM (2nd largest)**
- **Housing stock:** **23.2% mobile homes — the biggest MH concentration in the territory.** Dozens of 55+ parks along US 19. Mobile-home cleanouts *and removals/demo* are a proven, underserved niche (the market leader built an entire page cluster for it — in other cities, not here)
- **Estate index:** 7,237 seniors — more seniors in absolute terms than any beach zip
- **Seasonal/turnover:** 9.3% seasonal (snowbird MH parks)
- **Storm/rebuild:** Wind/tree debris, older MH stock vulnerable — every storm creates MH repair/teardown work
- **B2B/logistics:** ~12 min from base. MH park managers, US-19 retail/office strips
- **Play:** The workhorse zip. MH-park manager relationships (one park = recurring cleanouts as units turn over), estate volume, quick drive. Page: "mobile home cleanout & removal Clearwater."

33756 — Clearwater south / Belleair

- **Financial:** 32,201 people · 12,960 households · \$62K income · \$363K home · **\$135K/yr TAM (largest overall)**
- **Housing stock:** Median build 1972 — old SFH stock constantly renovating; 24% multifamily
- **Estate index:** **8,340 seniors — the largest senior population of all 10 zip**s
- **Seasonal/turnover:** 7% seasonal; steady residential churn
- **Storm/rebuild:** Mostly wind/tree debris; some low-lying flood pockets
- **B2B/logistics:** ~20 min. Morton Plant Hospital area, downtown Clearwater businesses, Belleair estates on its west edge
- **Play:** Bread-and-butter retail volume + estate cleanouts. The Belleair (town) edge brings beach-grade tickets without the causeway drive.

33770 — Largo west / Belleair Bluffs

- **Financial:** 25,368 people · 11,563 households · \$60K income · \$303K home · **\$120K/yr TAM**
- **Housing stock:** Build 1973; **13.7% mobile homes**; aging SFH
- **Estate index:** 7,052 seniors
- **Seasonal/turnover:** 6% seasonal
- **Storm/rebuild:** Wind/tree debris zone
- **B2B/logistics:** ~18 min. Largo Medical Center, West Bay Drive commercial district; College Hunks' truck yard is nearby — their retail pricing makes us look good
- **Play:** Volume + MH niche + "gateway to the beach" routing (jobs here pair with 33786/33785 runs over the Belleair Causeway).

33760 — Clearwater High Point / ICOT

- **Financial:** 20,501 people · 7,703 households · \$70K income · \$266K home · \$77K/yr TAM
- **Housing stock:** Youngest population (median age 37.7), **49% owner / 51% renter** — apartment country; 12.2% MH
- **Estate index:** 2,747 seniors (13.4% — lowest)
- **Seasonal/turnover:** Low seasonal, but **high rental churn = move-out and eviction cleanouts**
- **Storm/rebuild:** Modest
- **B2B/logistics:** **~7 min from base — closest zip.** ICOT Center business park, US 19 offices, apartment complexes
- **Play:** B2B first: apartment property managers (move-out/eviction cleanouts at NTE pricing), office cleanouts in ICOT. Low retail ticket, high repeatability, zero drive time.

33762 — Gateway / Feather Sound (HOME BASE)

- **Financial:** 5,063 people · 2,589 households · \$87K income · \$345K home · \$29K/yr TAM
- **Housing stock:** Newest stock (median 1985); Feather Sound condos + suburban SFH
- **Estate index:** 1,509 seniors
- **Seasonal/turnover:** 7.6%

- **Storm/rebuild:** Modest
- **B2B/logistics:** Zero drive. **St. Pete–Clearwater International Airport, Gateway business parks, airport hotel cluster**
- **Play:** Not a retail market — a B2B home turf. Office/warehouse cleanouts in the Gateway parks, airport-area hotel refreshes, and the "we're your neighbor" GBP advantage (the GBP pin lives here — reviews mentioning beach towns widen the radius).

Priority tiers & route logic

Tier	Zips	Why	Share of baseline TAM
A — Lead	33706, 33708, 33764	Biggest beach money + closest beach + MH/volume workhorse	43%
B — Fill	33756, 33770, 33767	Raw volume x2 + the wealth/condo whale zip	38%
C — Opportunistic	33760, 33785, 33786, 33762	B2B/apartment lane, route pair-ons, whale tickets, home turf	19%

Route logic: Mainland weekdays (33764/33756/33770/33760 — short drives, volume), beach days 2–3×/week batching the causeway crossings (33708+33785+33786 via Park/Walsingham; 33706 south loop; 33767 dedicated), storm/estate jobs jump the queue at premium pricing.

Five takeaways for the plan: 1. **The barbell:** value on the beaches (44–49% seniors, \$650K–\$1M homes), volume on the mainland (65% of households). Price and route accordingly — don't average them. 2. **Seniors are everywhere but different:** 33756 has *more* seniors than any beach zip — mainland estate cleanouts at \$400, beach estate cleanouts at \$1,500+. Same marketing ("compassionate estate & downsizing help"), two price realities. 3. **Mobile homes are an unclaimed niche** — 33764/33770/33760 hold thousands of aging MH units; park managers are one-call-gets-recurring-work relationships. 4. **~10,200 seasonal units turn over every year** — snowbird departure season (Mar–May) and pre-season arrival (Oct–Nov) are predictable surge windows; sell "turnover packages" to VR managers in 33706/33785/33767. 5. **The rebuild premium expires** — the Helene/Milton renovation wave through 2027 is a launch accelerant in the five island zips, not a permanent market. Use it to fund the review moat and B2B relationships that outlast it.

Appendix B — the speed-to-lead system

"Snap it. Size it. Schedule it." — QR code → photos → instant range → firm quote in 15 minutes → card deposit → self-booked arrival window.

Why this is the play

In junk removal, the first company to give a real price wins the job — callers go straight down the search results and book whoever answers. The photo-quote idea is already out there: Junk Shot (a national franchise operating in Tampa and Pasco–Pinellas) takes photo submissions. But their flow routes every customer into a **phone call**, and the "firm price" comes from the driver **on site**. LoadUp prices online but from an item menu, no photos. The market leader promises a *24-hour* estimate.

Nobody in Florida closes the whole loop without a phone call. That loop is the product:

1. Scan the QR (truck, trailer, yard signs, door hangers) or tap "Get an instant quote" on the website
2. Snap photos, confirm zip and load size, add a mobile number
3. **Instant estimate range on screen** — seconds, not a callback
4. **Firm quote by text within 15 minutes**, backed by a public guarantee: "**15 minutes or \$25 off**"
5. The quote page takes a **\$49 card deposit** (applied to the job, refunded if the on-site price changes and you decline) and books the arrival window on the spot

Behind the scenes, a fail-safe makes the guarantee unbreakable: if the quote isn't confirmed by a human within 10 minutes, the system automatically sends the instant range as the quote with "confirmed on arrival" language.

The phone lane — an AI receptionist that feeds the funnel

Missed calls are dead jobs. The system includes a 24/7 AI receptionist ("Sandy") on the business line: she answers instantly, collects the job details, validates the zip, handles estate calls with care and storm calls with local fluency, transfers big jobs straight to the owner — and offers every caller the signature move: "*I'll text you a link — snap a photo of the pile and you'll have a firm price in fifteen minutes.*" The phone lane and the photo funnel are one system: call or scan, the customer ends up at the same quote.

A working browser demo of the receptionist is prepared and can be activated for review — you'll click a link and have a live conversation with her before any phone number is purchased. The photo funnel demo is already live for review.

Phone number decision (locked before anything is printed)

- The public business number will be a **727 number** — the local area code for all 10 service zips. 813 reads as Tampa; every Pinellas-based competitor advertises a 727 number, and "beach local" positioning should sound local.
- The 813 cell remains the private transfer/forward target. It never goes on trucks, listings, or the website.

- Sequence matters: number first, then Google Business Profile and directory listings are created with it — no number changes after launch.

The stack (researched buy-vs-build, July 2026)

Layer	Choice	Why
Ops backbone (CRM, scheduling, invoicing, deposits, review automation)	QuotelQ (~\$30–75/mo) — pending free-trial validation	Junk-removal-specific, load-tier pricing built in. Everything here is commodity — don't build it.
Photo quote funnel	Custom build (the demo is the spec)	Verified unbuyable: QuotelQ's self-quote widget is menu-based with no customer photo upload; nothing on GitHub or the model hubs is production-grade. This is the moat — the part competitors can't copy by subscribing to the same software.
AI receptionist + business line	AnswerNeo managed service (Trillet platform — same system running live receptionists for other service businesses today)	Proven pattern: 24/7 answering, recording, lead summaries by text and email, hot transfer.
Deposit	Stripe Payment Link	Clean \$49 deposit with refund/partial-apply flexibility. Shopify checkout can't match for range-priced work.
Booking	Cal.com embed (free)	Two-hour arrival windows with buffers; swaps for a QuotelQ/Jobber widget later without changing the funnel.
Website	Shopify (in progress)	Brochure + brand home; "Get an instant quote" button links to the funnel. Service quotes don't run through Shopify checkout.
AI photo pricing (phase 2)	Claude vision API	Reads the photos, estimates the load tier, drafts the range — pennies per quote; human confirms until accuracy is proven.

Rollout

- **Phase 1 (launch week):** funnel live on the domain, 727 number + receptionist on, missed-call text-back, Stripe deposit link, Cal.com booking, QR codes printed. Software cost under ~\$150/month all-in.
- **Phase 2 (the moat, weeks 2–6):** custom quote app with AI photo pricing, auto-send SLA enforcement, one-screen quote page (photos + firm price + deposit + calendar). Every quote logged — the photo library makes pricing sharper monthly.
- **Phase 3 (scale):** automated review requests after each job, quote-to-booking conversion dashboard by zip, feeding the monthly performance report.

The marketing wrapper

The 15-minute guarantee is the billboard: on the QR yard signs, the trailer wrap, the Google Business Profile, and the website header. Every active job becomes an ad — a yard sign at the curb with the QR while the crew works the neighborhood's most contagious moment: watching the neighbor's junk disappear.