

The First 30 Days — Launch Calendar

One action per day from business name to first paid visit · Companion to the guide at [HomeWatchTools.com](https://homewatchtools.com)

Tape this to the wall and check off one box a day. Each day is explained in detail in the full guide: homewatchtools.com/learning-center/articles/the-first-30-days-launching-a-home-watch-business

Week 1 — Make it real: name, legal, insurance

Day	Action	
1	Pick your business name. Brainstorm with the free name generator (homewatchtools.com/tools), then check your state's business registry, the .com domain, and a Google search before committing.	<input type="checkbox"/>
2	Register your domain + professional email. Buy the .com at a registrar, set up Google Workspace or Zoho email (you@yourbusiness.com), and turn on SPF/DKIM so your mail lands in inboxes.	<input type="checkbox"/>
3	Form the LLC and get your EIN. File with your state's Secretary of State; the EIN is free at irs.gov in 10 minutes.	<input type="checkbox"/>
4	Request insurance quotes. General liability + E&O + bond. Ask 2-3 brokers; mention 'home watch / property observation services' so you're quoted correctly.	<input type="checkbox"/>
5	Open the business bank account. Bring the LLC approval and EIN letter. Keep every business dollar separate from day one.	<input type="checkbox"/>
6	Order your field gear. Coded key safe (non-negotiable), flashlight, moisture meter, door hangers for visits.	<input type="checkbox"/>
7	Bind your insurance. Pick a quote and get the binder in hand. No first visit happens before this.	<input type="checkbox"/>

Week 2 — Look the part: brand, materials, rates

Day	Action	
8	Get a logo made. Canva (DIY, free-\$13/mo), Looka (AI, ~\$20-65 one-time), or Fiverr (human, \$25-150). Get SVG + PNG files in light and dark versions.	<input type="checkbox"/>
9	Stand up a one-page website. Who you are, where you serve, what a visit includes, phone/email, insured-and-bonded line. Connect your domain and email.	<input type="checkbox"/>
10	Order print collateral. Business cards (250 is plenty), flyers, and door hangers from Vistaprint or a local printer. Include license/insured/bonded line and a QR code to your site or listing.	<input type="checkbox"/>
11	Sort your vehicle presence. Magnetic signs (~\$50-120/pair) beat wraps to start. Check HOA rules in target communities first — some restrict marked vehicles.	<input type="checkbox"/>
12	Prepare your contract. Start from the free service agreement + key holder templates (homewatchtools.com/templates) and book an attorney review.	<input type="checkbox"/>
13	Set your rate card. Use the pricing calculator (homewatchtools.com/tools) — per-visit by home size and frequency, plus hourly concierge and emergency-visit rates.	<input type="checkbox"/>
14	Set up your software and checklist. Start a Home Watcher trial, build your inspection checklist, and run a practice visit on your own home — your reports are the product.	<input type="checkbox"/>

Week 3 — Be findable: digital presence + target list

Day	Action	
15	Create your Google Business Profile. business.google.com — service-area business, home watch category, your real phone. Add photos and your first post.	<input type="checkbox"/>

Day	Action	
16	Claim your free directory listing. List your business free on HomeWatcherList.com so homeowners searching your area find you.	<input type="checkbox"/>
17	Join local groups the right way. Nextdoor + community Facebook groups. Read the room first; answer questions helpfully — don't blast ads.	<input type="checkbox"/>
18	Assemble outreach kits. Print collateral arrived: bundle card + flyer + a co-branded checklist (hurricane or snowbird) for each target office.	<input type="checkbox"/>
19	Build your target-20 list. Twenty places where your clients already are: country clubs, gated/55+ communities, HOAs/POAs, marinas, golf pro shops.	<input type="checkbox"/>
20	Build your realtor list. Agents who close out-of-state and seasonal buyers — every just-sold listing to a northern buyer is a warm lead. Add property managers who don't do home watch.	<input type="checkbox"/>
21	Write your 30-second pitch. One line of what you do, one of proof (insured, bonded, GPS-verified reports), one ask. Add your email signature with logo and phone.	<input type="checkbox"/>

Week 4 — Get clients: outreach, practice, first visit

Day	Action	
22	Visit pro shops and concierge desks. Drop kits at country clubs and communities on your list; ask about bulletin boards and newsletters that accept inserts.	<input type="checkbox"/>
23	Meet the HOA/POA offices. Introduce yourself to community managers — they get 'who watches homes?' calls every week and have nobody to recommend.	<input type="checkbox"/>
24	Coffee with three realtors. Pitch the out-of-state-buyer referral: you make their client's purchase safe to leave. Leave kits.	<input type="checkbox"/>
25	Marinas, storage, and property managers. Boat and RV owners are seasonal by definition. Property managers hand off the homes they don't want.	<input type="checkbox"/>
26	Follow up with every contact. Short email with your one-pager attached. The fortune is in the follow-up.	<input type="checkbox"/>
27	Find your resident champion. Ask the warmest contact in your best community for one introduction — a single respected resident vouching for you fills a route.	<input type="checkbox"/>
28	Dress rehearsal. Full practice visit on a friend's empty home: checklist, photos, report delivered same day. Fix friction now.	<input type="checkbox"/>
29	Onboard client #1. Onboarding packet, signed agreement, key handoff documented with the key holder agreement. Set the visit schedule.	<input type="checkbox"/>
30	First paid visit. Work the checklist, send the report the same day, invoice it — then ask for a review and one referral. You're in business.	<input type="checkbox"/>

Important: Your day-one document stack is free at homewatchtools.com/templates: visit checklist, service agreement, key holder agreement, and client onboarding packet. When you're ready to turn the checklist into GPS-verified photo reports, invoicing, and online payments — that's HomeWatchTools.