FREE GUIDE

STARTING A SUCCESSFUL DRYER VENT CLEANING BUSINESS



DryerWise ACADEMY

DRYERWISEACADEMY.COM



THE ONLY THING WORSE THAN STARTING SOMETHING AND FAILING... IS NOT STARTING SOMETHING.

— Seth Godin

INTRODUCTION

WHO ARE WE?

Welcome! We're Jeramy and Valerie, the founders of DryerWise Academy.

Several years ago, we started a small dryer vent cleaning business as a sole proprietorship company with no roadmap—just determination, trial and error, and a lot of hard work. With Valerie's twenty-six year career in marketing and Jeramy's work ethic and customer service experience, we built it into a thriving business (nearly $200,000 last year) that supports our family, gives us freedom, and serves hundreds of loyal customers each year.

Now, we've packaged everything we wish we knew at the start into DryerWise Academy—so you don't have to reinvent the wheel. This guide is your first step toward exploring whether this business could be the right fit for you.



We're glad you're here!

Jeramy & Valerie

WHAT IS DRYER VENT CLEANING?

Dryer vent cleaning is the process of removing lint, debris, and blockages from dryer exhaust systems so that clothes dryer appliances can breathe better and properly expel moisture. It's more than just a convenience—it's a safety and efficiency necessity.

- **Fire Prevention:** Lint buildup is one of the leading causes of house fires. According to the National Fire Prevention Association (NFPA), nearly 15,000 houses are ignited by dryer fires each year, endangering life and property.
- **Energy Savings:** A clean vent helps dryers run more efficiently, lowering utility bills and allowing residents to dry their laundry faster, saving time and money!
- **Appliance Longevity:** Less strain on the dryer means fewer costly repairs and replacements, like burned out motors or heating elements..

It's an essential service for every household, every neighborhood—one whose importance is being recognized more than ever.



WHY SPECIALIZE IN DRYER VENT CLEANING?

Many companies offer dryer vent cleaning as just one item on a long list of services—alongside HVAC work, carpet cleaning, or chimney sweeping, for example. The difference with our model is focus. By choosing to specialize in **one service and doing it better than anyone else**, you immediately set yourself apart.

Customers recognize and appreciate an expert. When your entire business is built around dryer vent cleaning, you're no longer just an add-on option—you're the go-to professional they trust for experience, efficiency, and peace of mind. That point of difference becomes your biggest competitive advantage.



IS THIS BUSINESS RIGHT FOR YOU?

Dryer vent cleaning is a great fit for people who:

- Like working independently and being their own boss.
- Appreciate hands-on work and attention to detail.
- Value flexibility in their schedule.
- Like helping to solve problems.

It's also ideal for entrepreneurs seeking a **low-overhead** service business with **high demand**.

That said, it's important to be realistic:

- You'll need to handle physical tasks (carrying equipment, working in tight spaces, climbing ladders, etc.).
- As a mobile business, a reliable vehicle that will accommodate equipment is essential.
- It can get messy! But that's half the fun!
- Some seasons may be busier than others.
- Like any small business, success comes with consistent effort.



BUSINESS STRUCTURE

We built our business as a sole proprietorship from day one, with the mindset that managing employees—the expense, liability, and stress—just wasn't worth it. At DryerWise Academy, we teach entrepreneurs who share that independent work ethic how to build a small, family-owned business that offers a quick start-up and low overhead.

That said, the model is scalable. If, down the road, you decide to expand with additional equipment, vehicles, staff, and insurance, you'll be well positioned to do so. But know that this guide—and all of our educational resources—are designed for those who want to start solo, at least for now.



PROFIT POTENTIAL

One of the most exciting aspects of dryer vent cleaning is the profit margin.

- The average job can range from $125–$200 depending on your market.
- Many households need service once a year, meaning steady repeat business.
- Add-on services and products can increase revenue.

Example Scenarios:

- Part-time (10 jobs/month): $1,500–$2,000/month.
- Full-time (20 jobs/week): $10,000–$16,000/month.

With low expenses, most of that revenue stays in your pocket. And over time and with experience, you'll get faster and more efficient, giving you the ability to service more customers than you probably want!

Of course, our lawyer made us include this statement: This guide is for informational purposes only. We do not guarantee any specific results or outcomes. Success depends on many factors—including your market, effort, investment, and circumstances—and will vary for each individual.



HOW OUR PLAN DIFFERS FROM FRANCHISES OR LARGER COMPANIES

	FRANCHISE	WORKING FOR A LARGER COMPANY	INDEPENDENT (DRYERWISE PLAN)
START-UP FEES	$25-100K+	NONE	$3.5-8K*
FREEDOM	LOW (Strict Rules/Branding)	NONE	HIGH (Your Rules/Branding)
PROFIT RETENTION	SHARED WITH FRANCHISOR	HOURLY WAGE	YOU KEEP IT ALL!
SUPPORT	TRAINING BUT WITH ONGOING ROYALTIES	LIMITED	PROVEN GUIDANCE WITH NO ROYALTIES

Our approach lets you own your brand, keep your profits, and avoid expensive contracts.

** Start-up costs will vary for each individual and depends on many factors including your market, effort, investment, and circumstances.*

WHO TO MARKET TO?

When you think about it, nearly every American household (and even many businesses!) have at least one clothes dryer that gets used on a regular basis. Talk about job security!

Your customers are everywhere. The key is knowing where to look:

- **Homeowners:** Annual safety and efficiency maintenance.
- **Landlords & Property Managers:** Multiple units = multiple vents to clean.
- **Retirement Homes & Other Communal Living Communities:** These clients often require more frequent service and have more dryers than homeowners.
- **Realtors:** Great referral source when selling homes; clogged dryer vents frequently show up on home inspection reports.
- **Appliance Repair and Retail Businesses:** Develop collaborative relationships to refer business to each other.
- **Commercial Businesses with On-Site Laundry:** Think gyms, spas, hairdressers and more.

Best of all, once you build trust, these customers become repeat clients year after year.

REALISTIC START-UP COSTS

Unlike most businesses, dryer vent cleaning requires **very little investment** to get started. You don't need an expensive storefront; most of our business activity is out of our truck or at the dining room table! And while a computer or tablet is helpful in the long run, we bet you can start running your business with the smart phone in your pocket!

Start-Up Essentials:

- Tools, equipment & supplies: $1,500–$2,000
- Vehicle (van, truck or SUV); Use what you have to start and add inexpensive branding: $300-$800
- Insurance & licensing: $250-$500
- Uniforms: $400-$500
- Marketing materials (website, cards, ads): $800–$3,600
- DryerWise Academy Pro Toolkit: $29
- DryerWise Academy 30-Day Launch Course: $179

Ongoing Costs:

- Insurance and business license renewal.
- Fuel and vehicle upkeep.
- Occasional tool upgrades.
- Marketing to keep business flowing.
- Professional services (i.e. bookkeeper or CPA if you don't do it yourself)

Most people can get started for just $3,500–$8,000 and keep ongoing costs surprisingly low compared to most service businesses. You can even spread those startup expenses over a few months before launching.

READY FOR THE NEXT STEPS?

Starting a dryer vent cleaning business is one of the most accessible, low-overhead opportunities available today. The demand is steady, the profit margins are strong, and the barriers to entry are low. Not to mention it's a very rewarding career helping people keep their homes and families safe.

This guide is just the beginning. Inside DryerWise Academy's **150-page Pro Toolkit** we share the full playbook:

- Comprehensive business setup instructions.
- Budget-friendly marketing strategies that work in the real world.
- Step-by-step job training with photos, troubleshooting guides and equipment information.
- Worksheets, checklists, quizzes, customer scripts and pricing guides... And more!

Ready to see if this is the right path for you? Learn more about **DryerWise Academy** today.

DryerWise ACADEMY

DRYERWISEACADEMY.COM