

30-Day Launch Checklist

For new storage-adjacent rental operators (container, yard, garage, RV/boat/trailer storage)

Asset ID	ASSET-003	Version	1.0
Legal sensitivity	Medium	Review status	Ready for Operational Use
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Disclaimer: This checklist is a business operations aid and starting point. It is not legal, tax, accounting, insurance, or compliance advice. Requirements may vary by state, locality, business type, and use case. Have this document reviewed by a qualified professional before use.

State Requirement Reminder: Before using any item marked with **[!]**, verify requirements for your state and locality. Check your state legislature website, attorney general, consumer protection office, or business regulation agency. When in doubt, consult a qualified attorney.

Operator Information

Operator name:

Business name:

State:

County/City:

Start date:

Target launch date:

How to use this checklist

Work through it in order. Each week builds on the last. Check the box when complete. Fill in the date and notes for each item. Items marked **[!]** require state/local verification — don't skip this. If an item doesn't apply, mark it [N/A] and move on.

Week 1 — Business Foundation

Goal: Legal entity, banking, and basic registrations are in place.

1.1 Business Formation

- Choose business structure (LLC recommended for most small operators — check your state's options)

Date: _____ Notes: _____

- **[!]** Register business entity with state (e.g., Maryland SDAT)

Date: _____ Notes: _____

- Obtain EIN from IRS (free at irs.gov, takes 10 minutes)

Date: _____ Notes: _____

- **[!]** Register for state/local business license if required

Date: _____ Notes: _____

- **[!]** Check zoning and land-use permits for your storage site

Contact: County planning/zoning office. Ask: "Can I operate outdoor/indoor storage at [address]? What permits do I need?"

Date: _____ Notes: _____

- Register trade name / DBA if different from LLC name

Date: _____ Notes: _____

1.2 Banking & Finances

- Open business checking account (use EIN + formation docs)

Date: _____ Notes: _____

- Set up business savings or reserve account (optional but recommended)

Date: _____ Notes: _____

- **[!]** Set up sales tax tracking if your state taxes storage rentals (most don't, but verify)

Date: _____ Notes: _____

- Choose accounting method: spreadsheet, QuickBooks, Wave, or similar

Date: _____ Notes: _____

1.3 Insurance

- **[!]** Get liability insurance quote (general liability for storage operations)

Ask the agent: "I'm operating container/yard/garage storage. What coverage do I need?"

Date: _____ Notes: _____

- **[!]** Check if you need property insurance on containers/structures

Date: _____ Notes: _____

- **[!]** Ask about tenant/tenant-storage coverage and waivers

Date: _____ Notes: _____

- Document your insurance policy number, agent contact, and coverage limits

Date: _____ Notes: _____

Week 2 — Site Readiness & Operations Setup

Goal: The physical site is ready to accept customers safely.

2.1 Site Preparation

- Walk the site and document existing conditions (photos)

Date: _____ Notes: _____

- Mark unit/space boundaries (paint, stakes, signage, or numbered markers)

Date: _____ Notes: _____

- Measure and document each rentable space (dimensions, type, ID number)

Date: _____ Notes: _____

- Create a simple site map (hand-drawn is fine — label every space)

Date: _____ Notes: _____

- Verify site access (driveway condition, gate, turnaround room for trucks/trailers)

Date: _____ Notes: _____

2.2 Safety & Security

-  Install adequate lighting for nighttime access (if 24/7 or evening access)

Date: _____ Notes: _____

- Install gate, fence, or barrier (if applicable to your site)

Date: _____ Notes: _____

- Install security cameras (even a single Ring/Arlo camera at entry helps)

Date: _____ Notes: _____

- Post site rules signage (hours, no dumping, no hazardous materials, speed limit)

Date: _____ Notes: _____

-  Post "No Trespassing" and "Private Property" signage if required locally

Date: _____ Notes: _____

- Identify emergency contact and after-hours number for customers

Date: _____ Notes: _____

2.3 Vendor Setup

- Identify and contact gravel/site prep vendor (if ground isn't level or drained)

Date: _____ Notes: _____

- Identify container supplier or transport vendor (if delivering containers)

Date: _____ Notes: _____

- Identify lock/security vendor (padlocks, lockboxes, gate locks)

Date: _____ Notes: _____

■ Identify fencing vendor (if applicable)

Date: _____ Notes: _____

■ Document each vendor: name, phone, email, price list, lead time

Date: _____ Notes: _____

Week 3 — Pricing, Payment & Customer Systems

Goal: You can quote a price, take a payment, and onboard a customer.

3.1 Pricing

- Research competitor prices (call 3-5 local storage facilities, check their websites)

Log: Competitor name, price, size/type offered

Date: _____ Notes: _____

- Calculate your costs (land lease/mortgage, containers, gravel, insurance, maintenance)

Date: _____ Notes: _____

- Set price per space type (container, yard spot, garage, RV/boat, trailer)

Date: _____ Notes: _____

- Set deposit amount and policy (e.g., 1 month's rent, refundable conditions)

Date: _____ Notes: _____

- Set late-fee structure and grace period

Date: _____ Notes: _____

- Document your pricing on a single sheet — don't keep it in your head

Date: _____ Notes: _____

3.2 Payment Setup

- Create Stripe account (or equivalent — Square, PayPal Business)

Date: _____ Notes: _____

- Set up payment links or recurring billing for each price tier

Date: _____ Notes: _____

- Test a payment (pay yourself \$1, then refund it — confirm money moves)

Date: _____ Notes: _____

- Decide accepted payment methods (card, ACH, cash, check — be specific)

Date: _____ Notes: _____

3.3 Customer Intake & Records

- Create customer intake form (name, contact, ID type/number, space assigned, start date, rate, deposit, emergency contact)

Date: _____ Notes: _____

- **[!]** Draft rental agreement template (state-specific review required)

HIGH legal sensitivity. Have an attorney review before first use. At minimum include: parties, space description, term, rent, deposit, late fees, access rules, termination, lien rights notice (if applicable), and dispute clause.

Date: _____ Notes: _____

- Create move-in checklist (condition of space/unit, photos, gate code issued, rules acknowledged)

Date: _____ Notes: _____

- Create move-out checklist (space inspected, keys/lock returned, deposit refund decision, photos)

Date: _____ Notes: _____

- Set up customer tracking system (spreadsheet, Google Sheet, or Notion database)

Minimum columns: Customer name, space #, start date, rate, deposit, payment status, next payment due, notes

Date: _____ Notes: _____

Week 4 — Go Live

Goal: You can accept your first customer this week.

4.1 Marketing & Outreach

- Take photos of the site (clean, well-lit, showing spaces clearly)

Date: _____ Notes: _____

- Create a simple listing or landing page (Facebook Marketplace, Craigslist, Google Business Profile, or Carrd/Notion page)

Date: _____ Notes: _____

- Post in 2-3 local Facebook groups (self-storage, community boards, local marketplace)

Date: _____ Notes: _____

- Set up Google Business Profile (free, helps with local search)

Date: _____ Notes: _____

- Write a simple ad template you can reuse

Date: _____ Notes: _____

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[Storage Type] Available in [City/Area]
[Number] spaces available
$[Price]/month
[Features: fenced, camera, 24/7 access, etc.]
Month-to-month, no long-term commitment
Deposit: $[Amount]
Message or call [Phone] to reserve.
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4.2 First Customer Process

- Practice the full flow: inquiry → quote → agreement → payment → move-in → record

Date: _____ Notes: _____

- Confirm you can: accept payment, issue a receipt, assign a space, hand over access

Date: _____ Notes: _____

- Prepare a welcome message for new customers

Date: _____ Notes: _____

- Have a backup plan if the first customer asks something you haven't thought of

It's okay to say "Let me check on that and get back to you by [time]." Write the question down and follow up.

Date: _____ Notes: _____

Welcome to [Business Name]!
Your space: #[Space ID]
Monthly rate: \$[Rate]
Payment due: [Day of month]
Access: [Gate code / key / instructions]
Site rules: [Attached or posted on site]
Questions? Call/text [Phone]
Thanks for storing with us.

4.3 Launch Review

- All Week 1 items complete or documented as N/A with reason

Date: _____ Notes: _____

- All Week 2 items complete or documented as N/A with reason

Date: _____ Notes: _____

- All Week 3 items complete or documented as N/A with reason

Date: _____ Notes: _____

- Rental agreement reviewed by attorney OR clearly marked "draft — not for use without professional review"

Date: _____ Notes: _____

- Insurance policy active and documented

Date: _____ Notes: _____

- Payment system tested and working

Date: _____ Notes: _____

- Site is safe, accessible, and ready for customers

Date: _____ Notes: _____

- You can explain your price, your rules, and your process in under 60 seconds

Date: _____ Notes: _____

Post-Launch (First 30 Days of Operation)

Start this after your first customer moves in.

- Log every customer issue, question, or complaint (this becomes your product roadmap)

Date: _____ Notes: _____

- Review pricing after 30 days — are you too cheap? Too expensive? Getting inquiries?

Date: _____ Notes: _____

- Ask your first 3 customers: "What's one thing that was confusing or could be better?"

Date: _____ Notes: _____

- Update your checklist based on what actually happened

Date: _____ Notes: _____

Quick Reference: Key Contacts

Role	Name	Phone	Email	Notes
Attorney				
Insurance agent				
Accountant/Tax				
Zoning office				
Container supplier				
Gravel/Site prep				
Lock/Security				
Other				

This checklist is part of the Hold Point Pro project. It is the first real, shippable asset extracted from the foundation documents. If it sells, the rest of the system earns the right to be built.