

HOW TO START A TIRE SHOP WITH NO MONEY & NO CREDIT

The Complete Step-by-Step Guide to Building a Six-Figure Tire Business From Scratch

FREE STARTUP GUIDE

Presented by Tire Discount — your partner from day one to your first million-dollar location.

What You'll Learn

How to source inventory for free, sell online with no storefront, finance equipment with no credit, and build a scalable tire business from the ground up.

👉 TDTires.com

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CHAPTER 1

Why the Tire Business?

Before you invest a single dollar, understand why this industry is one of the most reliable paths to entrepreneurship — in any economy, in any market, at any time.

Why Tire Shops Make Money

The tire industry is one of the most durable business models in America. Here's why smart entrepreneurs keep coming back to it:

Recession-Resistant

Tires wear out regardless of the economy. Whether the market is booming or crashing, people still need to drive — and driving means buying tires.

High Year-Round Demand

Unlike seasonal businesses, tire shops generate consistent revenue every month. Weather changes, road conditions, and mileage all drive continuous demand.

Repeat Customers

A customer who buys tires today will need tires again in 2–4 years. Build a loyal base and your revenue compounds automatically over time.

Strong Profit Potential

Both new and used tires carry strong margins. Used tires especially — buy at \$5–\$10, sell at \$40–\$80. That's 400–800% return on cost.

Low Startup Costs

Compared to restaurants, retail stores, or franchises, a tire business can be launched with minimal capital — even zero dollars using the dealership strategy.

CHAPTER 2

Start With No Building

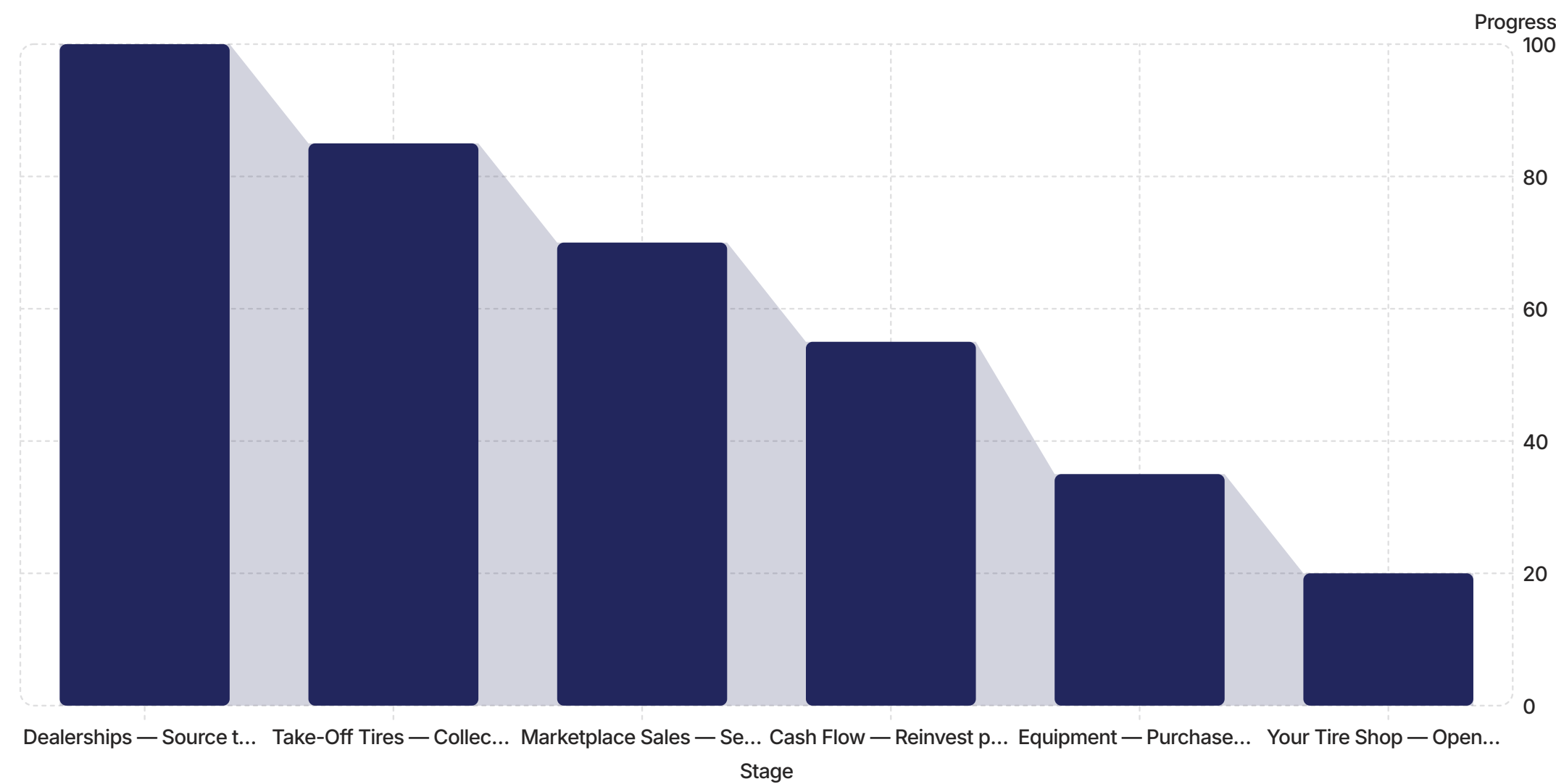
You don't need a lease, a storefront, or a business loan to get started. The dealership strategy lets you generate real cash flow before you spend a single dollar on overhead.

Your Dealership Strategy

You don't need a building to start. Use dealerships as your first inventory source and sell online to generate cash flow. Here is the exact path from zero to your own tire shop:

20%

Total conversion rate



Each stage feeds the next. The dealership strategy is a self-funding growth engine — no loans, no investors, no risk. Just hustle and reinvestment.

CHAPTER 3

Finding Dealerships

Dealerships are sitting on a goldmine of take-off tires — and most of them are paying to dispose of them. Your job is to show up and make their problem your opportunity.

Finding Dealerships

The dealership approach is the foundation of your zero-dollar startup. Here's exactly how to execute it:

How to Approach Service Managers

Be professional, consistent, and offer value. Dress neatly, arrive during non-peak hours (mid-morning or early afternoon), and come prepared with a business card even if it's just printed at home. You are solving their disposal problem — lead with that.

What to Say

Introduce yourself as a tire recycler. Ask: *"Do you have a process for disposing of your take-off tires? I'd love to take them off your hands at no cost to you."* Keep it simple. Most service managers will say yes on the spot or refer you to the right person.

Building Long-Term Relationships

Show up regularly, be reliable, and make it easy for them. Pick up on schedule, never leave a mess, and always say thank you. Consistency turns a one-time pickup into a permanent supply chain.

Daily Prospecting Checklist

Visit 3–5 dealerships per day. Follow up weekly with existing contacts. Track every dealership in a simple spreadsheet — name, contact, last visit, status. Volume of outreach directly determines volume of inventory.

CHAPTER 4

How to Inspect Used Tires

Not every tire you collect is worth selling. Knowing what to keep and what to reject protects your reputation and keeps your customers safe.

How to Inspect Used Tires

Your inspection process is your quality control system. Run every tire through this checklist before it enters your inventory:

1 Tread Depth

Use a tread depth gauge — the legal minimum to sell is 2/32". Aim to stock tires with 4/32" or more for quality inventory that commands higher prices.

2 Uneven Wear

Check for cupping (scalloping), feathering (sawtooth pattern), or one-sided wear. These indicate alignment or suspension issues — avoid unless pricing accordingly.

3 Sidewall Damage

Reject any tire with bulges, cuts, or cracks. Sidewall damage is a safety hazard and a liability. No exceptions — these go to recycling, not your inventory.

1 Repairs

Inspect for plugs or patches. A single proper patch in the tread area is acceptable. Multiple repairs, sidewall plugs, or improper repairs are automatic rejects.

2 Date Codes

Read the DOT code on the sidewall — the last 4 digits indicate the week and year of manufacture. Avoid tires over 6 years old regardless of tread depth.

3 What to Buy vs. Avoid

Buy clean, even-wear tires with 4/32"+ tread and a manufacture date within the last 5 years. Avoid anything with structural damage, excessive age, or questionable repairs.

CHAPTER 5

How to Price Used Tires

Pricing is where your profit is made or lost. Price too high and tires sit. Price too low and you leave money on the table. Here's how to find the sweet spot every time.

How to Price Used Tires

Retail Pricing

Charge 40–60% of the new tire cost for quality used tires. A tire that retails new for \$120 should sell used for \$48–\$72. Condition and tread depth justify where you land in that range.

Wholesale Pricing

Sell in bulk to other shops at lower margins for volume. Wholesale moves inventory fast and builds B2B relationships that can become recurring accounts.

Local Market Research

Check Facebook Marketplace and Craigslist for comparable listings in your area. Know what the market will bear before you set your prices — and adjust seasonally.

Profit Examples

The math is simple and powerful:

- Buy at **\$5–\$10** per tire from dealerships
- Sell at **\$40–\$80** per tire on marketplaces
- That's **400–800% return** on your cost
- A set of 4 tires at \$60 each = **\$240 per transaction**

Negotiation Tips

Bundle sets of 4 for higher average transaction value. Buyers prefer matched sets and will pay a premium for them. Always offer a set price that's slightly better than buying individually — it closes deals faster.

CHAPTER 6

Where to Sell Your Tires

You don't need a storefront to sell tires. The internet is your showroom — and it's open 24 hours a day, 7 days a week, reaching buyers you'd never find otherwise.

Where to Sell Your Tires

Maximize your reach by listing on multiple platforms simultaneously. Each platform has a different audience — cover them all:

Facebook Marketplace

Highest local volume of any platform. Free to list, massive reach, and buyers can message instantly. This should be your primary channel.

Craigslist

Strong in most markets, especially for buyers who prefer anonymous browsing. Post in the auto parts section and refresh listings regularly to stay at the top.

OfferUp

Growing mobile-first platform with a strong local buyer base. Easy to use, built-in messaging, and a rating system that rewards reliable sellers.

Nextdoor

Hyperlocal neighborhood reach. Great for building a local reputation and getting word-of-mouth referrals from neighbors who see your listings.

eBay Local Pickup

Reach buyers willing to travel for the right tire. Especially effective for specialty sizes, performance tires, and hard-to-find fitments.

Mercari Local

Available in select markets — growing fast with a younger buyer demographic.

Niche Facebook Groups

Jeep, Truck, Off-Road, and Performance Car groups are goldmines for specialty tire sales. Members pay premium prices for the right fitment and are highly engaged buyers.

VarageSale & Bookoo

Community buy/sell groups with loyal local followings in many mid-size markets.

CHAPTER 7

Taking Photos That Sell Tires

Your photos are your storefront. A great photo sells a tire before the buyer even reads the description. A bad photo sends them to your competitor.

Taking Photos That Sell Tires

You don't need a professional camera — just a clean tire, good light, and the right angles. Follow this system for every listing:



Camera Angles

Shoot from the front face, the side profile, and directly at the tread. Three angles minimum — buyers need to see the full picture before they commit.



Backgrounds

Clean concrete or grass — remove all clutter from the frame. A messy background signals a messy seller. Clean backgrounds build instant buyer confidence.



Wheel Photos

If selling wheels with tires, highlight the finish condition and any curb rash honestly. Transparency builds trust and reduces post-sale disputes.



Lighting

Natural daylight is your best friend. A bright garage works too. Avoid harsh shadows that hide tread detail or make the sidewall look worse than it is.



Tire Close-Ups

Show tread depth, sidewall condition, and the DOT date code. Buyers who can see the details are far more likely to buy without negotiating the price down.



Listing Volume

Use 6–8 photos per listing for maximum buyer confidence. Listings with more photos get more views, more messages, and faster sales at higher prices.

CHAPTER 8

Storage & Inventory Management

Your inventory is your business. Protect it, organize it, and be able to find any tire in under 60 seconds — that's the standard of a professional operation.

Storage & Inventory Management

You don't need a shop to store inventory professionally. Here are your options from day one through your first location:

1

Outdoor Storage

Stack tires on pallets to keep them off the ground. Cover with UV-resistant tarps to prevent sidewall cracking from sun exposure. Low cost, high capacity.

2

Shipping Containers

Affordable, secure, and expandable. A 20-foot container holds hundreds of tires and can be placed on any property. Add a padlock and you have a professional storage solution.

3

Storage Units

Climate-controlled options protect premium inventory. Ideal for high-value tires or wheel-and-tire packages where condition is critical to price.

4

Tire Racks

Maximize vertical space and dramatically speed up retrieval. A proper rack system turns a chaotic pile into an organized inventory you can navigate in seconds.

- 📋 Organize by size and condition: Label every row by width/profile/rim size (e.g., 225/65R17). When a buyer calls, you should be able to confirm availability in under 30 seconds. Speed of response wins sales.

CHAPTER 9

Making Used Tires Look Their Best

Presentation is profit. A clean, dressed tire sells faster and for more money than the exact same tire covered in brake dust and grime. This step costs almost nothing and pays back every time.

Making Used Tires Look Their Best

Before-and-after photos dramatically increase buyer trust and listing engagement. Here's the full presentation process:

The Cleaning Process

- **Scrub with tire cleaner** and a stiff brush — remove all dirt, brake dust, and road grime from the tread and sidewall
- **Rinse thoroughly** and allow to dry completely before applying any dressing
- **Inspect again** after cleaning — sometimes damage is hidden under dirt
- **Wipe dry** before photos — water spots and streaks reduce perceived quality
- **Tire Paint** - Look for this online: AA 1 Gal Concentrate Black Tire Paint - Water-Base. Makes them look brand new!

Presentation & Photography

- **Stand tires upright** for all photos — lying flat looks unprofessional and hides tread depth
- **Apply tire dressing** for a like-new look — a small investment that dramatically increases perceived value
- **Shoot immediately** after dressing while the finish is fresh and glossy
- **Professional photography** of clean tires sells faster and commands higher prices — every time, without exception

The cost of cleaning supplies is pennies per tire. The return in faster sales and higher prices is dollars per tire. This is one of the highest-ROI activities in your entire business.

CHAPTER 10

Your First \$10,000

The path to your first \$10,000 is simpler than you think. It's not about luck — it's about volume, consistency, and reinvesting every dollar back into growth.

Your First \$10,000

Reinvesting profits at every stage accelerates your growth. The table below shows exactly what consistent selling looks like in real numbers:

Sets Sold	Avg. Profit/Set	Total Profit
10 sets	\$80	\$800
25 sets	\$80	\$2,000
50 sets	\$80	\$4,000
100 sets	\$80	\$8,000+

The Reinvestment Principle

Every dollar you make in the early stages should go back into more inventory, better storage, or your first piece of equipment. Resist the urge to spend profits — reinvestment is what separates a side hustle from a real business.

Scaling the Volume

Selling 100 sets of tires sounds like a lot — but at 5 sets per week, that's just 20 weeks of consistent effort. With multiple dealership sources and listings on 4–5 platforms simultaneously, 5 sets per week is very achievable from day one.

CHAPTER 11

The Equipment That Makes Money

The right equipment transforms you from a used tire flipper into a full-service tire shop. Each piece of equipment is an income-producing asset — not an expense.

Tire Changers

The tire changer is the single most important piece of equipment in your shop. Without it, you cannot mount or dismount tires — which means you cannot offer installation services.

What It Does

A tire changer mounts and dismounts tires from wheels quickly and safely. Without one, you're limited to selling tires only — with one, you can charge for installation on every single sale.

ROI

A tire changer pays for itself in the first 50–100 tire changes. At \$20–\$30 per mount/dismount, that's \$1,000–\$3,000 in revenue to break even — achievable in your first month of operation.

Choosing the Right Model

- **Entry-level manual changers** — lowest cost, good for starting out, requires more physical effort
- **Semi-automatic changers** — faster operation, handles most passenger and light truck tires
- **Fully automatic tilt-tower models** — professional grade, handles low-profile and run-flat tires with ease

Pro Tip: Choose a model rated for the largest rim sizes in your market. Low-profile tires and large-diameter wheels are increasingly common — don't buy equipment that can't handle them.

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Wheel Balancers

A wheel balancer is your second essential piece of equipment. Every tire you install should be balanced — it's a safety requirement and a revenue opportunity on every single job.

Why It Matters

- Eliminates vibration and ensures customer satisfaction — an unbalanced tire is a callback waiting to happen
- **Static balancing** corrects up-and-down vibration only
- **Dynamic balancing** corrects both up-and-down and side-to-side vibration — this is the industry standard and what customers expect

Revenue Impact

Add **\$10–\$20 per wheel** to every tire sale. On a set of 4 tires, that's an additional **\$40–\$80 per transaction** — just for balancing. Over 100 sets, that's \$4,000–\$8,000 in additional revenue from a single piece of equipment.

Pro Tip

Look for models with automatic data entry (also called automatic data acquisition or ADA). These machines read the wheel dimensions automatically, saving 30–60 seconds per wheel and dramatically increasing throughput during busy periods.

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Air Compressors, Lifts & Alignment Machines

These three equipment categories expand your service menu and dramatically increase your revenue per vehicle. Each one unlocks a new income stream.

Air Compressors

Powers all pneumatic tools in your shop — impact wrenches, inflation equipment, bead seaters, and more. Size your compressor for your shop's peak demand. Undersizing is the most common and costly mistake new shops make.

Two-Post Lifts

Fast vehicle access for tire and brake work. The workhorse of any tire shop — allows technicians to work standing up, dramatically increasing speed and reducing fatigue. Essential for high-volume operations.

Four-Post Lifts

Ideal for alignment work and vehicle storage. More stable than two-post lifts for alignment procedures. Also useful for storing customer vehicles or your own inventory vehicles.

Scissor Lifts

Low-profile option for tight spaces. Great for shops with limited ceiling height or for mobile operations. Portable models can be used in parking lots or at customer locations.

Alignment Machines

High-ticket upsell — average **\$80–\$150 per alignment**. Every tire sale is an alignment opportunity. Customers who buy tires need alignments — if you can't do it, they go somewhere else. Keep that revenue in your shop.

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Tools & Specialty Equipment

These tools complete your shop setup and unlock premium upsell opportunities on every vehicle that comes through your bays:

Nitrogen Systems

Premium upsell — nitrogen provides longer tire pressure stability than compressed air. Charge \$5–\$10 per tire for nitrogen fills. Easy revenue with minimal equipment cost.

TPMS Tools

Required for most modern vehicles. Tire Pressure Monitoring System sensors must be reset or replaced with every tire change on equipped vehicles. Non-negotiable for any shop serving post-2008 vehicles.

Air Jacks & Shop Presses

Expand your service capabilities beyond tires. Shop presses handle bearing replacements, bushing installations, and other mechanical work that increases your average ticket size.

Tire Spreaders, Patch Equipment & Bead Blasters

Handle repairs in-house instead of turning customers away. Tire repairs are high-margin, fast services that build loyalty and keep customers from going to a competitor.

Impact & Torque Wrenches

Speed and safety on every job. Impact wrenches remove lug nuts fast — torque wrenches ensure proper final tightening. Both are essential for liability protection and customer safety.

Wheel Weights, Inflation Cages & Tool Storage

Complete your shop setup. Inflation cages are a safety requirement for seating beads. Organized tool storage keeps your shop professional and your technicians efficient.

Need Professional Equipment? Visit  [TDTires.com](https://www.tdtires.com)

CHAPTER 12

Equipment Financing

You don't have to pay cash for equipment. Smart operators finance their equipment and use their cash for what actually grows the business — inventory, marketing, and people.

Equipment Financing

Financing your equipment preserves your cash for what matters most in the early stages of your business. Here's why financing is the smart move — not the desperate one:

Preserve Cash for Operations

Keep cash available for inventory, advertising, rent, and operating expenses. Cash is the lifeblood of a young business — don't tie it all up in equipment when financing options exist.

Build Business Credit

Every on-time equipment payment builds your business credit profile. The credit you build today opens doors to larger financing, better terms, and more growth capital tomorrow.

Equipment Pays for Itself

Income-producing assets pay their own way. A tire changer generating \$2,000/month in installation revenue easily covers a \$200–\$400/month equipment payment — and puts the rest in your pocket.

Flexible Terms Available

Financing options exist for new and growing businesses — even those without established credit. Flexible terms mean you can match your payment schedule to your revenue cycle.

 **Ready to Grow?** Visit  [TDTires.com](https://www.tdtires.com) — Professional Tire Equipment • Flexible Financing Options • Nationwide Delivery

CHAPTER 13

Designing Your First Tire Shop

Your shop layout is your operational blueprint. A well-designed shop moves vehicles faster, reduces technician fatigue, and creates a customer experience that drives repeat business.

Designing Your First Tire Shop

Every square foot of your shop should serve a purpose. Here's how to design a location that works as hard as you do:

Shop Layout

Separate bays for tire changes, balancing, and alignment. Each service station should have dedicated space and equipment — cross-contamination of workflows slows everything down.

Customer Waiting Area

Clean, comfortable, and branded. Customers who wait comfortably are more likely to approve additional services and return for future visits. A TV, seating, and your branding go a long way.

Equipment Placement

Optimize workflow — minimize steps between stations. The tire changer, balancer, and inflation station should form a logical triangle that a technician can navigate without backtracking.

Workflow

Vehicle in → inspect → service → quality check → vehicle out. Document this process and train every employee to follow it exactly. Consistency is what allows you to scale.

Safety

Marked walkways, fire extinguishers, and proper ventilation are non-negotiable. OSHA compliance protects your employees, your customers, and your business license.

Storage

Dedicated tire rack area away from service bays. Inventory storage should not interfere with vehicle flow. A separate storage room or designated rack zone keeps operations clean and efficient.

Parking

Enough space for customer vehicles and inventory. Customers who can't find parking don't come back. Plan for peak volume — not average volume — when evaluating a location.

Include floor plan diagrams showing optimal bay and equipment placement when presenting your business plan to landlords or lenders.

CHAPTER 14

Marketing Your Tire Business

The best tire shop in town is worthless if nobody knows it exists. Marketing is not optional — it's the engine that fills your bays and keeps your phone ringing.

Marketing Your Tire Business

A multi-channel marketing strategy ensures you capture customers at every stage — from the moment they search online to the moment they refer a friend:

→ Google Business Profile

Free — drives local search traffic and reviews. When someone searches "tire shop near me," your Google Business Profile is what shows up. Claim it, complete it, and update it weekly.

→ Website

Simple, mobile-friendly with services, pricing, and contact info. Most customers will check your website before calling. A professional site builds credibility before they ever walk in the door.

→ Customer Reviews

Ask every satisfied customer — 5-star reviews drive new business. Reviews are the most powerful marketing tool available to a local business. Make asking for reviews a standard part of every transaction.

→ Facebook

Post inventory, promotions, and before/after photos. A consistent Facebook presence keeps your business top-of-mind for local buyers and generates organic reach through shares and comments.

→ Instagram

Visual platform — great for wheel and tire transformations. Before-and-after content performs exceptionally well. Tag local car clubs and enthusiast groups to expand your reach organically.

→ YouTube

How-to content builds authority and drives organic traffic. A video on "how to read a tire size" or "when to replace your tires" positions you as the local expert and drives search traffic for years.

→ Referral Programs

Reward customers who send friends. A simple \$10–\$20 referral credit costs you almost nothing and generates some of your highest-quality new customers — people who already trust you before they walk in.

→ Fleet Sales

Recurring revenue from businesses with vehicle fleets. One fleet account can generate more monthly revenue than dozens of individual customers. Pursue these relationships aggressively.

CHAPTER 15

Growing Beyond One Shop

One shop is a job. Multiple shops are a business. The systems you build in your first location are the foundation for everything that comes next.

Growing Beyond One Shop

Scaling beyond your first location requires a shift in thinking — from operator to owner. Here's how to build the accounts and systems that make multi-location growth possible:

Commercial Accounts

Steady volume, predictable revenue. Commercial accounts — businesses that need regular tire service for their vehicles — provide the consistent cash flow that makes expansion planning possible.

Dealership Accounts

High-volume tire and service contracts. The same dealerships that gave you free take-off tires can become paying customers for new tire installations, rotations, and fleet service.

Fleet Customers

Municipalities, delivery companies, and construction firms all operate large vehicle fleets with ongoing tire needs. A single fleet contract can represent \$50,000–\$200,000+ in annual revenue.

Government Contracts

Stable, long-term agreements with city, county, and state agencies. Government contracts are competitive to win but extremely reliable once secured — and they pay on time.

Hiring Employees

Train for consistency — document every process before you hire. Your first employee should be able to follow your documented system without you present. If you can't explain it in writing, you can't delegate it.

Opening Additional Locations

Replicate your proven system in new markets. The second location is easier than the first because you already know what works. Use your first shop's cash flow to fund the second — and repeat.

CHAPTER 16

Expanding Into Commercial Tires

Commercial tires are where the real money is. Bigger tires, bigger margins, bigger volume — and customers who buy in bulk on recurring contracts.

Expanding Into Commercial Tires

Once your passenger tire operation is running smoothly, commercial tires represent the next major revenue tier. Here's where the opportunity is:

Semi Trucks

High-margin, high-volume — fleets need regular service. A single semi truck runs 18 tires. A fleet of 20 trucks is 360 tires per replacement cycle. The math on commercial trucking accounts is extraordinary.

Construction Equipment

Specialty tires with strong profit margins. Construction equipment tires are large, expensive, and require specialized knowledge — which means less competition and higher margins for shops that can handle them.

Agriculture

Seasonal demand with large ticket sizes. Farm equipment tires are among the largest and most expensive in the industry. Agricultural accounts often purchase multiple sets per season.

Industrial Equipment

Forklifts, loaders, and warehouse vehicles. Industrial facilities run their equipment hard and replace tires frequently. Warehouse and distribution center accounts provide steady, year-round volume.

Fleet Maintenance

Recurring contracts for ongoing tire management. Full-service fleet maintenance agreements — where you manage all tire needs for a fleet — are the highest-value commercial relationships available.

CHAPTER 17

Building a Million-Dollar Tire Business

A million-dollar tire business is not built in a day — but it is built one decision at a time. Here's the roadmap from your first used tire to your first million in revenue.

Building a Million-Dollar Tire Business

The path is clear. The milestones are achievable. The only variable is your commitment to executing the system:

1

Used Tires

Start with dealership take-offs. Zero overhead, zero credit required. Build cash flow and learn the business.

2

Full-Service Shop

Add equipment, open your first location. Offer installation, balancing, alignment, and repairs. Multiply revenue per customer.

3

Multi-Location

Replicate your proven system in new markets. Build commercial and fleet accounts. Hire managers to run each location.

4

Commercial Expansion

Add semi truck, construction, agricultural, and industrial tire services. Secure government and fleet maintenance contracts.

Business Milestones

- First **\$10K** — Proof of concept. Reinvest everything.
- First **Employee** — You're building a business, not just a job.
- First **Location** — Full-service capability unlocked.
- First **Fleet Account** — Recurring revenue secured.

Long-Term Planning

Build systems, not just a job. Document every process. Delegate every repeatable task. Scale what works. The goal is a business that generates revenue whether you're in the shop or not — that's the difference between self-employment and true business ownership.

BONUS RESOURCES

Your Complete Toolkit

Everything you need to launch, track, and grow your tire business — from day one to your first million. Use these resources as your operating manual.

Startup Checklist

Before you sell your first tire, make sure your business foundation is solid. Work through this checklist in order — each item builds on the last:

- ✓ Business Name — Choose something professional and memorable. Check availability in your state.
- ✓ LLC — Register your Limited Liability Company to protect your personal assets from business liability.
- ✓ EIN — Get your Employer Identification Number from the IRS (free at IRS.gov). Required for banking and taxes.
- ✓ Business Bank Account — Keep business and personal finances completely separate from day one.
- ✓ Insurance — General liability at minimum. Add commercial auto if using a vehicle for business.
- ✓ Sales Tax Registration — Register with your state to collect and remit sales tax on tire sales.
- ✓ Tire Suppliers — Establish dealership relationships and identify wholesale tire sources for new inventory.
- ✓ Tire Recycling Plan — Know where non-sellable tires go. Many states have regulations on tire disposal.
- ✓ Equipment — Source your tire changer, balancer, and tools. Finance if needed through TDTires.com.
- ✓ Website — Even a simple one-page site with your services, location, and phone number is essential.
- ✓ Google Business Profile — Claim and complete your free listing. This is your most important marketing asset.
- ✓ Marketing Plan — Define your channels, your budget, and your first 90 days of promotional activity.

Startup Budget Examples

You don't need \$25,000 to start. Choose the entry point that matches your current resources and scale from there:

Budget	Focus	Key Investments
\$500 Startup	Used tire flipping	Phone, cleaning supplies, marketplace listings — source tires free from dealerships and sell online immediately
\$5,000 Startup	Used tires + basic tools	Manual tire changer, air compressor, storage — begin offering basic installation services and grow inventory
\$25,000 Startup	Full-service shop launch	Tire changer, balancer, lift, signage, inventory — open a complete service location from day one

❏ Every successful tire shop started at one of these three levels. The \$500 startup has produced six-figure businesses. The level you start at matters far less than the consistency with which you execute.

Tire Size Cheat Sheet & Profit Calculator

These tools turn raw data into actionable decisions — use them every day to run a smarter, more profitable operation:

Tire Size Cheat Sheet

Quick reference for reading tire sidewall codes. Example: **225/65R17**

- **225** — Section width in millimeters (how wide the tire is)
- **65** — Aspect ratio (sidewall height as % of width)
- **R** — Radial construction (standard for all modern tires)
- **17** — Rim diameter in inches

Knowing how to read tire sizes instantly makes you more credible with customers and faster at matching inventory to buyer needs.

Profit Calculator

Track cost, sell price, and margin per tire and per set:

- **Tire Profit Calculator** — Enter your cost and sell price to calculate margin per tire and per set of 4
- **Daily Sales Tracker** — Log every transaction to measure growth week over week and month over month
- **Equipment Maintenance Schedule** — Keep your tools running and your shop compliant with manufacturer service intervals

What gets measured gets managed. Operators who track their numbers grow faster than those who don't — every time.

Every successful tire shop started with someone willing to take the first step.

You don't need a perfect credit score.

Financing options exist for new and growing businesses at every stage. Your credit situation today does not determine your business future.

You don't need a huge building.

The dealership strategy lets you start generating real cash flow before you sign a single lease. Your first "shop" can be a truck, a storage unit, and a smartphone.

You don't need years of experience.

This guide gives you the knowledge. The market gives you the opportunity. All you have to bring is the willingness to show up and do the work.

What you need is **determination**, a willingness to learn, and the right equipment when you're ready to grow. Whether you're selling your first set of used tires or opening your first full-service tire shop, every step moves you closer to financial independence.

Start Building Your Future Today

👉 TDTires.com

Professional Tire Equipment • Flexible Financing Options • Nationwide Delivery

Your Growth Roadmap

- Week 1: Register your LLC, open your bank account, visit your first 5 dealerships
- Month 1: List your first tires, make your first sales, reinvest every dollar
- Month 6: Finance your first equipment, begin offering installation services
- Year 1: Open your first location, hire your first employee, land your first fleet account
- Year 3+: Multiple locations, commercial accounts, and a business that works for you