

THE FIRST 90 DAYS OF A TINT SHOP

From empty bay to booked calendar



FOCUS
ON WHAT MOVES
THE NEEDLE



BUILD SYSTEMS
THAT DRIVE
CONSISTENT GROWTH



FILL YOUR CALENDAR.
BUILD YOUR
REPUTATION.

DAYS 1-30

Foundation: get findable, get legal

Your first month is not about volume. It is about being findable and being trusted. A shop nobody can find does not need a second bay.

Set up the boring infrastructure first: business entity, insurance, state tint-law cheat sheet taped to the wall, and a Google Business Profile with real photos of your actual bay - not stock images.

- **Google Business Profile is your storefront**

Complete every field. Add photos weekly. Answer every review within 24 hours, especially the bad ones.

- **Publish your prices**

Shops that publish package pricing filter out tire-kickers and book more qualified appointments.

- **Pick one booking channel**

Phone, web form, or DM - route everything to one calendar so nothing gets lost.

FIELD NOTE

Take before/after photos of every single job from day one. In 90 days you will have a portfolio most five-year-old shops cannot match.

Momentum: reviews and referrals

Month two is a reviews sprint. Social proof compounds faster than any paid ad at this stage, and it is free.

Build a simple handoff script: walk the customer around the car, point at your cleanest edge work, then ask for the review while the phone is already in their hand.

- **Target: 25 reviews by day 60**

Ask every customer at pickup. A QR code on the counter that opens your review link removes all friction.

- **Partner with adjacent businesses**

Detailers, dealers, and audio shops all touch cars before you do. A referral fee beats a Facebook ad.

- **Track where every job came from**

Ask 'how did you find us?' at booking and write it down. Double down on whatever answer you hear twice.

FIELD NOTE

A shop with 25+ recent Google reviews and published pricing routinely outranks ten-year-old competitors who ignored both.

DAYS 61-90

Systemize: the calendar test

- ☐ Write your install process as a checklist any new hire could follow.
- ☐ Set a floor price and stop taking jobs below it.
- ☐ Block one bay-day per week for higher-ticket work (PPF, full wraps).
- ☐ Automate booking confirmations and day-before reminders.
- ☐ Review your numbers: average ticket, jobs per week, cost per job.
- ☐ Raise prices if you are booked more than ten days out.
- ☐ Plan month four: one new service line or one new referral partner.

KEEP GOING

From the Installer Report desk

Ninety days of consistent basics beats two years of sporadic hustle. Keep the checklist alive and review it monthly.

For weekly operator intelligence - what tools serious shops adopt, who is acquiring whom, and where the market is moving - subscribe to the free Weekly Brief at installer.report/newsletter.

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FIELD NOTE

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