



Starting a towing and recovery business in Wisconsin, like starting any business, involves several steps and considerations.

Here's a general guide to help you get started:

**1. Business Plan:**

- Begin with a comprehensive business plan. This should include your business goals, target market, services you'll provide (e.g., towing, recovery, roadside assistance), a budget, and financial projections.

**2. Legal Structure:**

- Decide on the legal structure of your business, such as sole proprietorship, LLC, or corporation. Each structure has its own legal and tax implications.

**3. Business Registration:**

- Register your business with the State of Wisconsin. You can do this through the Wisconsin Department of Financial Institutions (DFI).

**4. Insurance:**

- Obtain the necessary insurance coverage. Towing businesses typically require liability insurance and on-hook coverage for the vehicles you'll be towing.

**5. Business Name and Branding:**

- Choose a business name and ensure it's not already in use. You may also need to register your business name with the state. Develop strong branding and create a memorable logo.

**6. Permits and Licenses:**

Check with local and state authorities for any required permits or licenses. The Wisconsin Department of Transportation (WisDOT) may have specific requirements for towing and recovery businesses.

## **7. Location:**

- Find a suitable location for your business. Consider zoning laws and proximity to major roadways. You may need a garage or storage space for vehicles.

## **8. Equipment and Towing Vehicles:**

- Invest in the necessary equipment, including tow trucks, safety equipment, and tools for vehicle recovery. Make sure your equipment is in compliance with safety regulations.

## **9. Hiring and Training:**

- Hire qualified and licensed tow truck operators. Ensure they are properly trained in towing and recovery procedures and safety protocols.

## **10. Fleet Management:**

- Develop a fleet management system to keep track of your tow trucks and their maintenance schedules.

## **11. Marketing and Promotion:**

- Create a marketing plan to promote your towing and recovery services. Use online and offline marketing strategies, including a business website, social media, and local advertising.

## **12. Rates and Pricing:**

- Determine your pricing structure. Research what competitors are charging and set your rates accordingly.

## **13. Contracts and Agreements:**

- Create contracts and agreements for your services. Make sure they outline all terms and conditions, including fees and responsibilities.

## **14. Compliance and Safety:**

- Familiarize yourself with towing and recovery regulations, safety standards, and any environmental regulations applicable to your business.

### 15. Accounting and Finances:

- Set up a financial management system to keep track of income, expenses, and taxes.

### 16. Networking:

- Join local business associations, such as the **Wisconsin Towing Association**, to network with other industry professionals.

### 17. Emergency Response Plan:

- Develop an emergency response plan for your business to handle accidents, breakdowns, or other incidents involving your tow trucks.

Remember that regulations and requirements can change over time, so it's essential to stay updated on Wisconsin-specific rules and regulations for towing and recovery businesses. Consulting with a business attorney and accountant who are familiar with Wisconsin regulations is also highly recommended to ensure compliance and success.

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