BIN X - FREE GUIDE

How to Start a Bin Rental Business

A practical starter guide from an operator who runs one

For people who want to rent reusable moving bins in their own city, start small, and let clean bins and on-time service do the selling.



By Guy Warner
Founder of Eco Moving Utah, serving Salt Lake County, and builder of Bin X, the operating system for bin rental companies at binxhq.com.

Compiled in condensed form from the Bin X blog. Full posts are linked at the end of each chapter.

START HERE

A starter guide you can actually use

Important note: This guide is not legal advice and it is not financial advice. It is a helpful start from someone who runs a bin rental company. Rules, permits, taxes, and insurance vary by city and state. Check with your local licensing office and a qualified professional before you spend money or sign anything.

How to use this guide

Read it in order if you are starting from zero. Each chapter covers one decision, in the order you will face it: what the business is, what it costs, where to buy bins, how to price, how to get customers, how to clean and store inventory, and when to brand your bins.

The advice is plain and local on purpose. Start with a small matched fleet, keep fixed costs low, clean every bin between rentals, and ask every happy customer for a review. That rhythm, repeated, is the business.

Contents

1. The business at a glance
2. What it costs to start
3. Where to buy rental-grade bins
4. How to price your packages
5. How to get your first customers
6. How to clean bins without a driveway
7. Where to store your inventory
8. When to invest in custom stickers
9. Your next step with Bin X

Original posts: binxhq.com/blog. This free PDF is a condensed compilation, lightly edited for flow. For the full text, follow the source link at the end of each chapter.

CHAPTER 1

The business at a glance

A bin rental business loans out sturdy, stackable plastic totes for moves. You deliver clean bins, the customer packs without tape or box building, then you collect, clean, and rent the same bins again. People pay for convenience: no hunting for cardboard, no breakdown pile, and bins that stack and roll.

The five essentials

- **Bins:** Enough for two or three rentals of your smallest package at once. If your starter pack is 20 totes, about 60 totes is a sensible launch fleet.
- **Dollies:** At least one platform dolly with every package, so loaded stacks can move.
- **A vehicle:** Start with the truck, van, or SUV you have. Stacked totes pack tighter than most people expect.
- **Storage:** A garage corner works at first because empty bins nest inside each other.
- **A way to book:** Phone, text, and a simple sheet work for the first dozen jobs. After that, missed pickups and double bookings get expensive.

Service details that decide reviews

- Build delivery and pickup into the price and say delivery is free.
- Clean and sanitize every bin before it goes out again, without exception.
- Keep the rental window simple and publish the cost of extra days up front.

A simple first month

Week 1: buy the starter fleet and set prices. Week 2: post free Marketplace listings and claim a Google Business Profile. Week 3: introduce yourself to realtors and movers. Week 4: run first deliveries, clean on return, and ask for reviews.

> **Core idea:** Show up on time with spotless bins and pick up when you promised. Reviews do the compounding.

Source: binxhq.com/blog/how-to-start-a-bin-rental-business

CHAPTER 2

What it costs to start

This is a low-entry service business because there is no storefront, franchise fee, or royalty. Most of the starting money lands in one place: bins that earn it back rental after rental.

Where the money goes

- **Bins:** The main purchase. Treat each tote as an asset. To find payback, divide a package price by the bins in it. For example, a 79 dollar 20-tote pack earns just under 4 dollars per tote per turn.
- **Dollies and a hand truck:** Buy one dolly per package you expect to have out, plus a spare. A hand truck is a useful paid add-on and a one-time buy.
- **Vehicle:** Use what you own at first. Budget for fuel and wear, and upgrade only when bookings pay for it.
- **Storage:** Keep this at or near zero while a garage works.
- **Admin basics:** Ask your city about a business license and ask an agent about general liability. Prices vary locally, so get a real quote.
- **Cleaning supplies:** Cleaner, food-safe sanitizer, and rags or a hose setup. Small cost, high impact on trust.

> **Budget rule:** Start small, let rentals fund the next bin purchase, and do not buy a garage full of idle inventory on hope.

Many operators launch for a few thousand dollars, most of it sitting in a stack of bins. Keep monthly fixed costs lean and expand when you are regularly turning work away.

Source: binxhq.com/blog/how-much-does-it-cost-to-start-a-bin-rental-company

CHAPTER 3

Where to buy rental-grade bins

Your bins are product, fleet, and storefront in one. Buying the right tote once is cheaper than replacing cracked boxes a season later.

What makes a tote rental-grade

- Stacks securely when full and nests when empty.
- Has attached or hinged lids that stay with the bin.
- Has stiff walls, comfortable handles, and smooth insides that wipe clean fast.
- Fits through a standard doorway and can be carried full by one person.

New or used

New bins give you one matched look and often a warranty, at the highest upfront cost. Used bins cost less but need one-by-one inspection. Pass on cracks, warps, broken lids, and smells that survive washing. The best used deals often come from a business that is closing or an operator leaving the trade.

Where operators look

- Wholesale distributors for quantity and volume pricing.
- Industrial auctions and business liquidations.
- Local classifieds and Facebook Marketplace for matched lots. Good lots move fast.

Size platform dollies to your exact bin. A close-but-small dolly tips. Standardize on one bin model early so stacking, loading, and storage stay predictable. Buy more only when weekends are regularly sold out.

Source: binxhq.com/blog/where-to-buy-moving-bins-for-rental-business

CHAPTER 4

How to price your packages

Package pricing works best in three tiers. One price invites haggling. Three prices let the customer pick a fit, and most will choose the middle.

Package used at Eco Moving Utah	Includes	Price
Starter	20 totes, 1 dolly	79 dollars
Middle	40 totes, 2 dollies	129 dollars
Large	60 totes, 3 dollies	179 dollars

The per-tote price falls as size grows, which makes the larger pack feel like a deal while raising your ticket and making one delivery do the work of three small ones. Copy the structure, then set numbers for your market.

Decisions to lock before launch

- **Deposits:** Skipping a deposit lowers friction. If that feels exposed, keep a card on file without charging it.
- **Delivery:** Include delivery and pickup in the headline price.
- **Rental period and extra days:** State the standard window and the daily extra-day rate before booking.
- **Add-ons:** Keep two or three only. A hand truck at 25 dollars is the classic example.

When you are booked out two weekends in a row, test a 10 dollar step up and watch response for two weeks. Marketplace listings double as a low-risk place to test prices in a nearby city.

Source: binxhq.com/blog/bin-rental-pricing-guide

CHAPTER 5

How to get your first customers

Every new operator hits the quiet-phone stage. Work channels in the order below, and track where each booking actually came from.

Five channels that fill the calendar

1. **Facebook Marketplace:** Free and fast. Put package, price, free delivery, and rental period early in the listing. Use photos of your own clean bins and reply within minutes.
2. **Google Business Profile:** Claim it on day one. Add packages, service area, and real delivery photos. Ask each happy customer for a review.
3. **Realtors:** A short intro email works. Agents meet movers weeks before you will.
4. **Moving companies:** You sell the bins their crews fill. You are partners, not rivals.
5. **Apartments and property managers:** Turnover is constant. A leasing-office flyer or resident discount puts you in front of renters at the right week.

Reviews are the flywheel

Ask right after pickup, when the move is done and you showed up as promised. Send a direct review link. Ask every customer how they found you and keep a one-month tally, then put more effort into the channel that is quietly carrying the business.

> **Start this week:** Marketplace first, Google and outreach next, reviews after every single job.

Source: binxhq.com/blog/how-to-get-your-first-bin-rental-customers

CHAPTER 6

How to clean bins without a driveway

Every bin gets washed and sanitized before the next customer. Families put clothes, dishes, and toys in these totes, so the standard is spotless. A house and driveway are helpful, but not required.

Four workable setups

1. **Self-serve car wash bay:** High-pressure water, drainage, and light for a few dollars. Bring your own soap and sanitizer. Good bays are quiet late in the evening.
2. **Clean at pickup:** Keep a spray bottle and microfiber rags in the vehicle. This covers most light turns on the spot.
3. **Borrow or barter space:** A friend, a storage site with wash access, or a detail shop with a slow weekday. Ask before you sign a storage lease.
4. **Portable kit:** A small electric pressure washer, a tarp or shallow pool to catch runoff, and permission for the lot. Check local runoff rules first.

The order matters

Wash first to remove dirt, spray food-safe sanitizer inside and out, then air dry fully before stacking. Damp stacks invite mildew. Skip the bathtub, skip shared laundry rooms, and never dump wash water into a storm drain where local rules forbid it.

Source: binxhq.com/blog/how-to-clean-moving-bins-without-a-driveway

CHAPTER 7

Where to store your inventory

Storage looks bigger as a problem than it is in practice. Empty bins nest, so dozens of totes can sit in a few square feet.

Three stages

- **Stage 1, garage corner:** The first 50 to 100 bins can live at home. Keep them off bare concrete on pallets or shelves, and stand dollies upright.
- **Stage 2, small storage unit:** A 5 by 5 or 5 by 10 drive-up unit, often 50 to 100 dollars a month, is the usual next step. Drive-up access and permission for commercial use matter more than small price differences.
- **Stage 3, small warehouse:** Worth it when hundreds of bins need washing, staging lanes, and vehicle parking in one place.

Habits that protect the fleet

- Store only clean, dry bins.
- Pick one lid system and stick to it so counts stay honest.
- Label stacks by package size.
- Keep a wash kit in one tote: soap, sanitizer, rags, spray bottle.
- Count monthly to catch cracks and drift before a busy weekend.

Keep bins out of months of direct sun, and keep chemicals somewhere they will not freeze.

Source: binxhq.com/blog/where-to-store-bin-rental-inventory

CHAPTER 8

When to invest in custom stickers

A branded bin parked in a driveway or sitting in a living room for a week is advertising you have already paid for. The question is timing, not value.

When to wait

Do not spend on decals before the business basics are settled. In the first stretch, cash belongs in bins, dollies, and bookings. Wait until your name, phone or website, and logo are unlikely to change. Removing a fleet of old decals after a rebrand is painful, slow work.

Buy stickers when rentals are steady

The trigger is consistent weekly demand and a fleet size that is roughly right. At that point each new bin earns its decal cost back many times over.

What to buy and how to apply it

- Vinyl decals, not paper. Vinyl handles washing and sun for years.
- A 3 by 5 inch or 4 by 6 inch decal on both long sides is standard.
- Show the logo, website or phone, and one trust line, for example sanitized between rentals.
- Apply only to clean, dry bins, in the same spot each time, and keep spares on hand.

A week of driveway and hallway impressions, repeated over years of rentals, makes stickers some of the cheapest advertising in the business once timing is right.

Source: binxhq.com/blog/when-to-invest-in-custom-bin-stickers

CHAPTER 9

Your next step with Bin X

You now have the operator basics: a starter fleet, package pricing, free-delivery positioning, cleaning and storage routines, and the channels that bring the first reviews. The next hard part is not knowledge. It is keeping bookings, inventory, and payments straight once the calendar gets busy.

Start free with Bin X

Bin X is being built for exactly that stage. Join the waitlist at **binxhq.com** and start on the free tier when you join:

Free Starter at binxhq.com	What you get
Price	0 dollars per month
Tools	Customer CRM and inventory tracking
Limits	1 location, 10 bookings a month

When you outgrow the free tier, paid paths are on the same site today, including SaaS Core at 29 dollars per month with unlimited bookings, online booking and scheduling, Stripe payments, QR tote tracking, a one-page website on your domain, and branded emails. Guided Launch and Turnkey Growth Partner tiers add launch help and hands-on growth support, and you keep full ownership of your company either way. No franchise, no royalties.

> **Next step:** Go to binxhq.com, join the waitlist, and claim the Free Starter tier. Bring your packages, prices, and first listings with you. The system is built to run them while you are out on deliveries.

Keep learning, operator to operator

The full Bin X blog stays free at binxhq.com/blog, and the Bin Rental Business Owners Facebook group is where operators trade notes on pricing, equipment, and delivery. Use this guide as the checklist, the blog as the deep dive, and Bin X as the system that holds it together.

Clean bins, clear prices, on-time pickups. Welcome to the business.

Written from operating Eco Moving Utah in Salt Lake County. Guide compiled October 2026.