A&A DEBRIS REMOVAL, LLC PRESENTS



MARKETING CALENDAR

A month-by-month playbook for keeping the trucks full, all year.

We Smash It And Trash It!!

732-955-4144

NJ & Eastern PA • @aa_debris_removal • Free Estimates



WHAT'S HAPPENING

The holidays are over and the house is still full of boxes, dead furniture, and everything the new stuff replaced. People start the year wanting a clean slate.

THE JOBS YOU'LL SEE

Post-holiday cleanouts, garage purges, old furniture and mattress removal.

THE A&A PLAY

Post "new year, clear space" before-and-afters from your own jobs. The hook isn't a discount — it's a fresh start.

WHO TO CALL

Property managers — January turnovers are already on their calendars.

SET UP FOR NEXT MONTH

February is the slowest month of the year. Line up estate and indoor work now.

DON'T

Going quiet on social because it's cold. Slow months are when feeds get built.



WHAT'S HAPPENING

The coldest, slowest stretch in NJ. Nobody's cleaning the yard in 28 degrees, and the phone gets quiet.

THE JOBS YOU'LL SEE

Basements, attics, estate cleanouts — indoor work that doesn't care about the weather.

THE A&A PLAY

One "book now, we come in March" post. A small reason to fill the spring calendar early.

WHO TO CALL

Estate attorneys and senior move managers — downsizing conversations happen year-round.

SET UP FOR NEXT MONTH

Spring content goes live March 1. Fresh truck photos, daylight shoots, clean branding.

DON'T

Panic-discounting your way through February. You'll train customers to wait for sales.



WHAT'S HAPPENING

The first 60-degree weekend in Jersey and everyone suddenly sees their yard, their shed, and their fence line.

THE JOBS YOU'LL SEE

Shed cleanouts, yard debris, fence tear-outs, garage cleanouts.

THE A&A PLAY

"Spring yard rescue" before-and-afters. Sheds and fences are your stars this month.

WHO TO CALL

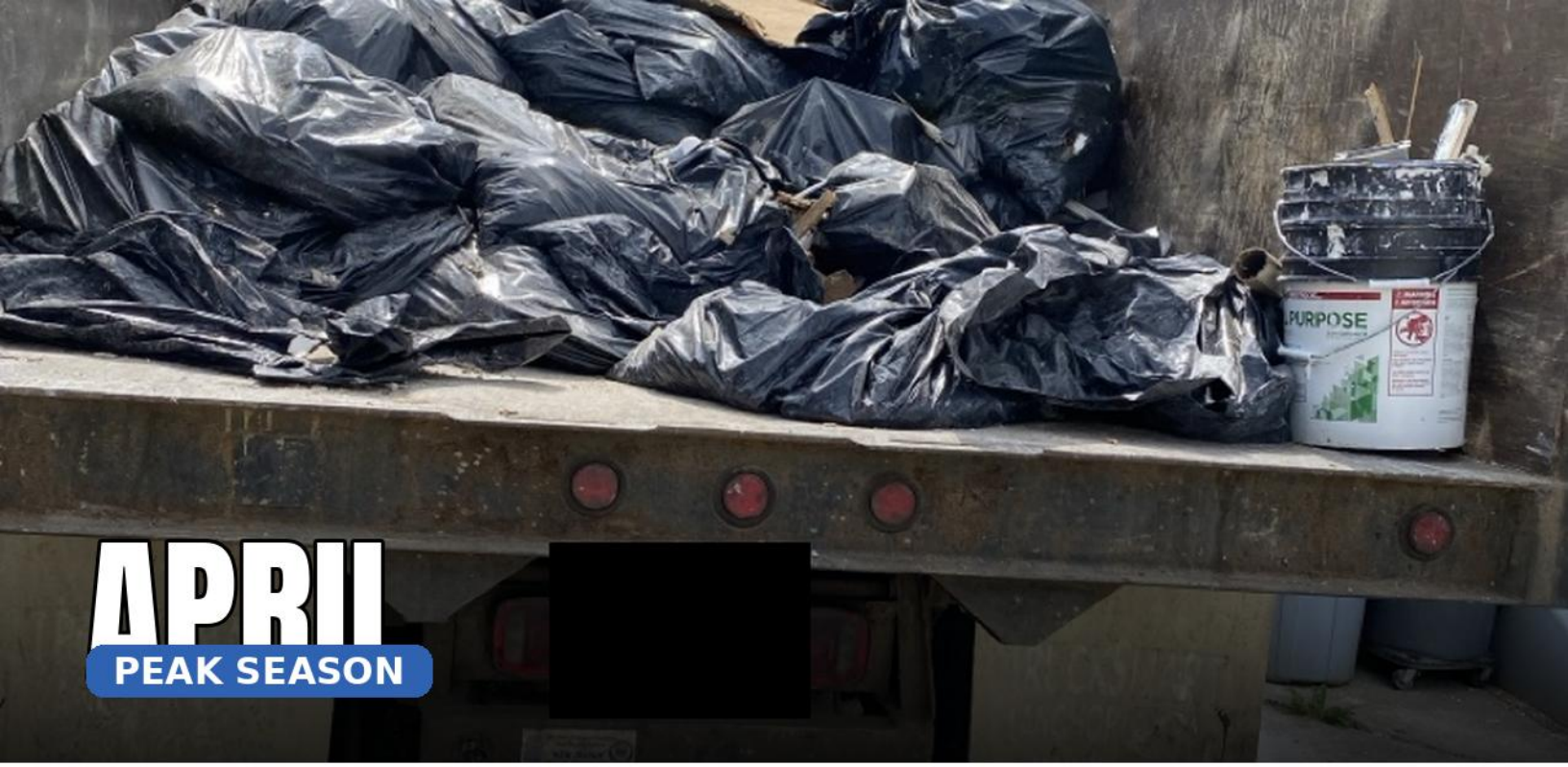
Landscapers — they find the junk before they can start the pretty work.

SET UP FOR NEXT MONTH

April is the biggest residential month of the year. Crew, trucks, and dump schedule ready.

DON'T

Pricing like it's still February. Demand is climbing — price for what's coming.



APRIL

PEAK SEASON

WHAT'S HAPPENING
Spring cleaning in full force. The whole state is purging at the same time.

THE JOBS YOU'LL SEE
Everything. Full cleanouts, bulk furniture, yard debris, garages, basements.

THE A&A PLAY
Volume. Post real jobs daily — real trucks, real before-and-afters. Ask every happy customer for a Google review while you're still in the driveway.

WHO TO CALL
Realtors — spring listings need pre-listing cleanouts yesterday.

SET UP FOR NEXT MONTH
May is closing season. Turnaround speed is what wins realtor work.

DON'T
Trying anything new. April is for running the plays you already know, at full volume.



MAY

CLOSING SEASON

WHAT'S HAPPENING

Homes are closing, apartments are turning over, and college kids are hauling out of dorms.

THE JOBS YOU'LL SEE

Pre-listing and post-closing cleanouts, apartment turnovers, move-out hauls.

THE A&A PLAY

Text every realtor you know: "Closing season — got my number for cleanouts?" Most won't reply. The ones who do send work all summer.

WHO TO CALL

Property managers and apartment complexes — turnover season is right now.

SET UP FOR NEXT MONTH

June goes outdoors. Get your hot-tub, shed, and playset photos ready.

DON'T

Staying residential-only. One property management contract beats fifty one-off calls.



WHAT'S HAPPENING

School's out and everyone's living outside — finally facing the broken grill, the dead hot tub, and the shed rotting since 2019.

THE JOBS YOU'LL SEE

Sheds, hot tubs, playsets, patio furniture, yard debris.

THE A&A PLAY

Neighborhood saturation. Yard signs and door hangers in the 3–5 neighborhoods where you've done great work. One truck on the street sells the next three jobs.

WHO TO CALL

Pool companies, deck builders, landscapers — they trip over junk before every job.

SET UP FOR NEXT MONTH

July dips. Pick your slow-month focus now: estates, commercial, or a summer campaign.

DON'T

Letting the crew burn out. Heat rules and earlier starts — a wrecked crew in July costs more than a slow July.



WHAT'S HAPPENING
Vacations, heat, and a real residential slowdown. The phone gets a chance to breathe.

THE JOBS YOU'LL SEE
Estate cleanouts (season-proof), light commercial, whatever residential trickles in.

THE A&A PLAY
B2B month. Check in with every realtor, property manager, and contractor contact. Your competitors are at the beach — you're showing up.

WHO TO CALL
Senior move managers — one of the most overlooked referral sources there is.

SET UP FOR NEXT MONTH
August messaging pivots to "back-to-school reset" by the 1st.

DON'T
Discounting your way through it. Build pipeline for fall instead — demand comes back on its own.



WHAT'S HAPPENING

Back-to-school purge mode. College move-ins, apartment turnover, parents reclaiming the basement.

THE JOBS YOU'LL SEE

Bedroom and basement cleanouts, apartment turnovers, dorm furniture hauls.

THE A&A PLAY

"Back-to-school basement reset" — parents are already in organization mode and already searching.

WHO TO CALL

College-area landlords and property managers — August is their biggest turnover month.

SET UP FOR NEXT MONTH

The renovation wave hits in September. Get your contractor outreach list ready.

DON'T

Spending the whole budget on parent-targeted ads. Property contracts scale better.



WHAT'S HAPPENING

Summer's over, contractors are booked solid, and every demo makes a debris pile somebody has to haul.

THE JOBS YOU'LL SEE

Construction debris, kitchen and bath demo cleanup, renovation cleanouts.

THE A&A PLAY

The contractor speed pitch: "We haul next-day so your crew keeps working." Speed is the currency — whoever shows up fastest gets called again.

WHO TO CALL

Remodelers, kitchen and bath companies, flooring installers, roofers.

SET UP FOR NEXT MONTH

October messaging pivots to pre-holiday hosting prep. And October goes PINK.

DON'T

Quoting contractors like homeowners. They want a price, a timeline, a confirmation — fast.



WHAT'S HAPPENING

Pre-holiday hosting prep — guest rooms, garages, and basements that need to look respectable when family arrives. And at A&A, October is pink: Breast Cancer Awareness Month, in honor of our aunt, a 17-year survivor.

THE JOBS YOU'LL SEE

Guest room cleanouts, garage decluttering, basement projects, furniture replacement hauls.

THE A&A PLAY

The pink feed. Every October post carries the pink theme and the ribbon — real jobs, real pink, plus the Life Changers walk team. Emotion converts.

WHO TO CALL

Furniture stores — people buy new living room sets in October and need the old ones gone.

SET UP FOR NEXT MONTH

Plan the holiday schedule now: crew days off and Thanksgiving-week coverage.

DON'T

Going dark because "the holidays are coming." October is the highest-emotion window of the back half. Stay visible.



NOVEMBER

HOSTING SEASON

WHAT'S HAPPENING

Two waves: Thanksgiving hosting prep first, then Black Friday furniture and appliance replacement.

THE JOBS YOU'LL SEE

Pre-holiday cleanouts early in the month; furniture and appliance removal late — everyone upgrades and needs the old stuff gone.

THE A&A PLAY

Two messages. First half: "holiday hosting cleanout." Second half: "Bought new on Black Friday? We'll haul the old."

WHO TO CALL

Appliance and furniture retailers — the week after Black Friday is one of the strongest removal weeks of the year.

SET UP FOR NEXT MONTH

December's first three weeks are quiet. Plan B2B outreach and next year's content then.

DON'T

Underestimating the post-Black Friday wave. Market into it — don't just take the calls that come anyway.



WHAT'S HAPPENING

Quiet for three weeks — then December 26–31 explodes: post-holiday cleanouts, replaced TVs and couches, year-end office purges.

THE JOBS YOU'LL SEE

Early month: office and commercial year-end cleanouts. Last week: the residential post-holiday avalanche.

THE A&A PLAY

Queue a "post-holiday cleanout" campaign to go live December 26. Use the quiet weeks to build: refresh photos, update the site, plan January through March.

WHO TO CALL

Commercial property managers — tax-season "get it gone before the 31st" energy is real.

SET UP FOR NEXT MONTH

January's campaign should be built and scheduled by New Year's Eve.

DON'T

Treating December like a vacation. A focused week of planning now beats a month of scrambling in March.

PRICING BY SEASON

Demand isn't flat. Your pricing shouldn't be either.

PEAK MONTHS

April • May • October • November

Demand is high — hold your prices firm or raise them. Tighten minimums and skip the tiny jobs you'd take in February. Fill the calendar with the work that pays.

SLOW MONTHS

February • July

Bundle jobs and push pre-booking: trade a small concession now for guaranteed work in a peak month. Slow months are for building pipeline, not panic-discounting.

HOW TO USE THIS CALENDAR

1. Open the current month. Run that month's play.
2. Call that month's partner. One relationship beats ten ads.
3. Do next month's prep. One hour a month is the whole system.

A&A
DEBRIS REMOVAL, LLC
We Smash It And Trash It!!™

We Smash It And Trash It!!

732-955-4144

NJ & Eastern PA • @aa_debris_removal • Free Estimates