AutoM8

Free template for detailers

The No-Show & Deposit Policy Template

Copy, fill in the [brackets], and paste it into your booking page, confirmation messages and Instagram highlights. Takes about five minutes.

1. Your policy (copy and paste)

DEPOSIT
A [20]% deposit is required to confirm your appointment. It is applied to your final total.

RESCHEDULING & CANCELLING
You can reschedule or cancel for free with at least [24] hours' notice. Your deposit transfers to the new date.

LATE CANCELLATIONS & NO-SHOWS
Cancellations with less than [24] hours' notice, and no-shows, forfeit the deposit. This covers the time and slot we held for you.

WAIT TIME
If we can't reach you or access the vehicle within [15] minutes of arrival, the appointment is treated as a no-show.

VEHICLE ACCESS (MOBILE SERVICE)
The vehicle must be accessible at the booked address, with [water and power access if you need it]. If we can't work safely, we may need to reschedule.

WEATHER & OUR SIDE
If weather or equipment problems stop us from doing the job properly, we'll reschedule at no extra cost and your deposit stays with the new appointment.

HEAVY SOILING & PET HAIR
Excessive pet hair, heavy staining or biohazards aren't part of a standard detail and may be quoted as an additional fee. We'll tell you before we start.

2. Booking confirmation message

Hi [name], you're booked for [service] on [date] at [time], at [address]. A [20]% deposit holds your slot. Free rescheduling with [24]+ hours' notice. Late cancellations and no-shows forfeit the deposit. Reply here if anything changes. Thanks, [business name]!

3. Reminder text (send 24 hours before)

> Hi [name], a quick reminder: [service] tomorrow at [time] at [address]. Reply CONFIRM to lock it in, or let us know now if you need to reschedule. Thanks, [business name]

4. When a customer doesn't show

Stay calm and keep it short. Send this once, then act on your policy.

> **FIRST MESSAGE**
> Hi [name], we're at [address] for your [time] appointment and haven't been able to reach you. We'll wait until [time + wait]. After that, per our booking policy, the appointment will be treated as a no-show.

> **AFTER THE WAIT TIME**
> Hi [name], we weren't able to complete your appointment today, so the deposit is forfeited per the policy you agreed to at booking. We'd still love to help. Here's the link to rebook: [link]

5. Where to put your policy

- On your booking page or link, before the customer pays
- In every booking confirmation message
- In your Instagram bio link or a Highlight called "Policies"
- In the reminder you send 24 hours before

6. Quick tips

- **Make the customer agree at booking,** not after a problem. A policy they never saw is hard to enforce.
- **Keep the deposit reasonable.** It should roughly reflect the time and income you lose when a slot goes empty. Real detailer policies we looked at range from a small flat deposit (about $15) to $50, applied to the final price.
- **Be consistent.** If you waive it for some people and not others, it stops working. Waiving for weather or your own delays is fair.
- **Send a reminder the day before.** It gives customers an easy chance to confirm or reschedule.

This template is general information, not legal advice. Rules about deposits, cancellation fees and refunds vary by state. In general, a kept deposit should be a reasonable estimate of your loss rather than a penalty, and the policy should be clearly shown to the customer before they pay. Check your local requirements and adjust the wording to fit your business. Free from AutoM8 · Less admin. More detailing. · @autom8app