



# NCS

YOUR CARWASH EXPERT

**NEW INVESTOR WORKBOOK**

Brought to you by

**NCS COLLEGE  
OF CLEAN**



# Table of Contents

- New Investor Workshop
  - Who is NCS?
  - How Can NCS Help?
  - Our Strategic Partners:
    - MacNeil Wash Systems
    - A Plus Design Group
    - DRB Systems
    - VacuTech
    - Suds
    - Coast Commercial Credit
  - Business Plan
- 
- I. Car Wash Business Formats
    - Traditional Full Serve Wash
    - Flex Serve Wash
    - Express Exterior
    - In-Bay Automatic (Rollover)
    - Self-Serve
    - \*\*\*3 Minutes to Plan
- 
- II. Industry Overview
    - Study
    - Statistics
    - Observations
    - \*\*\*3 Minutes to Plan
- 
- III. Personal Assessment
    - 6 M's
    - \*\*\*3 Minutes to Plan
- 
- IV. Role of an Industry Advisor
    - \*\*\*3 Minutes to Plan



# Table of Contents

## V. Site Selection

Purchase Existing Location

\*\*\*3 Minutes to Plan

## VI. Site Layout

Flex Serve

Express Exterior

Mixed Set of Bays

\*\*\*3 Minutes to Plan

## VII. Building and Bay Layout

In-Bay Express

SoftGloss Maxx3– Friction Rollover

Radius– Touch-Free Rollover

Automatic and Self-Serve

\*\*\*3 Minutes to Plan

## VIII. Site Development

Project Plan

Blue Wave Carwash, Bristol, RI

Valet Auto Wash, Oxford Valley, PA

\*\*\*3 Minutes to Plan

## IX. Operations Pro Forma

\*\*\*3 Minutes to Plan

## X. Financing

\*\*\*3 Minutes to Plan

## XI. Business Plan Framework

- Keys to Success
- Industry Resources
- NCS Contacts

# ***New Investor Workshop***



## **Welcome**

This workshop is designed to help you investigate the potential of owning or starting a car wash operation. You will receive valuable information, interact with experienced car wash industry veterans, have the chance to start the framework of a business plan, and investigate different types of equipment first-hand.

## **Introductions**

### **Please tell us:**

- Your name
- Where you're from
- Current involvement in car washes
- Your stage of interest in car wash investments
- What you want to get out of the course

## **Announcements**

- Cell phones off
- Restroom locations
- Lunch & breaks schedule
- Smoking area
- Car wash tour details
- Sign and return applicable waivers

## **Parking Lot**

Your questions and comments are an important part of the workshop. If topics arise that the instructors believe should be handled later, they will be placed in a parking lot for discussion at a later time.

## **What to expect from this One-Day Workshop**

During this one-day workshop we will be covering the following:

- An industry overview
- How to properly select and layout your vehicle wash site
- A basic understanding of the role of the industry advisor
- An overview of site development
- Operations
- Financing
- Writing your business plan



## YOUR CARWASH EXPERT

### Who is NCS?

National Carwash Solutions is the leading full-service systems and fluids provider to the vehicle care industry. We comprise of a number of brands that each serves a different and important segment of the car wash market.

The core of National Carwash Solutions business is the long-term success of our customers. Our products and services are trusted by those in the automotive manufacturing industry, car dealerships, c-stores, rental car/fleet dealers, retail wash operators, and big box retailers such as membership clubs and grocery stores.

ONLY NATIONWIDE SERVICE NETWORK AND 3X THE NEXT LARGEST PROVIDER

THE MOST COMPLETE, RELIABLE SYSTEM OFFERING WITH LEADING MARKET SHARE

INTEGRATED BUNDLING OF SYSTEM, SERVICE, AFTERMARKET PARTS AND CLEANING FLUIDS

DIRECT GO-TO MARKET STRATEGY THAT CAN DELIVER SERVICE CERTAINTY

SINGLE POINT OF ACCOUNTABILITY

#### **Our Mission:**

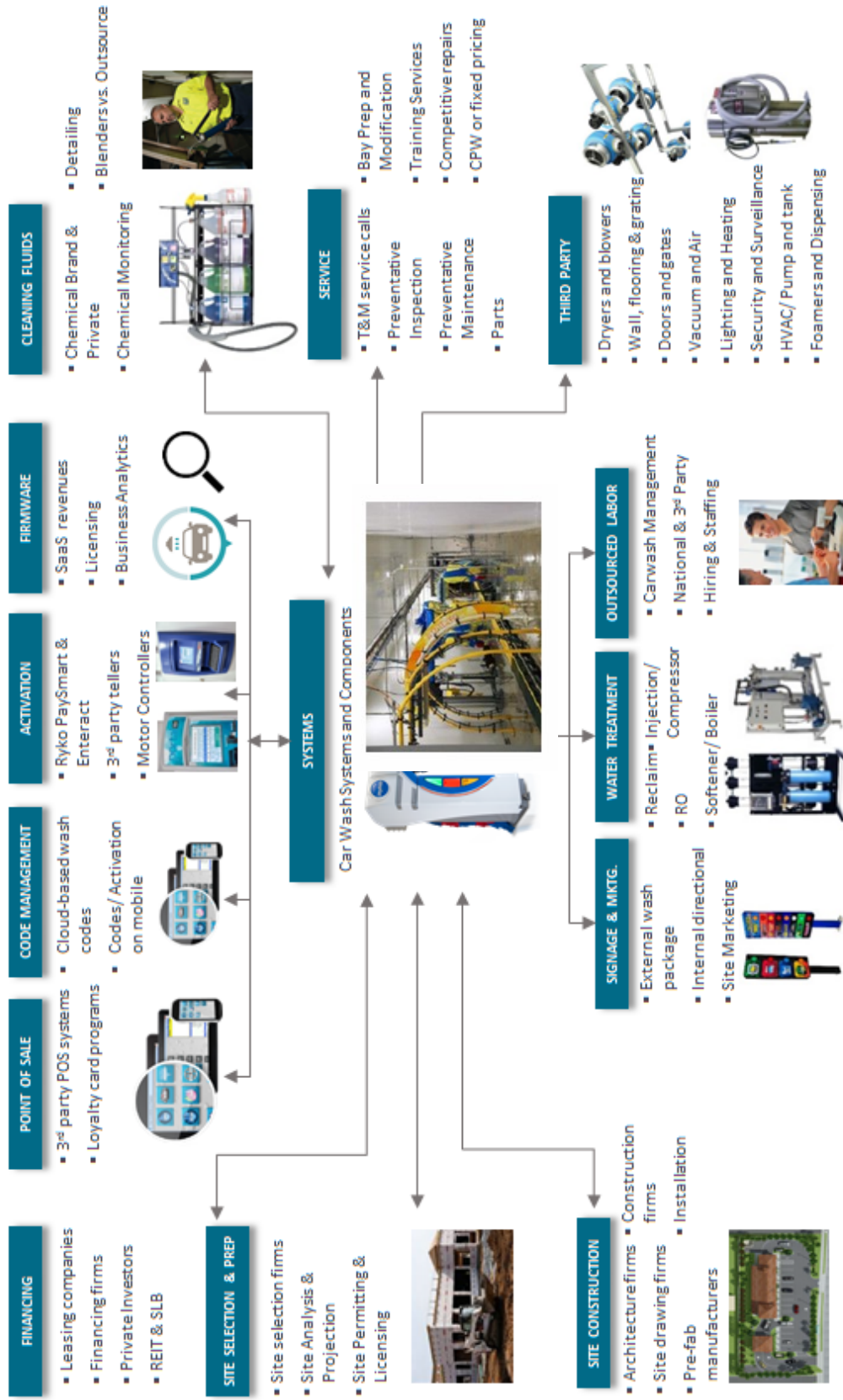
*“Leading the vehicle care industry by always putting customer service, innovation & performance first”*

#### **Our Vision:**

*“Passionate champions of world-class cleaning solutions”*

# NCS- TOTAL SOLUTIONS PROVIDER

NCS brings together all aspects of the carwash value chain for investors





# How can NCS help?

As a full service provider, NCS will be with you all the way to car wash success. From financing, site selection, design, construction, operation, and every step in-between, we will act as your total solutions advisor and service expert.



**1** Site Validation & Selection

**3** Planning, Design & Selection

**5** Site Construction & Installation

**7** Training, Commissioning & Grand Opening

**2** Site Zoning, Financing & Design

**4** Drawing & Plan Completion

**6** Hiring, Training, Promotional Execution & Finish Install

**8** Aftermarket Service, Parts & Cleaning Fluids





# Our Strategic Partners

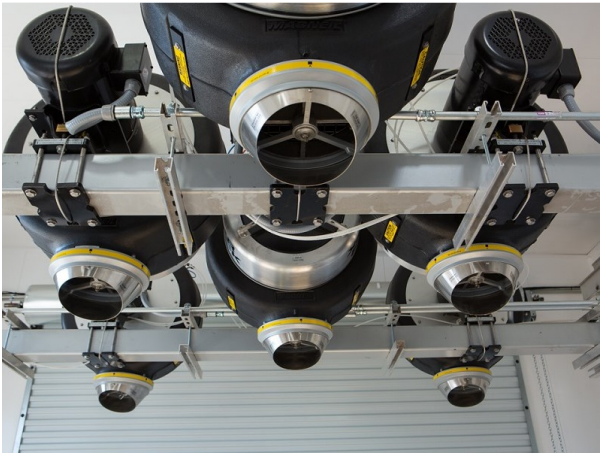


With more than 30 years in the car wash industry, MacNeil Wash Systems has evolved to produce the best tunnel equipment in the industry. MacNeil systems clean effectively at the highest speeds, allowing customers to maximize wash volume while never sacrificing quality. The MacNeil reputation has been secured by our turn-key systems, add-ons and cost-effective retrofits. Simply put, MacNeil equipment runs faster, longer and safer than the competition, and works with their customers to ensure that they are getting the absolute most out of their wash.



**“MacNeil is 160 feet of the BADDEST equipment money can buy. If you want the best of the best, if you want to run high volume and you want to have no problems? Buy MacNeil.”**

Glen Sheeley  
Wash Company, Middletown, NY







A Plus Design Group



ADPG is a full-service commercial Architecture and Interior Design firm that emphasizes design excellence and a commitment to your needs. With deep experience delivering specialized solutions, they mold your vision into an innovative design resulting in a high quality and efficient site and building.



**DRB** Systems



The DRB suite includes a complete offering of fully customizable point of sale and tunnel control software that helps produce a recurring revenue stream and gives the customer the exact package that they want. Tools such as Vehicle Profile Detection, NoPileps and CarPics help maximize safety, efficiency, and customer safety.

Tunnel information is fully integrated with both POS and reporting software for real-time operating statistics available from any web-connected device.



# VACUTECH



Vacutech manufactures powerful and reliable central vacuum systems. They are engineered for performance, longevity, and to prevent customer frustration. Their superior vacuums offer wash owners additional revenue opportunities and give your customers the all-in-one convenient experience that they want.



Suds Creative works exclusively with car wash businesses, means they have holistic and relevant knowledge on how to best market a car wash. Suds Creative aims to impress by delivering superior results and maximizing ROI. Their technology allows for integrated, and automated, customer marketing experiences that drive revenue.



GRAPHIC  
DESIGN



MARKETING  
AUTOMATION



WEB DESIGN  
+ INTEGRATION



BRANDING



SOCIAL  
ENGAGEMENT



CAMPAIGN  
MANAGEMENT



Coast Commercial Credit™ is a national provider of Business Loans, Equipment Loans and Leases, SBA Loans and USDA Business & Industry Loans. Their team of business loan consultants have extensive expertise in creating custom financing packages to meet the financial needs of your business. Coast has over 100 years of combined experience lending to small businesses. They specialize in funding transactions for Car Washes, Gas Stations, Convenience Stores, Lube Centers, Automotive Service Providers, Dealerships, Franchises and General Small Business.

Whether you're a start up operator looking for a car wash construction loan or an experienced small business owner in need of an equipment lease or commercial real estate loan, Coast Commercial Credit™ has the options for you.

- Equipment Finance**
- Turn-Key Total Project Finance**
- Real Estate Finance**
- Refinance**
- Remodel/Expansion Finance**

# Business Plan



## Collecting Your Information and Decisions

Today's workshop is designed to funnel your findings into a business plan framework. This business plan will help you to keep your research and development ideas in one organized place, and can be continually revised as your project progresses.

### Typical Uses for a Business Plan

1. Show your plan to people from whom you hope to attain investments and loans.
2. Show your plan to people who will be joining you so they understand the business.
3. Follow your plan and use it to track all the details that are too much to simply remember.

## Business Plan Framework with Basic Components

You may want to add or subdivide the following categories, but these will work for today.

- 1. Executive Summary** - Tells people what you want to do in a nutshell.
- 2. Market Analysis** - This includes industry research, as well as the services you hope to offer and a description of the unique position you hope to dominate.
- 3. Project Design** - The creation and construction of your car wash is a project that ends approximately on opening day for your car wash. You need to identify and schedule the steps that will make that happen.
- 4. Financial Plan** - You need to determine how much money it will take to start this business. You need to figure out where that money will come from. You also need to estimate your income and expenses once your operation begins. Your largest "operational" expense will likely be payments toward the debt you have incurred. You will also have expenses for employees, utilities, chemicals, supplies, and so forth. You will be building your monthly revenue until it starts to exceed your expenses and you begin earning a profit!
- 5. Operational Plan** - Even though daily operations may seem like a distant dream at this moment, you need to know the basics at these early, planning stages. You will be making decisions based on how you plan to operate. Your financial and managerial partners will also want to know what operations will look like once you open.



# I. Car Wash Business Formats

## Traditional Full Serve Wash:

### Tunnel Wash:

- Customer arrives at the wash site and is greeted by a Service Advisor
- Customer exits car, then moves to waiting area
- Employee loads car on conveyor
- Customer pays cashier while vehicle is being washed
- The windows and interior surfaces are usually cleaned by hand
- Employee vacuums the interior
- Labor intensive
- Requires a large staff, which means recruitment and training of 8-30 employees
- Requires 1-3 acres of land (optimally 2 acres)

Notes:

---



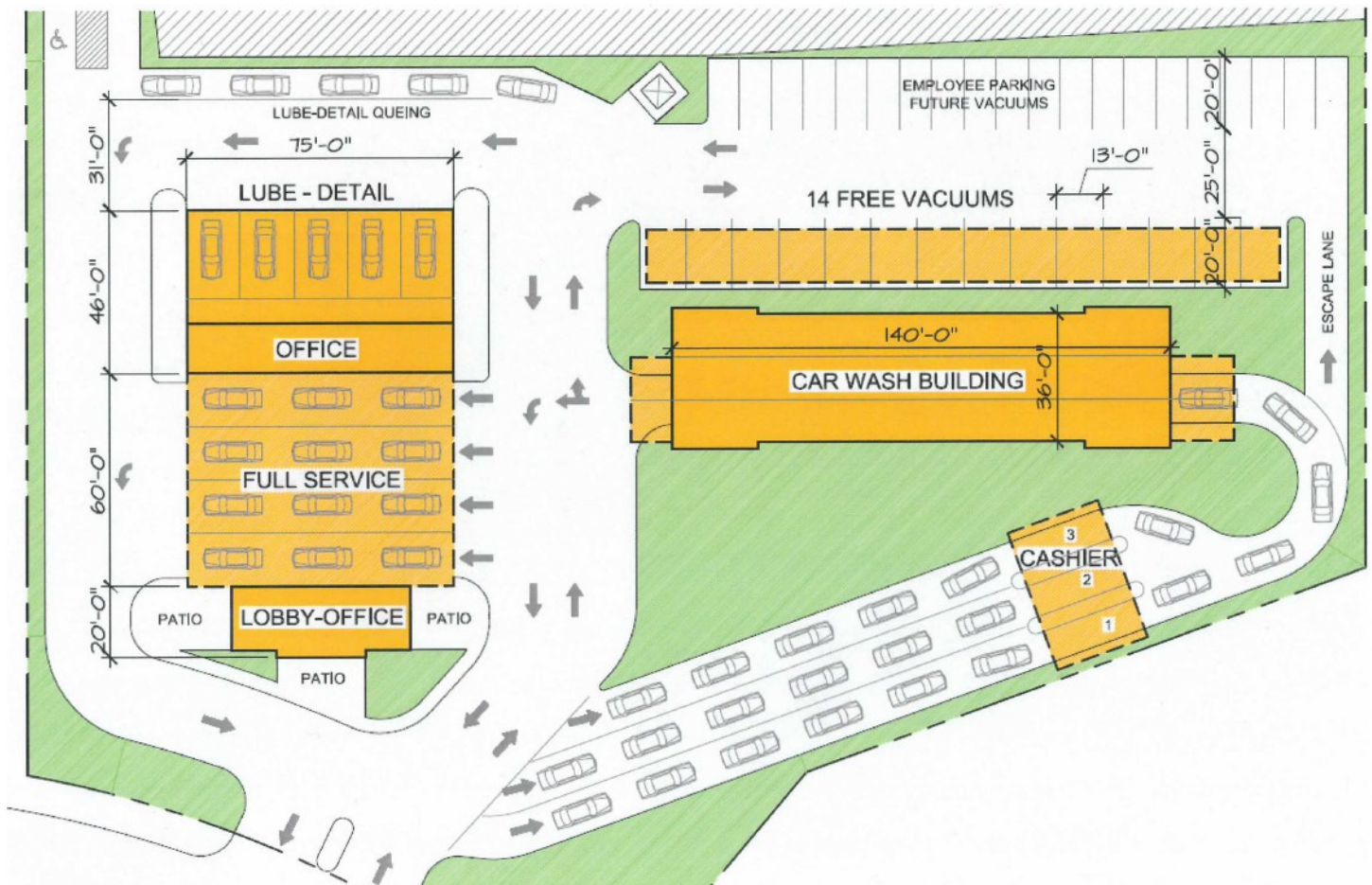
---



---



---



# I. Car Wash Business Formats

## Flex Serve Wash:

### Tunnel Wash:

- Customer arrive at wash site and is greeted by Service Advisor
  - Customer remains in the car through the tunnel
  - Customers have the flexibility to pay for additional services, such as interior cleaning
  - About two-thirds of customers only do the exterior wash; one-third adds services
  - If interior cleaning is selected, customers drive to that area after the tunnel wash
  - Flex services might include vacuuming, carpet cleaning, seat cleaning, tire treatments
- Labor intensive
  - Requires a large staff that is good at customer interaction
  - Staffing levels are slightly lower than Full Serve

### Notes:

---



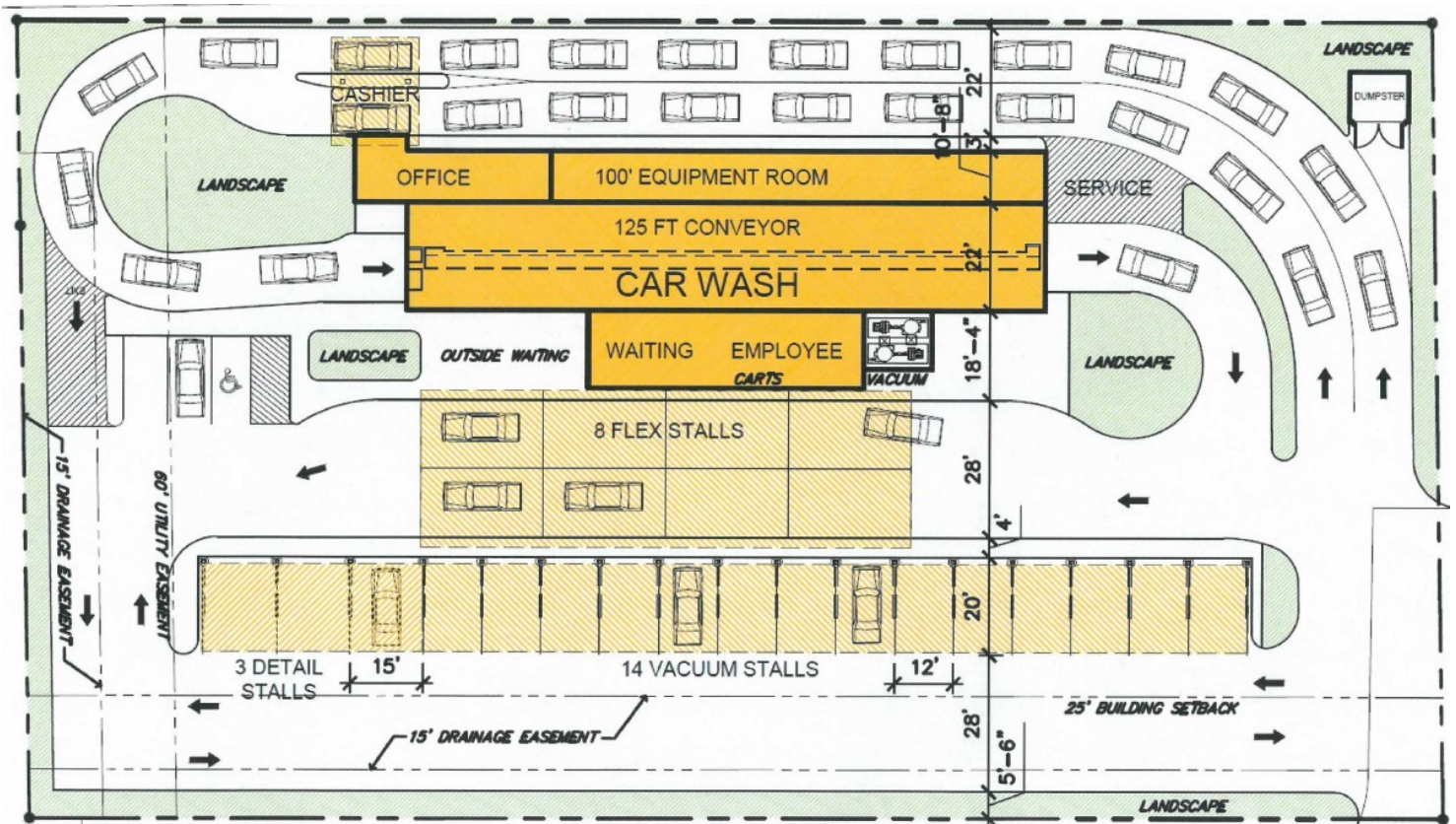
---



---



---



# I. Car Wash Business Formats

## Express Exterior:

### Tunnel wash:

- Customer remains in car through the tunnel
- Fast in and out is important to the customer
- Only the exterior of the vehicle is washed
- Often includes many free vacuums for use by the customer
- Site is designed to minimize labor
- Vending machines may have a larger presence
- Vending items can include cleaners and sprays for interior and exterior of car (such as window cleaner or tire shine), hanging air fresheners, and cleaning cloths
- Credit/debit card pay stations used extensively

- Requires some staff with 2-4 on duty at most times
- Could have one to five full-time employees and several part-time employees
- Level of involvement by owner/operator can vary
- Requires 0.75-2.5 acres of land (optimally 1.5 acres)

***As of 2017, this format appears to be the one with the greatest momentum.***

### Notes:

---



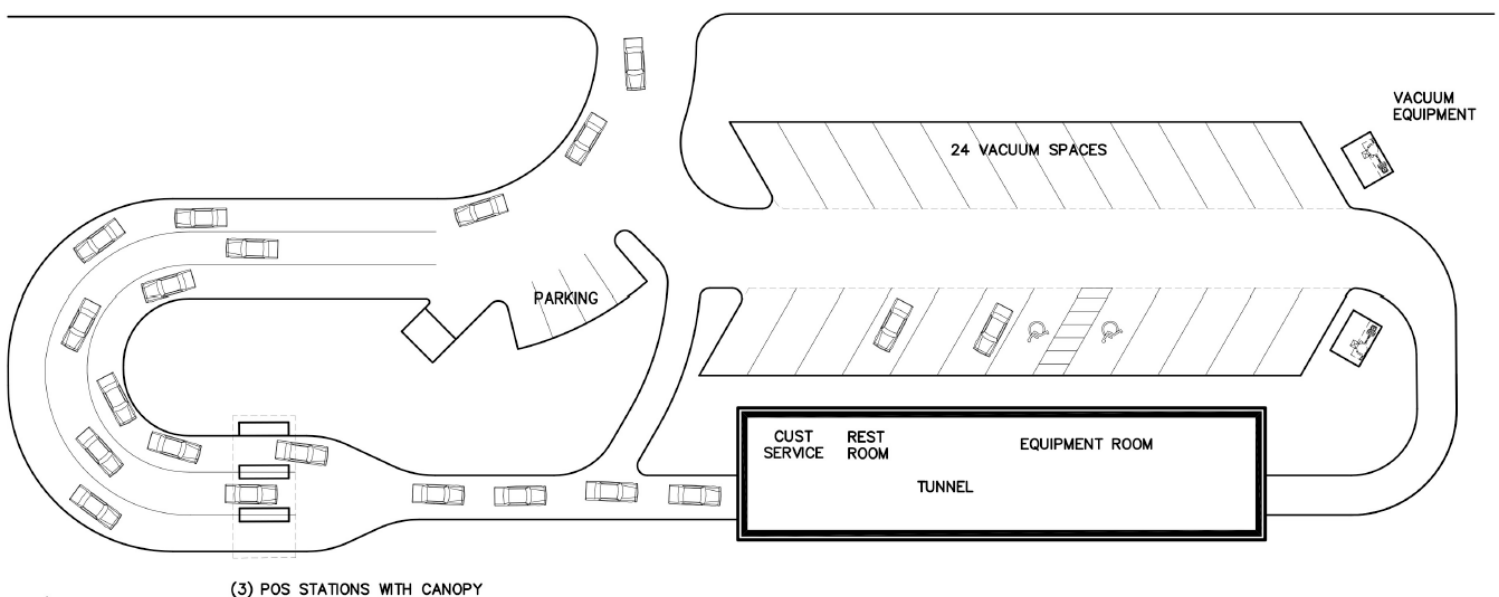
---



---



---







# I. Car Wash Business Formats

## Self-Serve:

- Customer pulls into bay and uses a high-pressure wand to wash exterior of own car
  - A foaming brush may also be included as an option
  - Payment is for a length of time, which can usually be extended
  - Throughput varies since customers sometimes stay in bay for a while
  - Customer sometimes spray floor mats and even non-automotive items while in the bay
  - Vacuums for use by the customer at an additional fee, before or after exterior wash
  - About half of self-serve operations also have in-bay automatics
  - Minimal vending items can include cloths for cleaning or drying
- Least amount of staffing required among all formats
  - Level of involvement by owner/operator can vary
  - Requires about 0.5-1 acre of land
  - Cleaning and maintenance takes approximately 20 hours per week—often contracted out

### Notes:

---



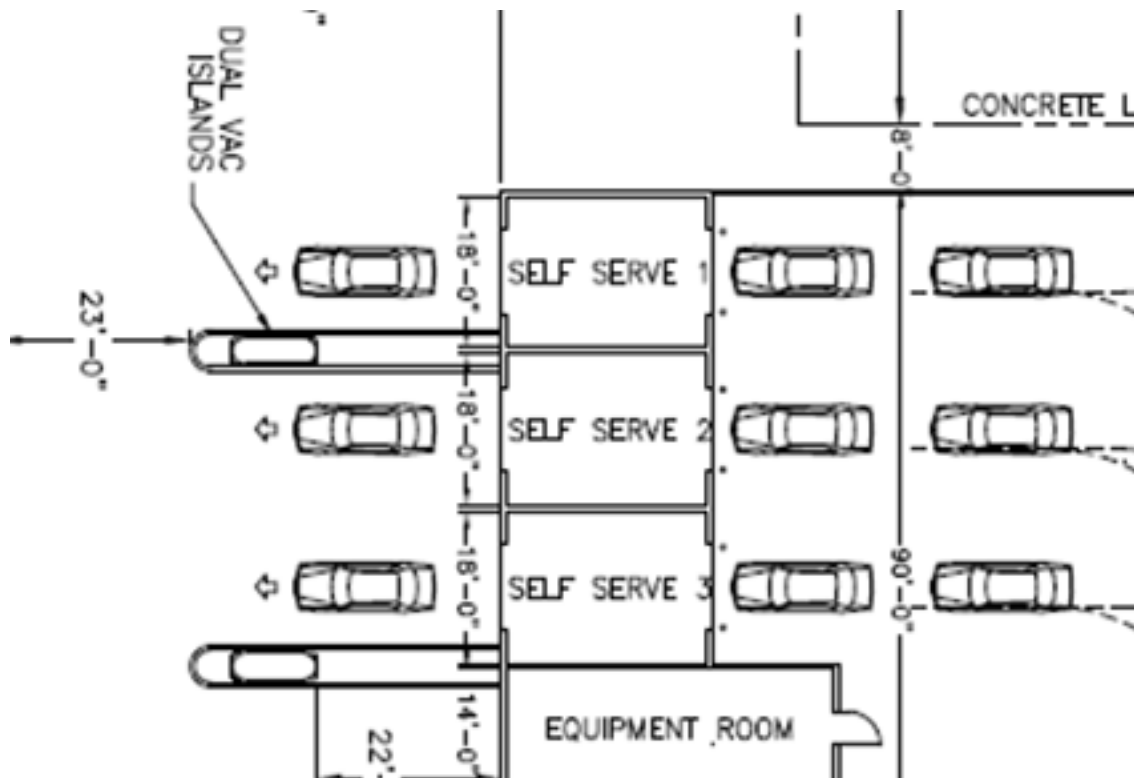
---



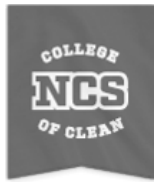
---



---



# I. Car Wash Business Formats



## 3 Minutes to Plan

What have you learned or decided during this section that you want to incorporate into your business plan? Here are a couple of questions to help you reflect and take notes.

1. Which format appeals to you the most?

---

---

---

2. Which format do you think has the greatest likelihood for success in your market?

---

---

---

3. What was one of the more surprising things you learned during this discussion about car wash formats?

---

---

---

Insert carwash format comparison table regarding costs

-cost

-labour

-disclaimer

# II. Industry Overview - Study

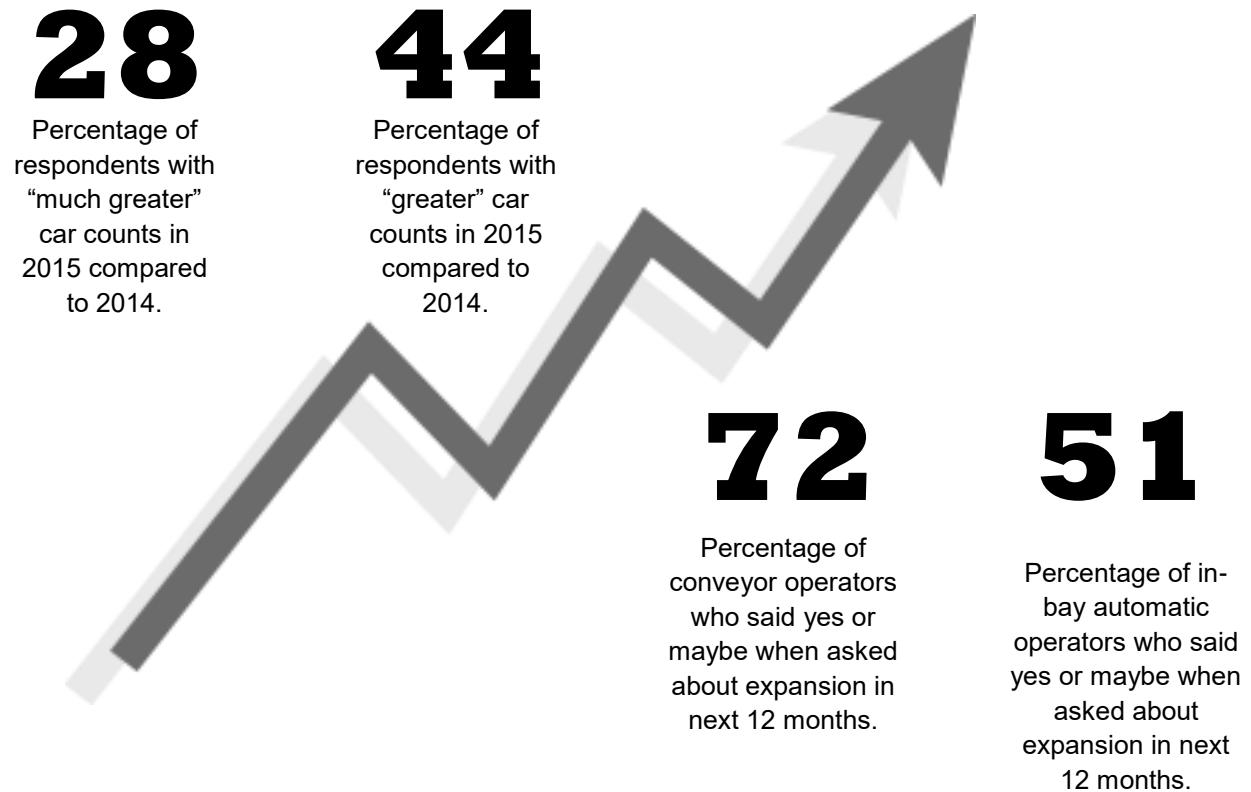


Professional Carwashing & Detailing Magazine

Professional Carwashing Industry Report Published 05/01/2017

Source: <https://www.carwash.com/pcd-releases-professional-carwashing-industry-report/>

Operators are optimistic about both car counts and revenue in the coming year.



## Top Concerns

1. Recruiting, training, and retaining good employees
2. Weather
3. Equipment issues
4. Utility fees
5. U.S. economy

Notes: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Here's how you can purchase the entire report:

The Professional Carwashing Industry Report (published 05/01/2017, 23 pages) is available for \$249.99 from Professional Carwashing & Detailing magazine. Visit <https://www.carwash.com/industryreport>.

## II. Industry Overview - Statistics

In a February 1, 2017, Auto Laundry News article, author Robert Roman says, “Analysts expect industry wash revenues to grow at 3 percent through 2018, and pundits expect orders for 500 conveyors annually.”

Statistics below are from [www.statisticbrain.com/car-wash-car-detail-industry-stats/](http://www.statisticbrain.com/car-wash-car-detail-industry-stats/). Most of the information appears to be about five years old (from about 2012).

<b>Carwash Industry Statistics</b>	<b>Data</b>
Car wash industry annual revenue	\$5.8 billion
Car wash industry annual revenue including gas purchases	\$48 billion
Number of full-service car washes	9,000
Number of exterior conveyor washes	10,500
Number of self-serve car washes	36,000
Number of in-bay automatics	58,000
Total number of car washes	113,000
Total number of car wash employees	350,000
Number of cars washed annually	2.3 billion
Number of cars washed per day	8 million
Percent of car washes that also dispense gasoline	65%
Percent of car washes owned by small business persons	90%
<b>In-Bay Automatic Statistics for a Single Operation</b>	
Average number of cars washed annually	19,947
Average sale per vehicle	\$6.34
Average profit per vehicle	\$4.35
Average annual profit	\$86,531
Average annual revenue	\$139,000
<b>Self-Serve Statistics for a Single Operation</b>	
Average monthly revenue per bay	\$1,489
Average percent of time bay is in use	10 %
Average annual revenue for a 2-bay operation	\$41,000
<b>Tunnel Carwash Statistics for a Single Operation</b>	
Average number of cars washed per year	45,750
Average price per carwash	\$15
Average annual revenue	\$686,250
<b>Busiest Carwash Days by Percent of Weekly Washes</b>	
Saturday	25%
Friday	20%
Sunday	12%
Monday	12%
<b>Strongest Seasons of the Year by Percent of Sales</b>	
Winter	32 %
Spring	25 %
Summer	25 %
Fall	18 %



## II. Industry Overview - Observations



The following observations have been made by your College of Clean facilitators in their daily involvement in the car wash industry, as of May 2017.

1. Average revenue per car is increasing.
2. Consolidation is taking place. There are more multi-site operators (MSOs) and more chains.
3. Express exterior format is growing rapidly.
4. The industry is becoming safer due to better practices and chemicals, and more professional management.
5. New washing material (closed cell foam) results in significantly less car damage and lasts longer.
6. The industry is becoming more professional and its image continues to rise.
7. Demands of consumers have changed dramatically. They have higher expectations and women have replaced men as the primary customers.
8. In the past, 80% of washes did not meet owner expectations. That has reversed: Today about 80% of washes DO meet owner expectations. The industry has improved.
9. The wash experience has become more theatrical, with colors, fragrances, new application methods, and flashier signage.
10. Pay-station technology is allowing more marketing options. Unlimited washes for an annual or monthly fee is a growing trend.
11. Quality behind the wash chemistry has become more effective and concentrated.
12. Reclaiming water is becoming more standard.
13. The industry is popular with investors at this time.
14. Homework is required to get into the industry now.
15. It is a difficult industry in which to start from scratch, due to learning curves in mechanical areas, retailing savvy, marketing experience, technology, and employee involvement.
16. The industry is protected in that the service must be performed locally. It cannot be out-sourced to another country or have sales lost to people far away via an app or the internet.
17. Thought to consider: At what point will driverless cars go through washes?



# II. Industry Overview



## 3 Minutes to Plan

What have you learned or decided during this section that you want to incorporate into your business plan? Here are five questions to help you reflect and take notes.

1. Which industry trends seem promising and make a good case for your new operation in the business plan?

---

---

---

1. How will you go about mitigating some of the top concerns to make sure they don't disrupt your business?

---

---

---

1. In what ways do you intend to make use of the rise in technology in the car wash business?

---

---

---

---

1. Do you intend to include a water reclaim system? If so, state that here in such a way to make it sound important and key to your operation. If not, why not?

---

---

---

---

---

1. What do you see as a current or future trend in your area that you can include in your business plan?

---

---

---

---

---



# III. Personal Assessment

## Are You a Good Fit with the Car Wash Industry?

The car wash business requires a great deal of management skill and financial savvy. The traditional management areas of planning, organizing, directing, controlling, and staffing definitely come into play.

**Planning** Are you willing to think ahead and document your thoughts?

**Organizing** Can you prioritize and fit all the details together in a structured way?

**Directing** Do you have the leadership skills to delegate and make decisions?

**Controlling** Are you dedicated to comparing results with your plan and take corrective action?

**Staffing** If you need employees, do you have the patience and people skills to work with them?

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Financial Responsibilities

**Scrutiny** Are you willing to have your credit score evaluated?

**Comfort** Are you comfortable understanding income statements, cash flow, and accounting?

**Risk** How will you and your family handle the stress of investing in a business?

**Capital** Do you have enough in personal investments to provide seed money?

**Professionals** Are you willing to include professionals, such as lawyers and insurance agents?

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## The Six Ms of Car Wash Management

Respond to the 24 attributes on the next page to become more aware of the challenges inherent in the car wash business. Be sure you are a reasonable fit with the industry in order to increase the odds that you end up in a situation that will bring you happiness and success.



# III. Personality Profile - The 6 Ms

For each attribute, circle the number that best describes you:

5 = Definitely agree, 4 = Usually agree, 3 = Sometimes agree, 2 = Neutral, 1 = Not really me

## 1. Motivated

Motivated Total \_\_\_\_\_

- 1. I have the time to devote to a business. 5 4 3 2 1
- 2. I am willing to make personal financial investments. 5 4 3 2 1
- 3. I am able to educate myself and learn new things. 5 4 3 2 1
- 4. I enjoy the perks of running a successful business. 5 4 3 2 1

## 2. Managerial

Managerial Total \_\_\_\_\_

- 1. I get along well with people and enjoy teaching others. 5 4 3 2 1
- 2. I am able to delegate to others in smart and tolerant ways. 5 4 3 2 1
- 3. I am capable of understanding and applying a business plan. 5 4 3 2 1
- 4. I can do the paperwork required by regulations and reporting. 5 4 3 2 1

## 3. Marketer

Marketer Total \_\_\_\_\_

- 1. I like to find niches for new clients - not just wait for customers to arrive. 5 4 3 2 1
- 2. I like to create fresh reasons for customers to use my business. 5 4 3 2 1
- 3. I am a natural promoter. 5 4 3 2 1
- 4. I can think ahead enough to plan promotions for seasons in the future. 5 4 3 2 1

## 4. Mechanical

Mechanical Total \_\_\_\_\_

- 1. I like to fix things with my hands. 5 4 3 2 1
- 2. I am handy with plumbing and electrical issues. 5 4 3 2 1
- 3. I am good at trouble-shooting mechanical problems. 5 4 3 2 1
- 4. I enjoy playing with motors. 5 4 3 2 1

## 5. Malleable

Malleable Total \_\_\_\_\_

- 1. I can change plans due to factors beyond my control. 5 4 3 2 1
- 2. I deal with conflict and problems reasonably well. 5 4 3 2 1
- 3. I can handle criticism from friends and neighbors. 5 4 3 2 1
- 4. I have methods of handling stress well. 5 4 3 2 1

## 6. Meticulous

Meticulous Total \_\_\_\_\_

- 1. I like things clean. 5 4 3 2 1
- 2. I have an attention to detail. 5 4 3 2 1
- 3. I would insist on regular testing of chemical use. 5 4 3 2 1
- 4. I can keep records to know my costs per wash. 5 4 3 2 1





# III. Personality Profile - The 6 Ms

Shade in each bar up to your total score for the areas on the previous page.

For each trait that scores less than 16, determine how you will manage that area. Will you partner with or retain another person who has that strength? Or will you somehow increase your interest or aptitude in that area?

Are you strong in at least four of the traits? Do you need to seriously consider if car washing is a good fit?

## 1. Motivated

4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Willing to invest time, resources, and be action-oriented.

## 2. Managerial

4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Able to create a plan, lead people, and finish paperwork.

## 3. Marketer

4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

I can do research, promote, and sell.

## 4. Mechanical

4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Willing to get my hands dirty, trouble shoot, and fix things.

## 5. Malleable

4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

I can go with the flow, be flexible, and manage stress.

## 6. Meticulous

4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

I will run an organized operation with an attention to detail.



# III. Personality Profile

## 3 Minutes to Plan

What have you learned or decided during this section that you want to incorporate into your business plan? Here are five questions to help you reflect and take notes.

1. Which of the personality traits are strong for you? In what ways might you stress this in your business plan?

---

---

---

---

2. Which of the personal traits are relative weaknesses for you? In what way do you plan to overcome/manage those areas?

---

---

---

---

3. Who do you know that might complement your strengths? (Maybe they are strong in finances, technology, mechanics, working with people, marketing, etc.)

---

---

---

---

4. In what ways do you plan to manage the stress, find work-home balance, and communicate with family about work?

---

---

---

---

5. Where do you fall on the "attention to detail" scale? Too much of a perfectionist? Too little attention, which could make your wash sloppy? Just right? How do you plan to achieve the optimum balance, regardless of your tendencies?

---

---

---

---

---

---

---

---



# IV. Role of an Industry Advisor

## Mistakes Avoided + Shortcuts + Deals = Money to Fund an Advisor

As the car wash industry has become more complicated and involves higher financial expenditure and gain, the role of a car wash advisor has emerged. A person can pay their tuition to the School of Hard Knocks as they go, or they can find someone to trust who has no other agenda other than seeing you succeed.

Along the way you will meet equipment dealers, lawyers, architects, financial representatives, chemical distributors, and many more. Most of them will give you good advice, but most won't have the time to watch for the potential potholes and pitfalls every step of the way.

## Industry Conference Leaders, Some Distributors, and Current Owner/Operators

You may be lucky enough to find a trusted advisor right under your nose. It could very well be that one of the people you've met may be willing to take the time to focus on you, either as an unpaid mentor or for a fee that will free up some of their time. What are you looking for?

**Experience.** Learn from their lessons.

**Listener.** Will they just rattle off their pet peeves or will they listen to your situation?

**Connections.** The car wash industry is a small world and they should know people.

**Growth.** Are they still riding their lucky car wash sale from 20 years ago or are they up to date?

## Engaging a Professional Advisor

If you hire a firm to serve as your advisor, here are some questions to ask:

1. Please tell me about three of your most recent clients.
2. What is your background in the car wash industry?
3. Tell me if your expertise is stronger in planning or operations? Marketing or accounting? Installing systems or maintaining systems? Which equipment brands do you know best? Are you more of a "as long as it takes" person, or a "deadlines are very important" person? In what ways have you used a formal or informal business plan?
4. On a scale of 1 to 10 with 10 being most important, how would I rate compared to your other clients?
5. What are the primary ways you or you company makes its income?
6. When can I meet you at your office or warehouse?
7. Can you please give me a couple of names and numbers I can contact as references?

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# IV. Role of an Industry Advisor



## 3 Minutes to Plan

What have you learned or decided during this section that you want to incorporate into your business plan? Here are five questions to help you reflect and take notes.

1. Who has been your most trusted industry advisor to this point? To what extent do you think you need a specific advisor?

---

---

---

2. Whether as an official advisor or not, where are the places you feel best about finding sound advice regarding your specific operation and plans?

---

---

---

3. What experiences do you believe would be most valuable for you to hear from an advisor?

---

---

---

4. What do you think will be your favorite ways to learn about the industry?

---

---

---

5. What will be your go-to method of making decisions at each step? Sleeping on it? Getting advice? Gathering a team who will make recommendations to you? Create electronic decision trees or lists of pros and cons? What works for you?

---

---

---



# V. Site Selection

Scoring factors assume an exterior express wash format. Choose one row per factor unless otherwise directed.

_____	<b>1. Area Type</b>	Notes: _____
3	Retail shopping/big box	_____
2	Local traffic/small retail/residential	_____
-1	Industrial	_____
-4	Freeway/ Commuter	_____

_____	<b>2. Area Trend</b>	Notes: _____
3	New growth area, already developed	_____
2	Developing area not quite developed	_____
1	Stagnant area, no new growth	_____
-5	Declining older area, business and residential moving out	_____

_____	<b>3. Predominant Area Ages</b>	Notes: _____
-1	<24	_____
3	25-65	_____
-1	>65	_____

_____	<b>4. Population Density (People within a 3-mile radius.)</b>	Notes: _____
3	50,000	_____
2	30,000	_____
1	20,000	_____
-1	5,000	_____

_____	<b>5. Household income</b>	Notes: _____
1	High	_____
3	Middle	_____
2	Low	_____

# V. Site Selection



Scoring factors assume an exterior express wash format. Choose one row per factor unless otherwise directed.

_____	<b>6. Competition</b> (#of sites within 3 miles. Multiply each and add all.)	Notes: _____
1	Full service (Yes, that's a positive 1. It's an opportunity to convert.)	_____
-3	<b>Flex serve</b>	_____
-3	<b>Exterior express</b>	_____
0	In bay automatic	_____
0	Self serve	_____

_____	<b>7. Utilities Availability</b> (Only score those that apply.)	Notes: _____
-10	<b>Sewer/water not available</b>	_____
-5	<b>Three-phase electrical not available</b>	_____
-4	<b>Internet not available</b>	_____

_____	<b>8. Site Visibility at 300 Feet</b>	Notes: _____
3	<b>Good both directions</b>	_____
1	Good one direction	_____
-5	<b>Poor visibility</b>	_____

_____	<b>9. Signage Capability</b>	Notes: _____
3	<b>Excellent</b>	_____
0	Limited	_____
-3	<b>Poor</b>	_____

_____	<b>10. Traffic Volume per Day</b>	Notes: _____
1	>60k	_____
3	<b>30-60k</b>	_____
2	<b>20-30k</b>	_____
1	10-20k	_____
-5	<10k	_____



# V. Site Selection

_____	<b>11. Traffic Speed</b> (Actual speed - not posted.)	Notes: _____
-3	>55 mph	_____
1	45-55 mph	_____
3	<b>35-45 mph</b>	_____
0	<35 mph	_____

_____	<b>12. Site Access</b>	Notes: _____
3	<b>Easy ingress &amp; egress</b>	_____
-5	<b>Difficult ingress &amp; egress</b>	_____

_____	<b>13. Site Layout</b>	Notes: _____
2	<b>Excellent</b>	_____
1	Good	_____
-1	<b>Poor</b>	_____

_____	<b>14. Land Parcel Size</b>	Notes: _____
1	More than is needed	_____
3	<b>Perfect size and position</b>	_____
1	Slightly less than ideal	_____
-3	<b>A little small</b>	_____

_____	<b>15. Stacking Capability</b>	Notes: _____
3	<b>&gt;12 car stacking</b>	_____
1	6-12 car stacking	_____
-5	<b>&lt;6 car stacking</b>	_____

\_\_\_\_\_ **Total Score** (Maximum score of 38, not considering competition advantages.)

- Scoring**
- 32-38 Excellent location
  - 26-31 Probably a feasible location, but examine negative areas
  - 20-25 Analyze in much greater detail**
  - 15-19 High risk
  - <15 Look elsewhere

Use all numbers as guides and not as guarantees. You may use your judgment to select numerical grades not listed. Factors listed at -5 could be deal breakers.

# V. Site Selection - Purchase Existing Location



## Much of the Same Criteria

If you are hoping to purchase an existing car wash operation, much of the same information will apply. You can still evaluate the location and use the information in this workshop to measure its potential. In addition, here is a checklist of items to consider if buying an existing wash.

## Check These Items When Looking to Buy an Existing Car Wash

- Location.** Just like a new site, determine whether the area is growing or in decline.
- Competition.** What's the current and potential competitive environment?
- General Condition.** Is it clean and attractive?
- Equipment.** How old is the current equipment? How well has it been maintained?
- Maintenance Person.** Try to speak with the person who has been maintaining the site.
- Revenue.** What have the wash count, average ticket, and total revenue been?
- Expenses.** Check utility bills, wages, and other expenses from the books.
- Chemical Invoices.** These will help you verify wash counts, along with water usage.
- Reclaim.** Is there a system and what is its condition?
- Reputation.** Check with neighbors (including businesses) and people coming in for washes.
- Observation.** Sit and count cars for hours or days to get an accurate picture.

# V. Site Selection



## 3 Minutes to Plan

What have you learned or decided during this section that you want to incorporate into your business plan? Here are five questions to help you reflect and take notes.

1. Which selection criteria are most important to you at this time?

---

---

---

2. Of the criteria discussed today, which one differed most from your previous understanding?

---

---

---

3. How do you plan to look for a good location?

---

---

---

4. Who do you think might be good sources of information about real estate in your area? (Do you have friends in real estate? Are you comfortable checking with local government agencies, such as city or county offices? Do you know people running franchises whose organization may have recently investigated traffic counts?)

---

---

---

5. Which areas in your territory seem to be showing the best growth?

---

---

---

# VI. Site Layout



## Factors

- A. **Site Flow** - Can customer get in, out and around in a natural pattern?
- B. **Turning Radius** - Nothing too tight.
- C. **Pay station Location/Layout** - Think about cues before and after pay stations.
- D. **Vacuums** - How many? Do you want customers going there after a tunnel?
- E. **Interior Services** - Lobby and vending for customers? Detailing area for employees?
- F. **Stacking** - Make sure there is adequate room for cars to line up safely.
- G. **Overall Site Visibility** - Can customers find what they're looking for?

## Lot Size

Most sites will operate on 1-2 acres of land with a half acre as a basic minimum. You might need four acres if you have a lot going on.

- Building footprint
- Parking
- Widths of driveways and sidewalks
- Drainage detention or greenbelt requirements
- Setbacks, easements and other city requirements
- Access to utilities - electricity, water, sewer, gas, internet

## Zoning

Is the land already zoned to accommodate a commercial car wash operation?

## Price

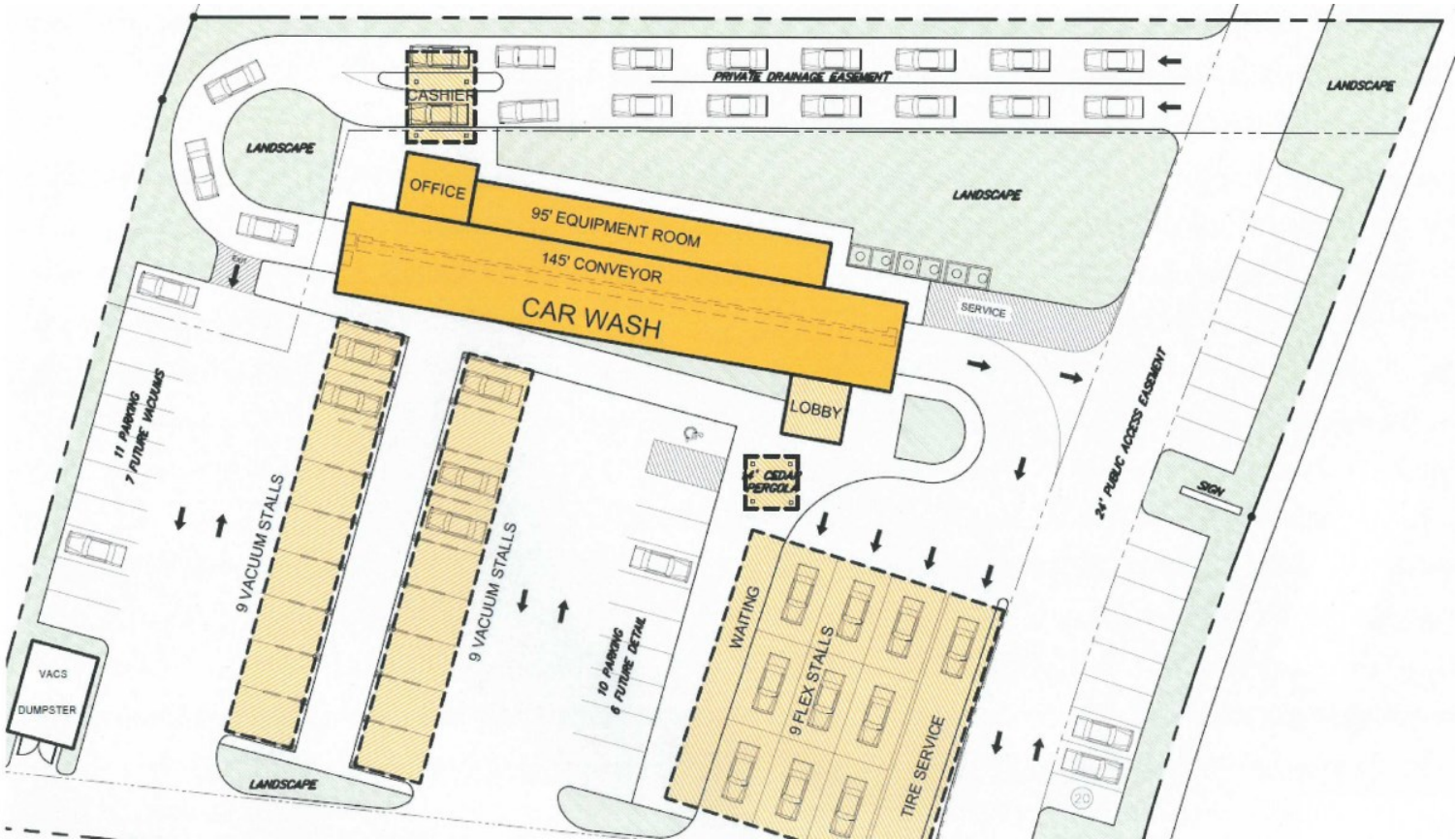
For the operation to make a profit, the price must be reasonable.

## Looking at Lots

Remember to look at a possible lot at different times of day and in various weather conditions. Talk to the city about the lot. The city may even have access to good traffic counts for you.



# VI. Site Layout - Flex Serve



**NOTES:**

---

---

---

---

---

---

---

---



# VI. Site Layout - Flex Serve



Example: Palms Car Wash, Austin, TX,

Tunnel is a 205' conveyor.

Here are the four detailing packages they offer as part of their flex serve model.

## Super Clean express

- Complete interior vacuum
- Cleaning of door panels, dash/console, cup holders vents and steering column (radio control panel excluded)
- Clean door jambs
- Apply dressing on dash and door panels
- Use high volume air to remove trapped debris in air vents and hard to get areas
- Interior / Exterior windows cleaned
- Fragrance of choice

small to medium vehicles **\$39<sup>99</sup>** Trucks, SUVs and suburbans **\$44<sup>99</sup>**



## Seat Shampoo & Conditioner express

- Shampoo & commercial grade hot water extractor for cloth
- Leather or cloth seat cleaning using high-quality conditioning compounds
- Removes all non-permanent stains

small to medium vehicles **\$39<sup>99</sup>** Trucks, SUVs and suburbans **\$44<sup>99</sup>**



## Carpet Shampoo express

- Complete interior vacuum
- Pre-treat spots with cleaning solution
- Rotary brush scrubbing of carpets
- Steamed cleaned with enzyme and pre-stain remover
- Commercial grade hot water extractors
- All floor mats cleaned & shampooed (w/ Rhino Mat Technology)
- Removes all non-permanent stains

small to medium vehicles **\$39<sup>99</sup>** Trucks, SUVs and suburbans **\$44<sup>99</sup>**



## Express Wax

- Meguiar's wax applied with random orbital polisher
- Cleans dirt & light oxidation leaving a high-gloss finish



small to medium vehicles **\$39<sup>99</sup>** Trucks, SUVs and suburbans **\$44<sup>99</sup>**



NOTES:

---

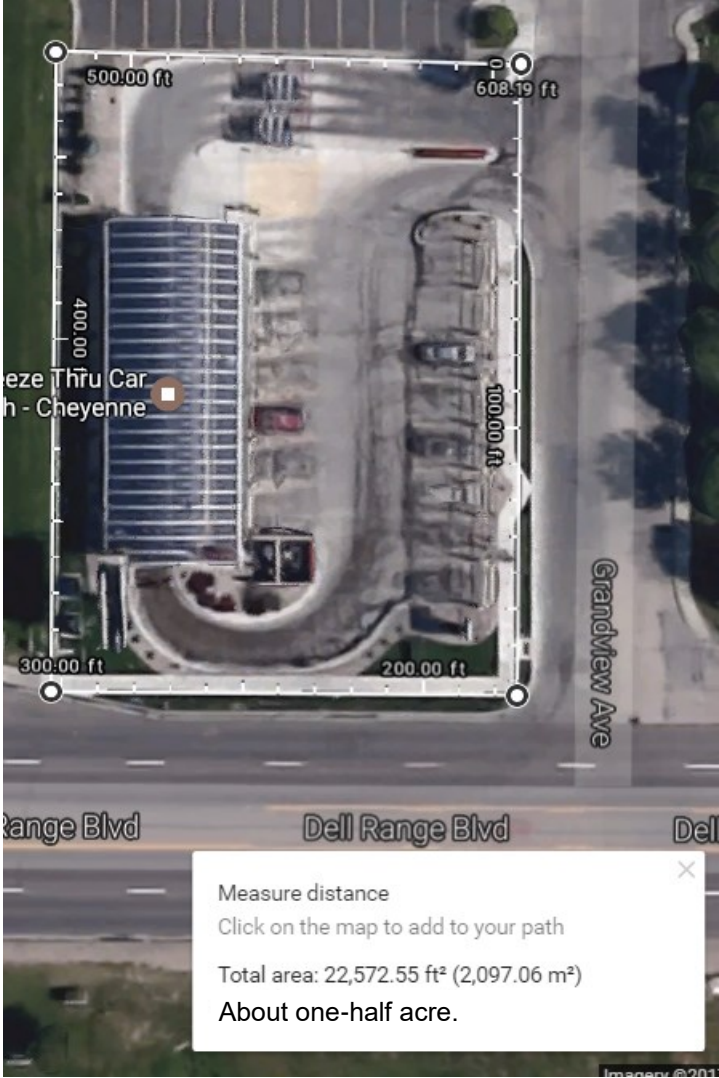
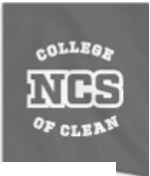


---



---

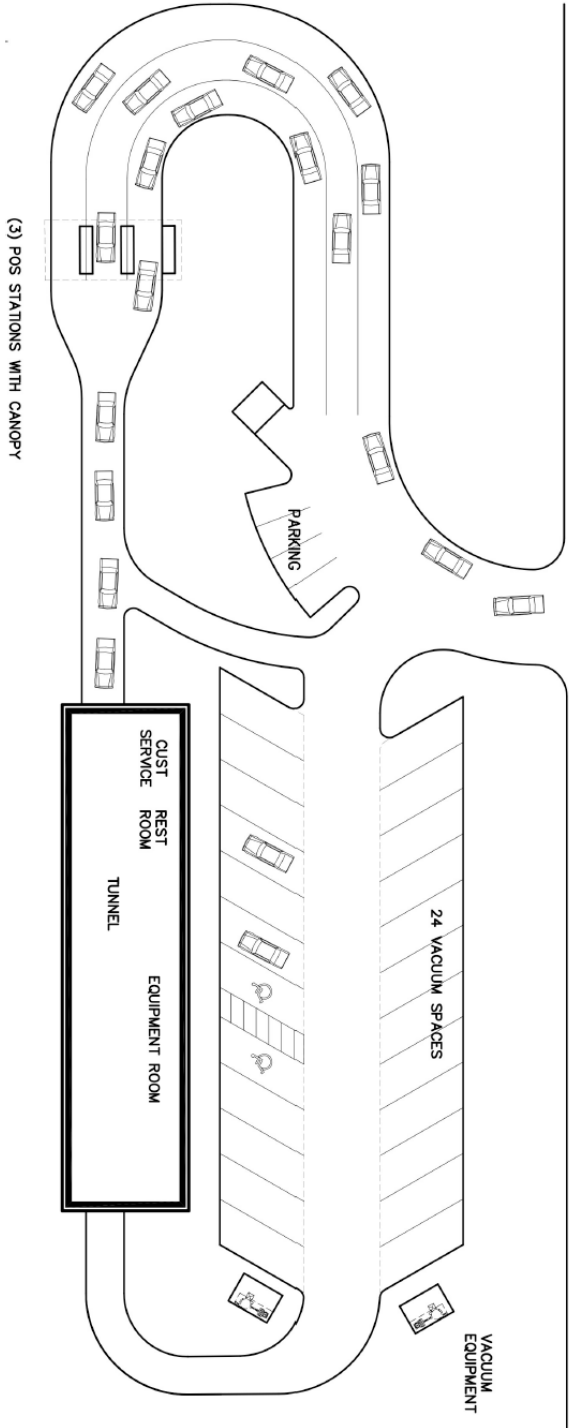
# VI. Site Layout - Express Exterior



## Breeze Thru Car Wash

Cheyenne, WY

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



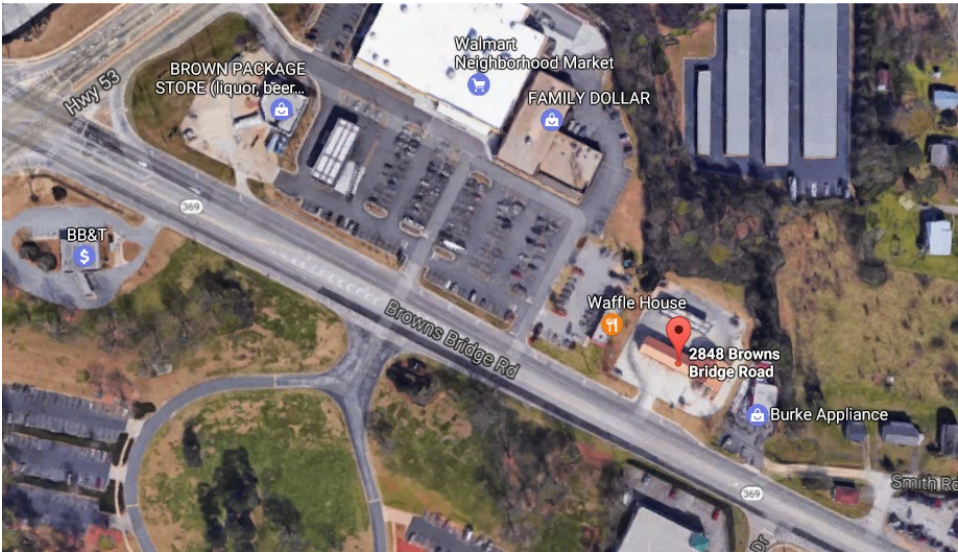
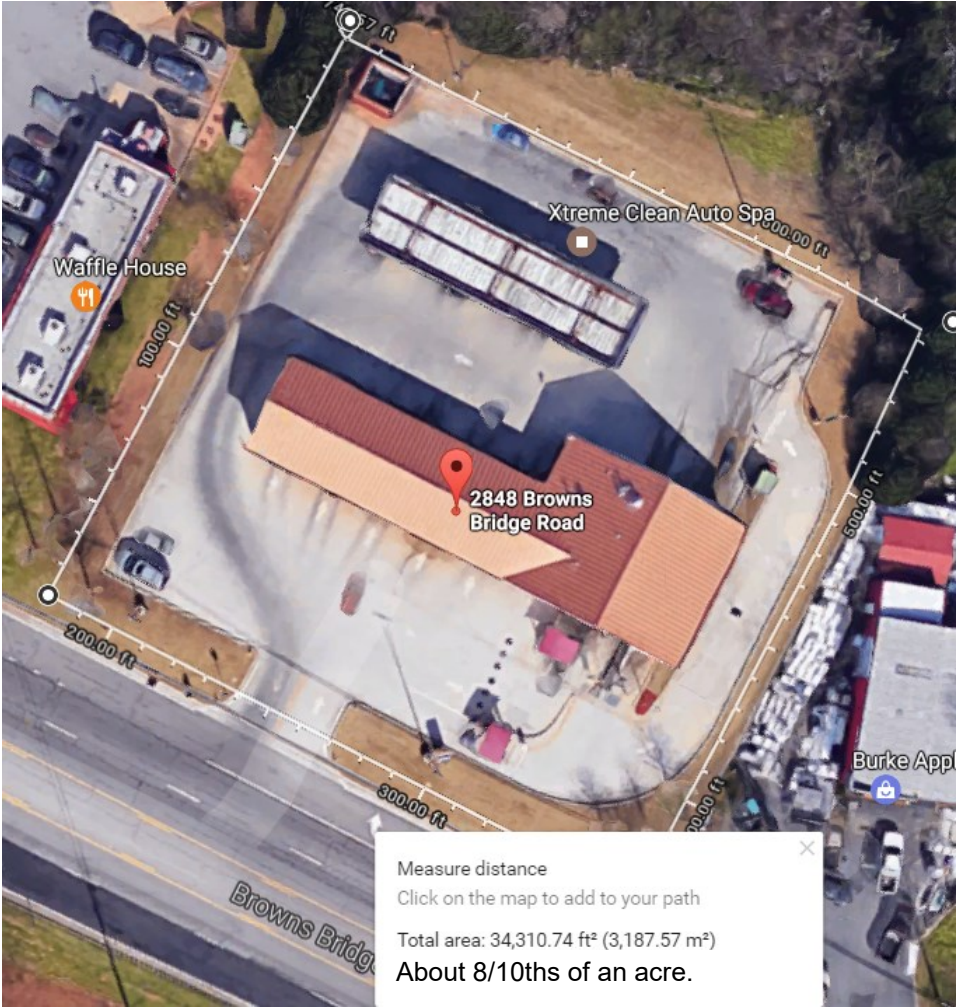


# VI. Site Layout - Mixed Set of Bays



Xtreme Clean Auto Spa, Georgia

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# VI. Site Layout



## 3 Minutes to Plan

What have you learned or decided during this section what you want to incorporate into your business plan? Here are five questions to help you reflect and take notes.

1. If your lot allowed any type of configuration, what site layout characteristics do you currently favor the most?

---

---

---

2. Are you more likely to search for a site, then create a layout that works (due to a tight real estate market), or are you more likely to create a site layout you want and then search for a lot that will fit that layout (real estate would have to be more plentiful)?

---

---

---

3. Among the operations analyzed in this section, what is one of the features you liked the most and why?

---

---

---

4. After examining site layouts more closely, did anything influence you to pursue one operational format more aggressively? If so, what?

---

---

---

5. What are the two most important things you learned about site layouts during this time?

---

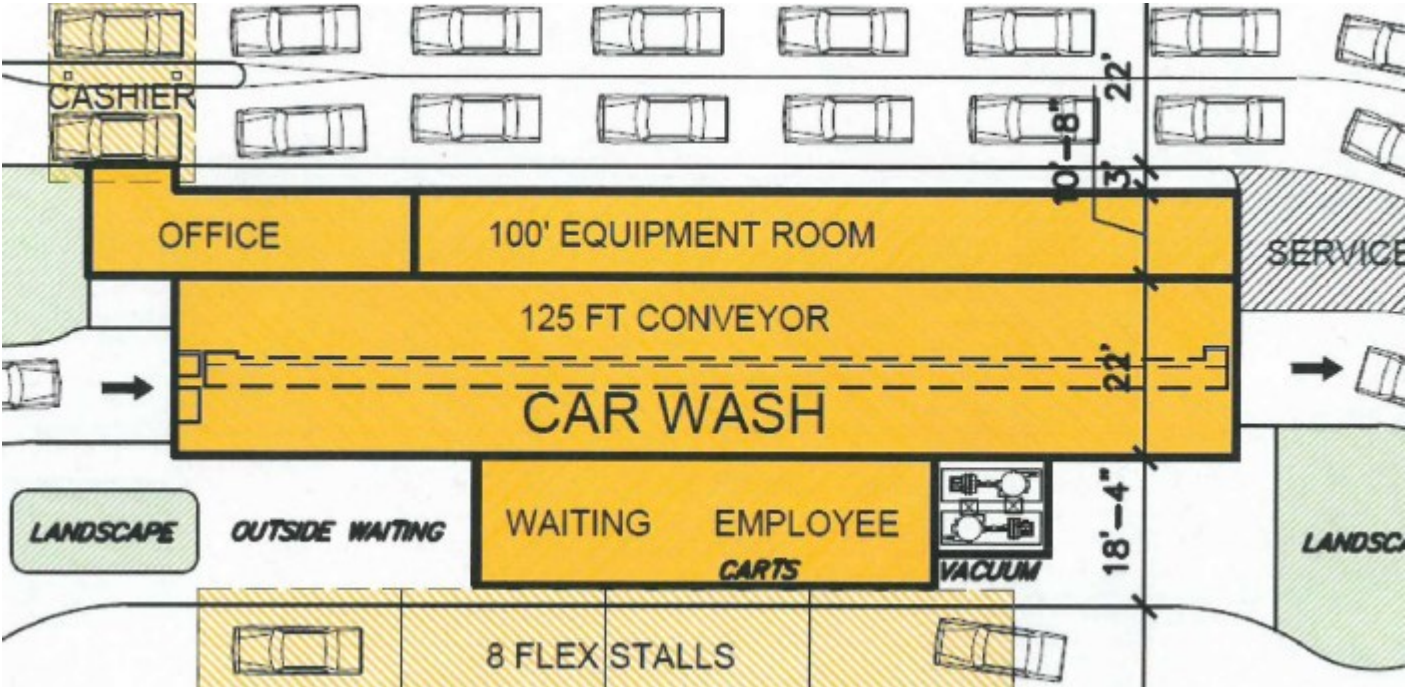
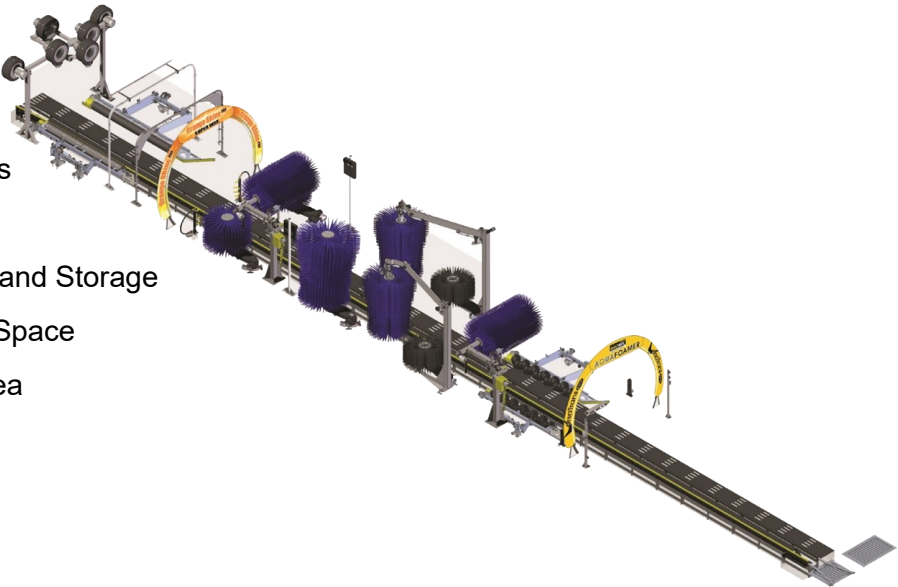
---

---

# VII. Building and Bay Layout

## Considerations

- A. Bays or Tunnels
- B. Back Room(s) for:
  - Chemicals
  - Chemical Systems
  - Compressor
  - Other Equipment and Storage
- C. Office and Personnel Space
- D. Lobby and Waiting Area
- E. Restrooms
- F. Detail Center
- G. Interior Services
- H. Prep Area



**NOTES:**

---



---

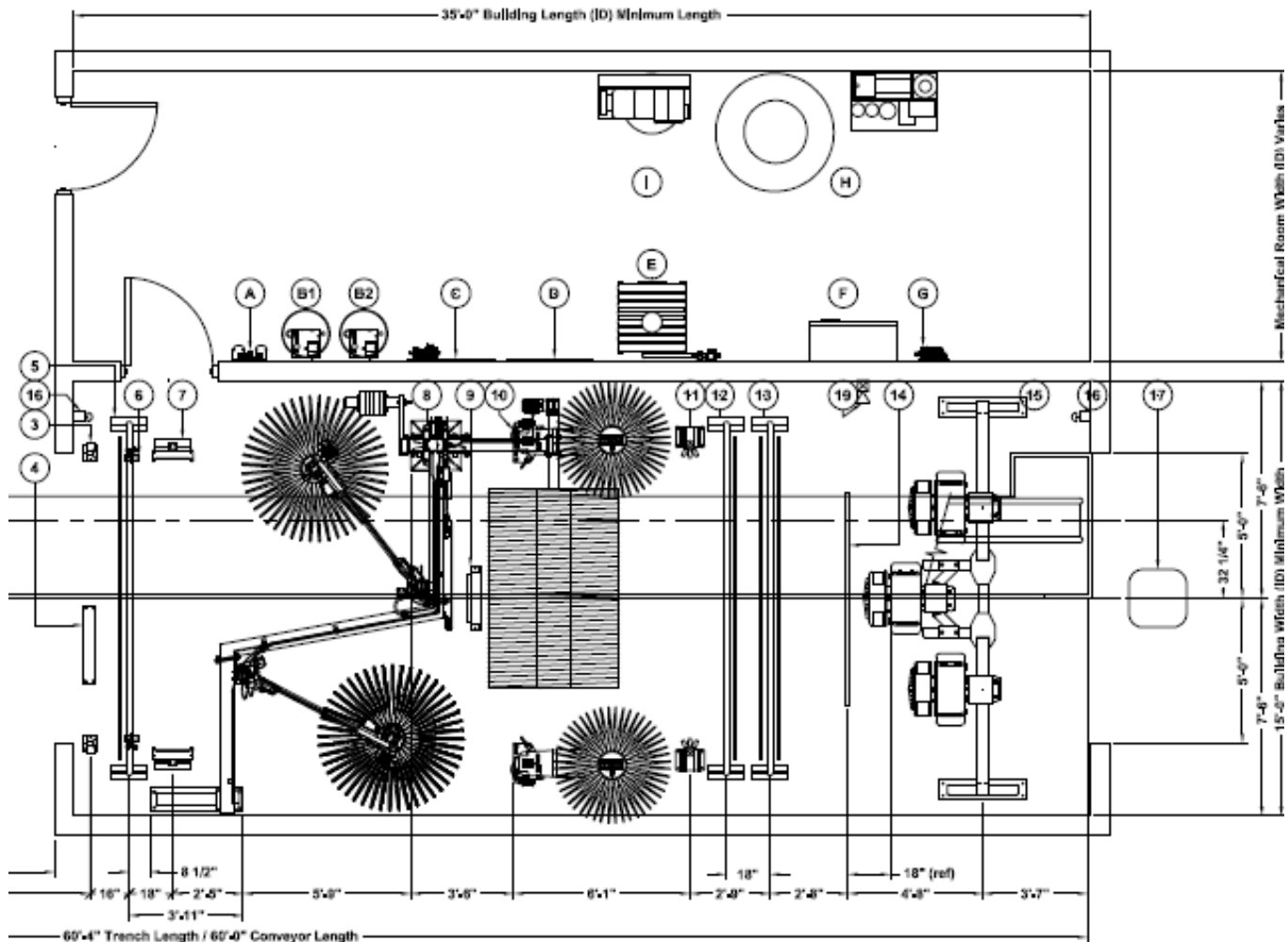


---



# VII. Building and Bay Layout

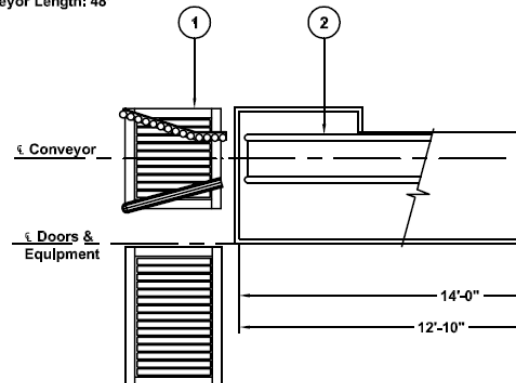
## In-Bay Express



Item No.	Equipment
1	Correlator
2	Conveyor
3	Photo Eyes (double)
4	Mat Switch
5	Presoak
6	Tire Chemical Applicator
7	Triple Foam Streamer
8	Z-Frame
9	Underchassis
10	Low Side Washer
11	Wheel Blaster - 6 Nozzle
12	Final Rinse
13	Drying Agent Clear Coat
14	Spot Free Rinse
15	Dryer
16	Emergency Stop Button
17	Anti-collision Loop
18	Wait/Go Light
19	Warning Horn

Item No.	Equipment
A	Triple Foaming Dilution Station (triple foam streamer)
B1	Hydrafuse
B2	Hydrafuse
C	Air Panel
D	Water Panel
E	Magnum Pumping Station (WB600)
F	Tunnel Controller
G	Powerlock Air Panel
H	R/O System w/th Storage Tank
I	Air Compressor

Front Wheel Pull Option  
Conveyor Length: 48'



### NOTES:

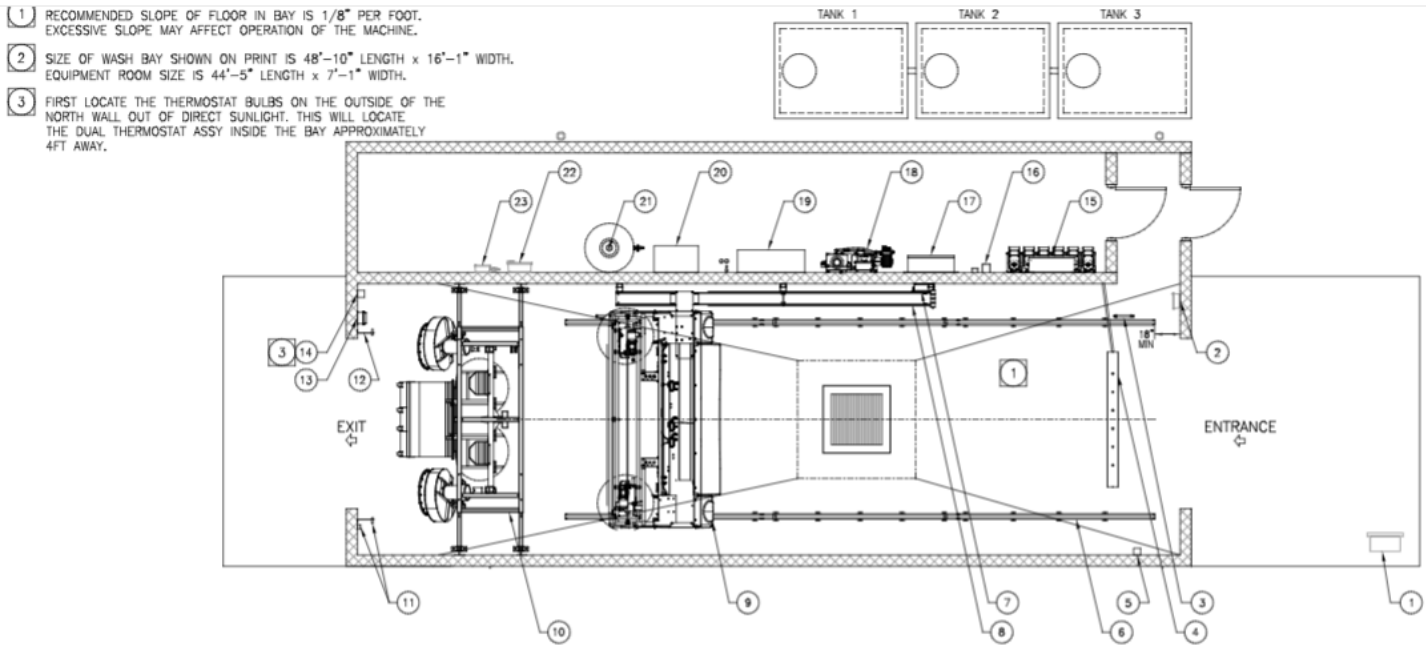
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# VII. Building and Bay Layout

## SoftGloss Maxx3 - Friction Rollover

Note the equipment room items. From left to right, they are:

- 23 - Dryer Pneumatic Box
- 22 - Dryer Electrical Box
- 21 - RO System 165-Gallon Storage Tank
- 20 - RainMaker II RO System
- 19 - EV UltraClear Reclaim System
- 18 - High-Pressure Pump Stand
- 17 - SoftGloss Maxx3 Electrical Control Box
- 16 - Wall-Mounted Valve Assembly
- 15 - Chemical Station Control Box



EQUIPMENT LEGEND: PROVIDED BY RYKO UNLESS NOTED.

REFERENCE NUMBER	DESCRIPTION	REFERENCE NUMBER	DESCRIPTION	REFERENCE NUMBER	DESCRIPTION
1	UNITEC C-START ACTIVATION	11	AUTO DOOR PHOTOEYE W/BACKET (JUNCTION BOX REQUIRED BY OTHERS)	21	R.O. SYSTEM 165 GALLON TANK
2	COMMUNICATION INTERFACE/TOUCHSCRN	12	AUTO DOOR PHOTOEYE W/BACKET	22	OHD THRUSTPRO DRYER ELECTRICAL CONTROL BOX
3	PROX END TRIP PLATE (2 PLCS)	13	AUTO DOOR RELAY BOX	23	OHD THRUSTPRO DRYER PNEUMATIC BOX
4	RAMP UNDERCAR MANIFOLD	14	DUAL BULB THERMOSTAT ASSY	24	UNITEC P.O.S. 4000
5	ENTRANCE ACTIVATION AIR SWITCH	15	CHEMICAL STATION CONTROL BOX		
6	35' FLOOR TRACKS	16	WALL MOUNTED VALVE ASSY/UNDERCAR (JUNCTION BOX REQUIRED BY OTHERS)		
7	WASH BAY TERMINAL BOX W/BUZZER	17	SGMX3 ELECTRICAL CONTROL BOX		
8	WALL MOUNTED CABLE TAGLINE	18	HIGH PRESSURE PUMP STAND		
9	SGMX3 MACHINE W/ONBOARD DRY	19	EV ULTRACLEAR RECLAIM SYSTEM		
10	OHD THRUSTPRO DRYER	20	RAINMAKER III R.O. SYSTEM		

### NOTES:

---



---

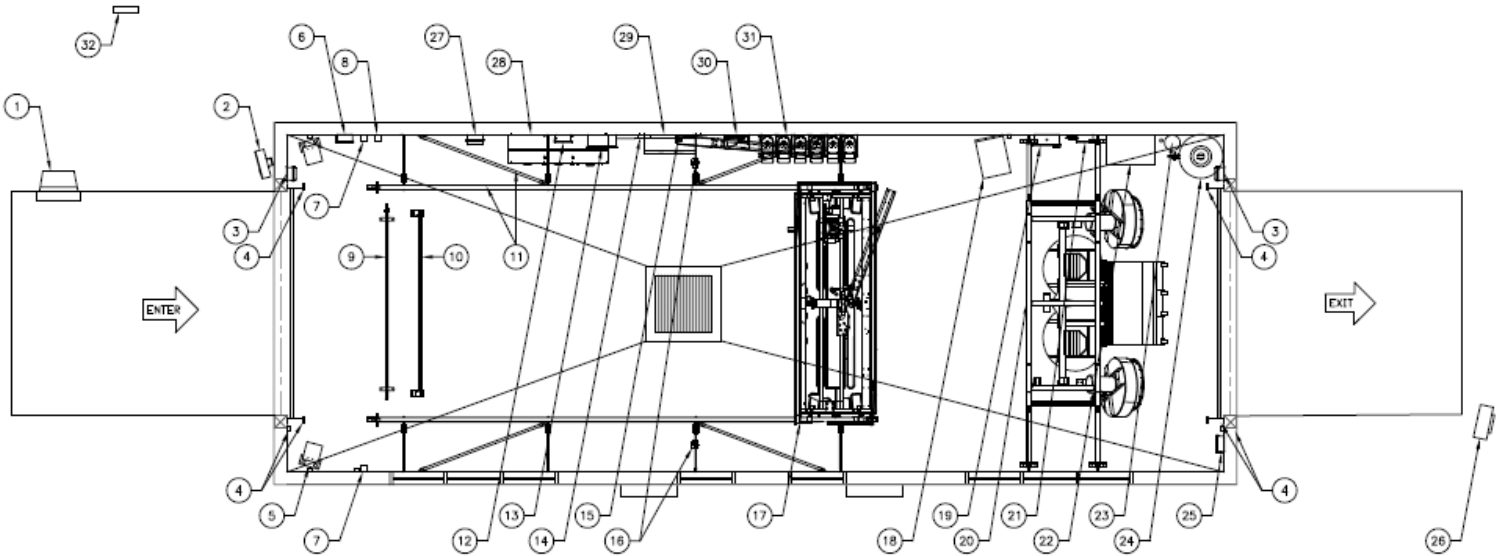


---

# VII. Building and Bay Layout

## Radius - Touch-Free Rollover

Note that the chemicals are located in the bay.



EQUIPMENT LEGEND: PROVIDED BY RYKO UNLESS NOTED.

REFERENCE NUMBER	DESCRIPTION	REFERENCE NUMBER	DESCRIPTION	REFERENCE NUMBER	DESCRIPTION
1	ENTERACT ACTIVATION	12	FROST ALARM CONTROL BOX	23	CARBON FILTER
2	LIGHTED 3 MESSAGE ENTRANCE SIGN	13	RADIUS WASH BAY TERMINAL BOX	24	100 GALLON R.O. STORAGE TANK
3	AUTO DOOR CONTROL BOX	14	RADIUS CABLE MOUNT BRACKET	25	COMMUNICATION INTERFACE W/TOUCHSCR
4	AUTO DOOR PHOTOEYE W/BRACKET (J-BOX PROVIDED BY OTHERS)	15	RADIUS WALL MOUNT BOOM	26	COUNTDOWN TIMER DISPLAY
5	OSCILLATING ROCKER PANEL PEDESTALS (J-BOX PROVIDED BY OTHERS)	16	SIDE ULTRASONIC SENSORS ON FLOOR STANDS	27	NETWORK TERMINAL BOX
6	ENTRANCE ACTIVATION RELAY BOX	17	RADIUS GANTRY	28	RADIUS PUMP STAND
7	ENTRANCE ACTIVATION PHOTOEYE W/ (J-BOX PROVIDED BY OTHERS)	18	CMD SIGN PEDESTAL MOUNT	29	RADIUS ELECTRICAL CONTROL BOX
8	ENTRANCE ACTIVATION AIR SWITCH	19	OVERHEAD THRUSTPRO DRYER ELECTRICAL CONTROL BOX	30	OFFBOARD CHEM PUMP/COLOR WAVE
9	TRENCH UNDERCAR MANIFOLD	20	OVERHEAD THRUSTPRO DRYER	31	CLEANFILL CHEMICAL TANKS
10	TIRE CHEMICAL MANIFOLD	21	OVERHEAD THRUSTPRO DRYER PNEUMATIC CONTROL BOX	32	SITE SERVER (LOCATED IN STORE)
11	RADIUS WALL MOUNT 27FT TRACKS W/ DIAGONAL STABILIZERS	22	RAINMAKER III R.O. SYSTEM		

### NOTES:

---



---

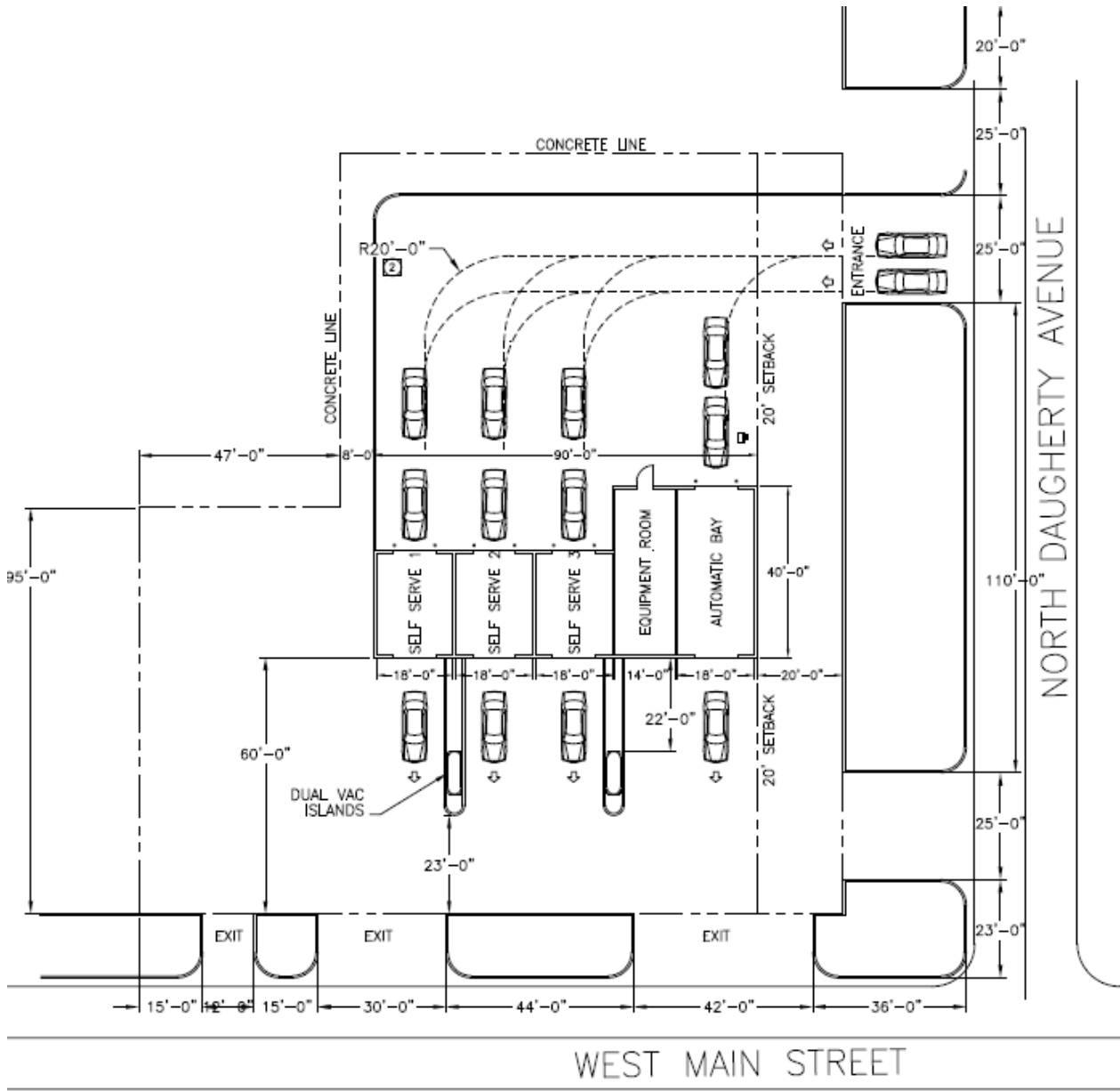


---

# VII. Building and Bay Layout

## Layout with One Automatic, Three Self Serve, Equipment Room

Note that the chemicals are located in the bay.



**NOTES:**

---



---



---

# VII. Building and Bay Layout



## 3 Minutes to Plan

What have you learned or decided during this section that you want to incorporate into your business plan? Here are five questions to help you reflect and take notes.

1. What are the top two lessons you learned about building and bay layout?

---

---

---

---

2. What types of rooms would you like to include at your site?

---

---

---

---

3. How many bays do you anticipate having and how long would they be?

---

---

---

---

4. To what extent do you want to leave room for prep work and/or detailing?

---

---

---

---

5. How much space will you need for people? (Location manager, employees, and customers?)

---

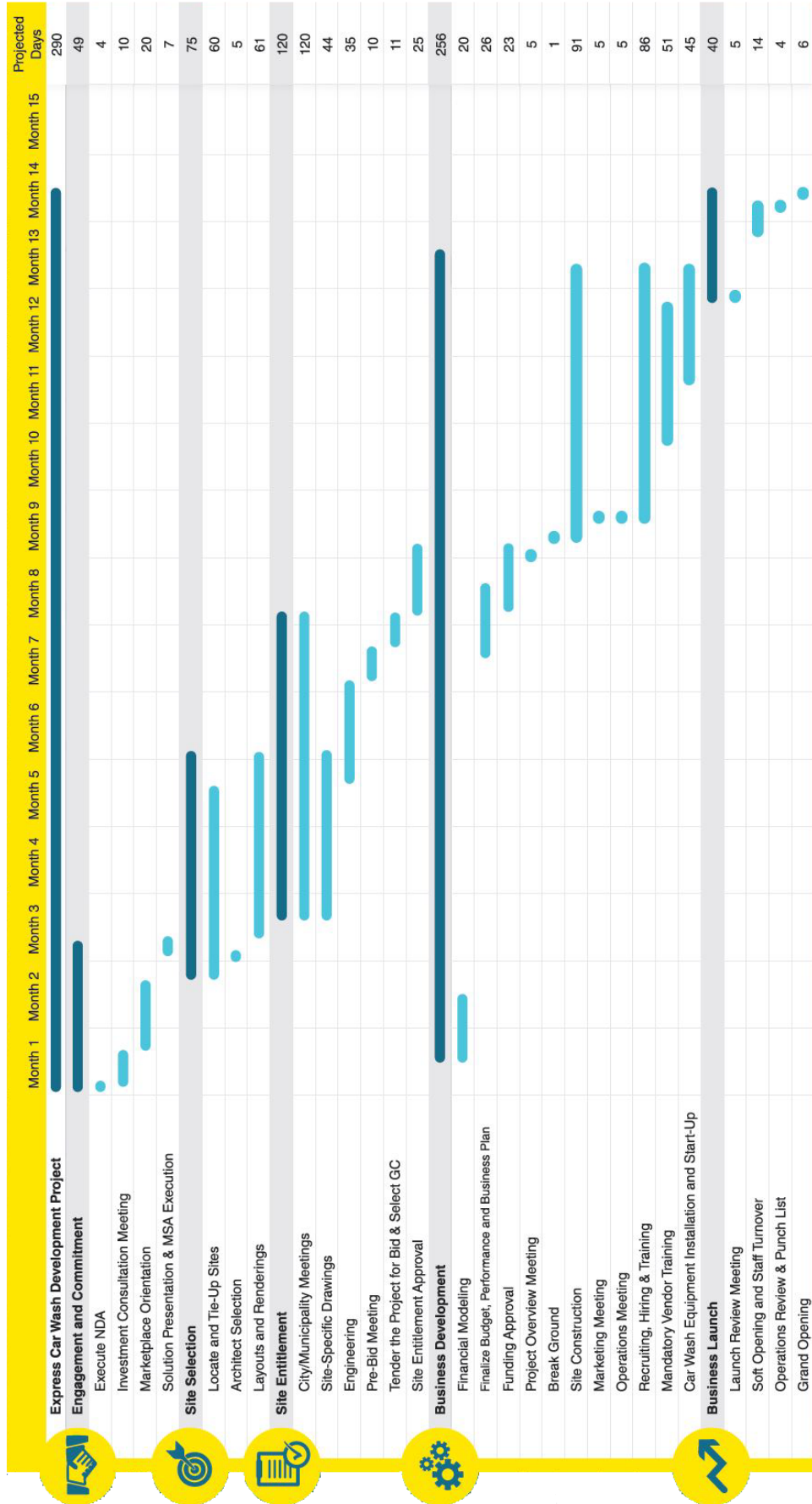
---

---

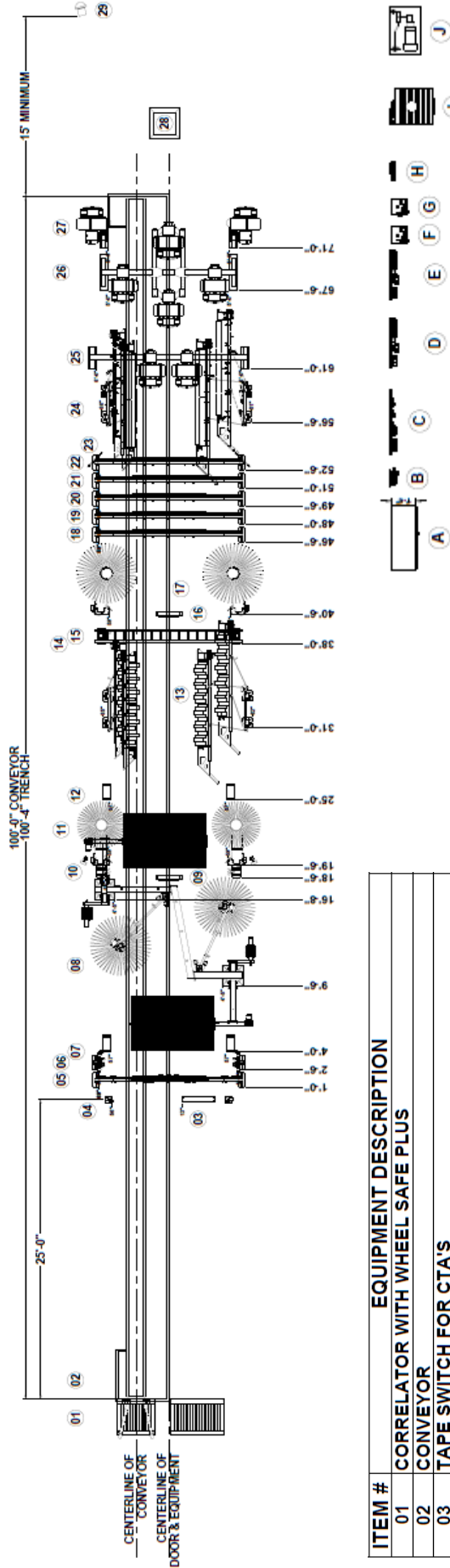
---



# VIII. Site Development - Project Plan



# Blue Wave Carwash, Bristol, RI



ITEM #	EQUIPMENT DESCRIPTION
01	CORRELATOR WITH WHEEL SAFE PLUS
02	CONVEYOR
03	TAPE SWITCH FOR CTA'S
04	DOUBLE PHOTO EYES (DS & PS)
05	VERSA ARCH WITH SINGLE FOAMING MANIFOLD
06	TRIPLE & SINGLE BANANA FOAMERS - ON 6.5 FT ROUND POSTS
07	WHEEL RITE PRECISION CTA
08	Z-FRAME IBE
09	LOW PRESSURE UNDERCARRIAGE SPRAY
10	WHEEL BLASTER - 6 NOZZLES FIXED
11	LOW SIDE WASHER WITH 22" CORE (DS & PS)
12	WHEEL RITE PRECISION CTA
13	MAGNUM WHEEL BOSS - FOAM BRUSH - (DS & PS)
14	SINGLE BANANA FOAMERS - TRAY MOUNTED
15	CABLE TRAY
16	LOW PRESSURE UNDERCARRIAGE SPRAY
17	HIGH SIDE WASHERS (DS & PS)
18	VERSA ARCH WITH SINGLE FOAMING MANIFOLD
19	VERSA ARCH WITH SINGLE NON-FOAMING MANIFOLD
20	VERSA ARCH WITH SINGLE NON-FOAMING MANIFOLD
21	VERSA ARCH WITH SINGLE NON-FOAMING MANIFOLD
22	MIRROR RINSE - FOR SPOT FREE
23	GLOSS BOSS - STAGGERED (DS & PS)
24	TECH 21 DRYERS WITH WIDE PROBUID ARCH
25	TECH 21 DRYERS WITH STANDARD H-FRAME ARCH
26	TECH 21 DRYERS WITH RD200 FRAME
27	ANTI-COLLISION PAD
28	STOP & GO TRAFFIC LIGHT
29	

ITEM #	EQUIPMENT DESCRIPTION
A	MASTER CONTROL CENTER - 48W-72H-18D
B	POWERLOCK CONTROL PANEL
C	AIR DISTRIBUTION PANEL
D	WATER DISTRIBUTION PANEL
E	WATER DISTRIBUTION PANEL
F	HYDRAFUSE - SINGLE PUMP - NON-FOAMING
G	HYDRAFUSE - SINGLE PUMP - NON-FOAMING
H	GLOSS BOSS CHEMICAL PANEL
I	MAGNUM HIGH PRESSURE PUMP 7.5HP
J	HYDRAULIC POWERPACK

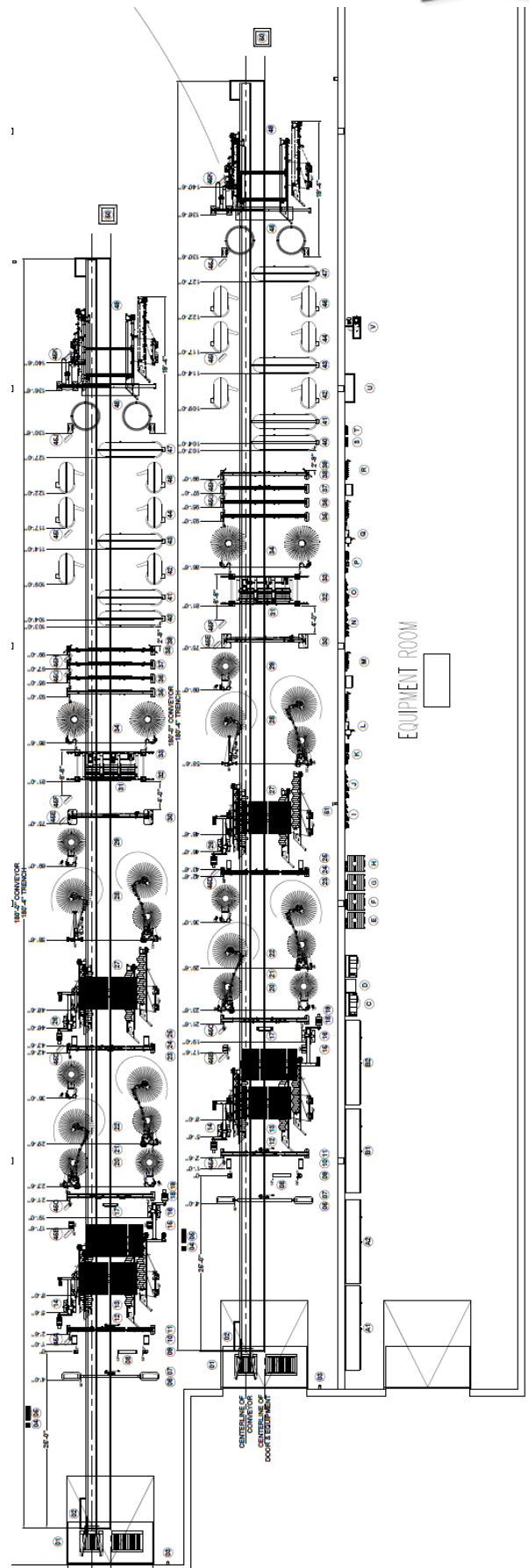
Notes:

# Valet Auto Wash, Oxford Valley, PA

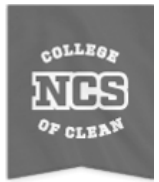


ITEM #	EQUIPMENT DESCRIPTION
01	CORRELATOR
02	CONVEYOR
03	EMERGENCY STOP BUTTONS
04	MANUAL ROLLER UP BUTTON
05	MENU STATION
06	GRAND ENTRY ARCH
07	SINGLE BANANA FOAMER - OVERHEAD MOUNT
08	TAPE SWITCH FOR CTA'S
09	DOUBLE PHOTO EYES (DS & PS)
10	CHEMICAL TIRE APPLICATOR - STAINLESS STEEL
11	VERSA ARCH
12	DUAL BANANA FOAMER - OVERHEAD MOUNT
13	MAGNUM WHEEL BOSS - FOAM BRUSH - (DS & PS)
14	TOP BRUSH WITH 94 INCH CORE
15	WHEEL BLASTER - 6 NOZZLES FIXED
16	TOP BRUSH WITH 94 INCH CORE
17	LOW PRESSURE UNDERCARRIAGE SPRAY
18	VERSA ARCH WITH SINGLE FOAMING MANIFOLD
19	DUAL BANANA FOAMER - OVERHEAD MOUNT
20	LOW SIDE WASHER WITH 22" CORE (DS & PS)
21	LOW SIDE WASHER WITH 30" CORE (DS & PS)
22	SUPERFLEX WRAP-AROUND (DS & PS)
23	VERSA ARCH
24	TRIPLE & SINGLE BANANA FOAMER - ARCH MOUNT
25	CHEMICAL TIRE APPLICATOR - STAINLESS STEEL
26	TOP BRUSH WITH 94 INCH CORE
27	MAGNUM WHEEL BOSS - BRISTLED BRUSH - (DS & PS)
28	SUPERFLEX WRAP-AROUND (PS)
29	LOW SIDE WASHER WITH 30" CORE (DS & PS)
30	MAGNUM HIGH PRESSURE ARCH WITH FOLLOWING FEATURE
31	LAVA FOAMER - MOUNTED TO MITTER
32	SINGLE BANANA FOAMER - MOUNTED TO MITTER
33	MITTER WITH 1 RED & 1 GREEN LED LIGHT
34	HIGH SIDE WASHERS (DS & PS)
35	VERSA ARCH WITH SINGLE NON-FOAMING MANIFOLD
36	VERSA ARCH WITH SINGLE NON-FOAMING MANIFOLD
37	VERSA ARCH WITH SINGLE NON-FOAMING MANIFOLD
38	VERSA ARCH WITH SINGLE NON-FOAMING MANIFOLD
39	MIRROR RINSE - FOR SPOT FREE
40	AERODRY - TOP DRYER
41	AERODRY - TOP DRYER
42	AERODRY - SIDE DRYER
43	AERODRY - TOP DRYER
44	AERODRY - SIDE DRYER
45A	CITRUS FOAM
45B	WHEEL CLEANER
45C	UNDERBODY
45D	TRIPLE FOAM
45E	HIGH PRESSURE
45F	HOT WAX
45G	CLEAR COAT
45H	SPOT FREE RINSE
45I	HEATWAVE
45J	BUFF N SHINE
45K	TIRE SHINE
46	AERODRY - SIDE DRYER
47	AERODRY - TOP DRYER
48	DRY & SHINE
49	GLOSS BOSS (DS & PS)
50	ANTI-COLLISION PAD
51	WARNING HORN

ITEM #	EQUIPMENT DESCRIPTION
A1	MASTER CONTROL CENTER - 144W-72H-24D
A2	MASTER CONTROL CENTER - 144W-72H-24D
B1	MASTER CONTROL CENTER - 144W-72H-24D
B2	MASTER CONTROL CENTER - 144W-72H-24D
C	AIR COMPRESSOR - DUAL VERTICAL
D	AIR DRYER
E	MAGNUM HIGH PRESSURE PUMP 15HP
F	MAGNUM HIGH PRESSURE PUMP 15HP
G	MAGNUM HIGH PRESSURE PUMP 25HP
H	MAGNUM HIGH PRESSURE PUMP 25HP
I	AIR DISTRIBUTION PANEL
J	AIR DISTRIBUTION PANEL
K	WATER DISTRIBUTION PANEL
L	GRUNDFOS 40GPM PUMP
M	HYDRAFLEX CHEMICAL PANEL X2
N	AIR DISTRIBUTION PANEL
O	AIR DISTRIBUTION PANEL
P	WATER DISTRIBUTION PANEL
Q	GRUNDFOS 40GPM PUMP
R	HYDRAFLEX CHEMICAL PANEL X2
S	GLOSS BOSS CHEMICAL PANEL
T	GLOSS BOSS CHEMICAL PANEL
U	RECLAIM SYSTEM
V	R.O. SYSTEM



# VIII. Site Development - Project Plan



## Project Plan Categorized by Key Personnel

The project plan on the next few pages is designed to show how key players you may need will play a role in helping you start a car wash. The plan includes activities that would be considered part of site commissioning and development.

## Project Plan Stages

The plan is broken into six stages. When you insert this information into your College of Clean business plan, most of the information will be placed under the Project Design heading.

### The six stages are:

1. **Plan** – Investigate your options, start finding people you need, and organize options.
2. **Design** – Start to give your vision some form through drawings and other descriptions.
3. **Refine** – Take early designs toward completion as interdependent decisions become clearer.
4. **Coordinate** – Obtain government approvals and coordinate everyone working on the project.
5. **Build** – Physically prepare the land, construct the buildings, and install the equipment.
6. **Launch** – Prepare for opening day, do a soft open during a trial period, then hold a grand opening.

## Project Plan Personnel

**Advisor** – Whether you pay a fee to an industry expert or find someone you trust, this is a person who has general knowledge of the industry.

**Distributor** – People who represent equipment manufacturers and other car wash products have a long-term interest in your business doing well.

**Marketing** – An individual or company with expertise in market research, promotions, advertising, or public relations, who understands your customers and how to reach them.

**Financial** – Perhaps an accountant or someone you trust from a lending institution who will help with spreadsheets full of numbers and point out what you types of financial support you will need.

**Attorney** – This may be a limited role if other personnel can help with permits, contracts, land deals, agreements, and the like.

**Architect/Engineer** – You'll want conceptual drawings, a survey, advice, geotechnical report, environmental assistance, and all kinds of building plans.

**Contractor** – Someone needs to build your facility. A general contractor can oversee electrical, plumbing, mechanical, and so forth. You may need others, too.

## NOTES:

---

---

---

# VIII. Site Development - Project Plan



## 3 Minutes to Plan

What have you learned or decided during this section that you want to incorporate into your business plan? Here are five questions to help you reflect and take notes.

1. List the combination of key personnel you think will work best to fit your needs. (For example, you may believe the combination of an advisor, architect, contractor, and financial person will work best for you. Or maybe you believe you will find a distributor who will perform many of the functions, so you only add an attorney and marketing functions to the team.)

---

---

---

---

2. Which aspects of the plan do you anticipate taking most of your time personally?

---

---

---

3. Which of the tasks in the plan would you say involve the most risk in your situation?

---

---

---

4. How will you make sure all of the different parties are on the same page and have good communication? (For example, will you delegate that specific responsibility to one person? Will you personally schedule two or three all-present meetings? Will you insist on one electronic communication app that everyone will use to read the same plans and communicate as a team?)

---

---

---

---

5. What are the three or four most important milestone events that you will use as measuring points to know if you are on schedule and hold everyone accountable?

---

---

---

---

---

---



# IX. Operations Pro Forma

**Budget Categories Indicate Monthly Responsibilities**

## Operational Budget for Express Exterior

Blue field denotes inputs

By looking at the lines on this income statement, you can see many of the things that must be done each month.

The items in a blue cell are the inputs. All other numbers are derived from underlying formulas.

Some items, such as chemicals and credit card charges, are tied to number of cars because their monthly costs are so dependent on that variable.

Other expenses are more fixed regardless of the traffic volume.

By playing with the numbers in a spreadsheet, you can determine your breakeven point with changing levels of throughput and expenses.

Additional income might come from extra detailing, oil and lube business, windshield repair, tire air machine, vending machines for car care products, c-store, food, doughnuts, dog washes, laundromat, mini storage, and so forth.

Cars/Yr	Cars/Month	Income/car	
120,000	10,000	\$6.50	
<b>Income</b>			
Monthly			\$65,000.00
Free/month	150		-\$975.00
Other income			\$2,000.00
<b>Total income</b>			<b>\$66,025.00</b>
<b>Expenses</b>			
<b>Labor</b>		People	Wages/month
Salaried		1	\$3,500.00
Salaried		1	\$2,500.00
Hourly	Cost/car		\$0.40
Total gross wages			\$10,000.00
Taxes			\$1,200.00
Benefits			\$1,200.00
<b>Total labor costs</b>			<b>\$12,400.00</b>
<b>Other personnel</b>			
Hiring			\$300.00
Training			\$500.00
Uniforms			\$250.00
<b>Total other personnel</b>			<b>\$1,050.00</b>
<b>Chemicals</b>	Cost/car	0.78	<b>\$7,800.00</b>
<b>Utilities</b>			
Water			\$1,800.00
Electric			\$3,500.00
Gas			\$800.00
Internet			\$80.00
<b>Total Utilities</b>			<b>\$6,180.00</b>
<b>Equip maint &amp; repair</b>			<b>\$800.00</b>
<b>Backroom parts/supplies</b>			<b>\$300.00</b>
<b>Vehicle damage/car</b>		0.07	<b>\$700.00</b>
<b>Marketing</b>			<b>\$1,000.00</b>
<b>Credit card &amp; bank/car</b>		\$0.10	<b>\$1,000.00</b>
<b>Insurance &amp; banking</b>			<b>\$500.00</b>
<b>Office supplies</b>			<b>\$300.00</b>
<b>Grounds maintenance</b>			<b>\$300.00</b>
<b>Garbage</b>			<b>\$120.00</b>
<b>Loan payments</b>			<b>\$24,000.00</b>
<b>Total expenses</b>			<b>\$56,450.00</b>
<b>Profit (loss)</b>			<b>\$9,575.00</b>



# IX. Operations



## 3 Minutes to Plan

1. How many cars do you anticipate washing each month? What is your estimate for average ticket price (gross revenue) per car?

---

---

2. What do you believe your staffing level will be? How many salaried managers? How many hourly employees?

---

---

3. What do you anticipate for utilities in your area? (Electric, water, gas, internet)

---

---

---

4. How do you intend to orient and train employees? Who will create your procedural manuals?

---

---

---

---

5. How will you attract customers?

---

---

---

6. Do you intend to have an unlimited wash membership program?

---

---

7. Who will manage the chemical supplies and system?

---

---

8. Who will do your maintenance and repair?

---

---

# ***X. Financing***



## **What Am I Financing?**

Business Acquisition / Remodel or New Construction

Components of Your Loan Request - Total Project Costs

- Land
- Building / Construction
- Machinery / Equipment
- Signage / Fixtures
- Soft Costs / Architect / Engineering / Permits / Impact
- Inventory & Working Capital
- Closing Costs
- Contingency (10% of Construction)

## **Types of Financing**

- Home Equity
- Seller Carry / Seller Financing
- OPM – Loans from Family and Investors
- Hard Money Loans
- Conventional Bank Loans
- Small Business Administration Loans - SBA
- United States Department of Agriculture Loans - USDA
- Equipment Leasing & Financing

# X. Financing



## **Seller Carry / Seller Financing**

- Lowest Cost
- Most Flexible Terms
- Quickest Way to Market

### **Cautionary Items**

- Existing Loans and Liens
- Hazardous Contamination
- Pending Litigation

## **OPM - Other People's Money**

- Loans from Friends and Family
- Venture Capital
- "Angel" Investors
- Give Up Equity in Business
- Silent versus Active Partners

## **Hard Money Lending**

### **Typically Private Party or Firm Specializing in Hard Money Loans**

- Collateral-Based
- Low Loan to Value
  - \* 50% of Liquidation Value
- High Rates & Fees
- Short-Term

## **Conventional Loans**

- Typical Terms - 10 to 15 years, Sometimes Longer
- Loan to Cost – 50% to 70%
- Rates & Fees
- Pre-Payment
- Typically Cash-Flow Based
- Loan Covenants, Calls & Balloons
- Possible Exclusions:
  - \* Equipment, Soft Costs, Working Capital, Inventory, Interim Interest, Architect, Engineering, Tap Fees, Impact Fees

# X. Financing



## Small Business Administration

- SBA 7(a)
- SBA 504

U.S. Small Business Administration



Your Small Business Resource

### SBA 7(a)

- Loans up to \$5,000,000
- 25-Year Term
- Loan to Cost – Typically 80% for New Car Wash Investors
- Rates – Not to Exceed Prime + 2.75%
- Fees
- Pre-Payment – 5%, 3%, 1%

#### What's Included:

- \* Land, Building, Equipment
- \* Working Capital, Inventory, Soft Costs
- \* Interim Interest, Contingency, Closing Costs

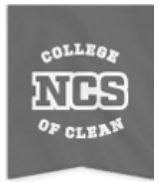
### SBA 504

- Loans up to \$13,333,000
- 20/25-Year Term
- Loan to Cost
  - \* Bank Loan 50% - Fixed or Variable Rate
  - \* SBA / CDC Loan 30% - Fixed Rate for 20 Years
  - \* Borrower Injection 20%
- Rates & Fees
- 10-Year Pre-Payment Penalty
  - \* Declining 1% per year - 10%, 9%, 8%, 7%....

#### What's Not Included:

- \* Working Capital, Inventory, Possibly Some Soft Costs
- \* Construction Loan

# X. Financing



## USDA

- Similar to SBA 7(a)
- Rural Sites Only
  - \* Population of 50,000 or less
- Term of 30 Years
- Rates – Similar to SBA 7(a)
- 20% Down – Tangible Net Worth
- Pre-Payment Penalty Can Vary – Typically 5 Years
- Fees – Approximately 2.5%
- Not Subject to Guaranty Limit
- Loans can exceed \$10,000,000



Committed to the future of rural communities.

## Equipment Leasing & Financing

- Leases are Rental Agreements with \$1, 10% or Fair Market Value Purchase Options
- Leases - Great for Existing Businesses
  - \* Possibly Better Options for Start-Ups
- Term – 3 to 7 Years for Leasing - 10 Years for SBA
- LTV – Leases Finance Up to 100% - SBA 80%-90%
- App-Only Programs

## Basic Qualifications

- Direct Industry Experience NOT Required
- Equity Injection – Approximately 20%
  - \* Must Document Source of Injection
- Credit Score
  - \* Revolving Debt - Percentage of Usage
  - \* Derogatory Items & Explanations (Collection, BK, Charge-Offs)
- Post-Closing Liquidity or Secondary Source of Income
- Business Plan with 3-Year Projections – We Can Help
- 3 Years COMPLETE Tax Returns - Personal & Business
  - \* 3 Years Tax & YTD Fins for Entity Being Purchased
- Standard Forms – Application, PFS, Ownership, Costs

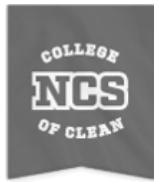
# ***X. Financing***



## **Keys to Success**

- Ask Questions
  - \* What Type of Financing Do You Offer?
  - \* What's Not Included?
  - \* Timing?
  - \* Process?
- Full and Complete Disclosure
- Be Prepared
- Know Your Costs
- Know Your Competition
- Be Conservative
- Be Responsive

# X. Financing



## 3 Minutes to Plan

What have you learned or decided during this section that you want to incorporate into your business plan? Here are five questions to help you reflect and take notes.

1. What costs do you specifically hope to include in the portion that you finance?

---

---

---

2. Which form(s) of OPM seem most likely in your case?

---

---

---

3. What further information do you need to help you determine whether an SBA loan is something you should pursue?

---

---

---

4. What information do you most need to organize and document to present your best case to a loan officer?

---

---

---

5. What do you believe is the most difficult challenge you face in obtaining the necessary financing?

---

---

---



# XI. Business Plan



## Business Plan Framework with Basic Components

Everything that you have learned today will help you to draft your business plan. As mentioned at the beginning of this workbook, the most important segments of the business plan are as follows:

### Business Plan Section

#### 1. Executive Summary

#### 2. Market Analysis

#### 3. Project Design

#### 4. Financial Plan

#### 5. Operational Plan

### New Investor Workshop Segments

I. Car Wash Business Formats

III. Personal Assessment

IV. Role of an Industry Advisor

II. Industry Overview

V. Site Selection

VIII. Site Development - Project Plan

X. Financing

IX. Operations - Answers to Questions

VI. Site Layout

VII. Building and Bay Layout

Start your business plan today like this: Take the information from each of today's segments and place it into the business plan framework provided.

During this time, take advantage of the experts in the room - ask for more information or advice in areas that are important to you. You might even work with another person in the workshop who seems to have similar interests, if you choose. Capture your ideas and questions while they are fresh. Then you will have your own notes to use as a reference as you embark on this adventure into one of the most exciting, worthwhile industries in the country.

# Closing Keys to Success



## Keys to Success

1. Extraordinarily Clean, Shiny and Dry Vehicles
2. An Amazing Customer Experience
3. Energetic Marketing: Wash Packages, Signage, Promotions, Professionalism
4. Site Selection and Development
5. Creation of a Good Team
6. Training and Execution with Sound Policies and Procedures
7. Maintaining Equipment, Site and Standards
8. Continuing Education and Industry Involvement

## Return on Equity

As reported in January 2017, here are average returns on investment from several United States industries during 2016. The car wash industry is capable of delivering returns well above these averages. Not everyone will enjoy the top returns. If you have the drive, interests, and determination that fit the industry, you can do very well. Good luck to you!

Auto Parts	20.38%
Building Materials	23.68%
Business & Consumer Services	14.54%
Construction Supplies	10.63%
Environmental & Waste Services	9.84%
Green & Renewable Energy	-5.99%
Homebuilding	13.12%
Oil/Gas Distribution	1.92%
Real Estate (Development)	9.17%
<b>Total Market</b>	<b>10.38%</b>

link: [http://pages.stern.nyu.edu/~adamodar/New\\_Home\\_Page/datafile/roe.html](http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/roe.html)

# Industry Resources



## Associations and Shows

**International Carwash Association (ICA)** (Convention each spring)

<http://www.carwash.org/>

**Northeast Car Wash Convention** (Convention each fall)

<http://www.nrccshow.com/about-nrcc/>

## Regional Associations

**New England Carwash Association**

[www.newenglandcarwash.org](http://www.newenglandcarwash.org)

**Mid-Atlantic Carwash Association**

[www.mcacarwash.org](http://www.mcacarwash.org)

**Southeastern Car Wash Association**

[www.secwa.org](http://www.secwa.org)

**Midwest Carwash Association**

[www.midwestcarwash.com](http://www.midwestcarwash.com)

**Heartland Carwash Association**

[www.heartlandcarwash.org](http://www.heartlandcarwash.org)

**Southwest Car Wash Association**

[www.swcarwash.org](http://www.swcarwash.org)

**Western Carwash Association**

[www.wcwa.org](http://www.wcwa.org)

## Publications

**Professional Carwashing & Detailing magazine**

<https://www.carwash.com/>



**Car Wash Magazine**

<http://www.carwash.org/get-connected/car-wash-magazine>

**Auto Laundry News magazine**

<http://www.carwashmag.com/home.html>

## Safety

**Lockout/Tagout Procedures from OSHA**

[https://www.osha.gov/OshDoc/data\\_General\\_Facts/factsheet-lockout-tagout.pdf](https://www.osha.gov/OshDoc/data_General_Facts/factsheet-lockout-tagout.pdf)

**Car Wash Safety Overview**

<http://www.carwash.org/docs/default-source/safety-resources/car-wash-safety---zenith.pdf?sfvrsn=0>

# NCS Contacts



## MacNeil Wash Systems

### Central U.S. and Central Canada

Keith Burt

[kburt@nationalcarwashesolutions.com](mailto:kburt@nationalcarwashesolutions.com) | 248-303-5479

### Eastern U.S. and Eastern Canada

Vic Monteleone

[vmonteleone@macneilwash.com](mailto:vmonteleone@macneilwash.com) | 412-670-8558

### Western U.S. and Western Canada

John Sorenson

[jsorenson@nationalcarwashesolutions.com](mailto:jsorenson@nationalcarwashesolutions.com) | 480-299-5300

### International Sales

Ryan Nink

[rnink@ryko.com](mailto:rnink@ryko.com) | 602-803-0653

## Ryko

Joel Miller

Sr. Vice President, System Sales

1500 SE 37th Street

Grimes, IA 50111

Direct 515-986-7519

Cell 301-346-6983

[www.ryko.com](http://www.ryko.com)

## CleanTouch Cleaning Solutions:

Jeff Carey

[JCarey@cleantouchformulas.com](mailto:JCarey@cleantouchformulas.com) | 706-599-8222



YOUR CARWASH EXPERT