

# Turning Water Into Money

A JIM COLEMAN COMPANY INVESTMENT GUIDE  
TO SUCCESSFUL CARWASHING



*One in-bay automatic typically generates the income of 3-5 self-serve bays.*

While many businesses produce profits, the self-service car wash business can be a highly profitable business. The car wash industry is a unique one. It offers high income potential by allowing for low labor cost and inventory. Owning a car wash can be expanded into related areas such as full service, exterior automatic and detail centers.

#### ***Today's Modern Car Wash***

In the beginning, self-service car washes offered limited services which were simply high pressure wash and rinse with vacuums for the inside of the vehicle. Today, the car wash facility has developed into a complete car care center with a wide range of

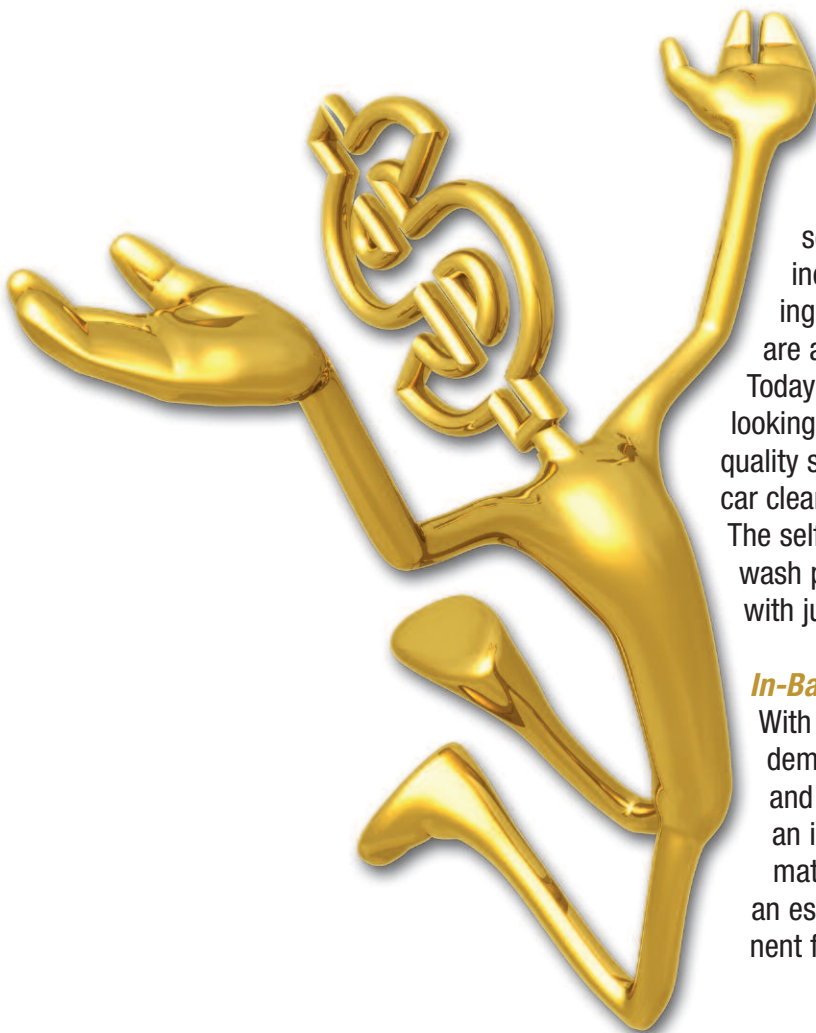
modern car washes. It is convenient and takes less time than self-serve washing. Over 43% of self-serve locations have an in-bay automatic wash. One in-bay automatic typically generates the income of 3-5 self-serve bays. With that kind of income potential in a single bay, selecting the right in-bay automatic is very important.

When considering an in-bay automatic, it is important to understand the different types. In-bay automatics are classified into two categories: touch-free or friction.

#### ***Touch-Free Automatic***

A touch-free automatic uses high-pressure passes and cleaning agents

# Owning a Successful Car Wash



services and income producing options that are available.

Today's consumer is looking for value and quality service for their car cleaning needs. The self-service car wash provides them with just that.

#### ***In-Bay Automatic***

With today's demands on time and convenience, an in-bay automatic proves to be an essential component for successful

to clean the vehicle. No equipment comes into contact with the vehicle in a touch-free automatic. Touch-free automatics provide a high quality wash in little time. A typical wash takes on average between 2 and 5 minutes depending on the options that were selected. With that convenience, customers are able to get in and out and be on their way.

#### ***Friction Automatics***

Friction automatic utilizes top and side brushes that rotate and make contact with the vehicle in order to clean it. Friction automatics can also utilize high-pressure passes and cleaning agents in combination with the brushes to aid in the cleaning process.

## The Typical Car Wash

- 15.3 years old
- 5 self-serve bays
- 6 vacuums
- 7.5 mile estimated market radius
- Serves an estimated market population of 64,588
- Competes against 3.3 other self-serve bays
- Charges 36.0 cents per minute
- 38% Average operating expense (excluding debt service)
- 62% Average net income

Both friction and touch-free auto-matics have low operating costs, are easy to operate, convenient for customers and can be operated without an on-site attendant.

To maximize your carwash potential, it is important to choose an automatic that is loaded with features and options that customers can choose from. Features that, not only provide a clean vehicle, but also, put on a good show, making the car wash a fun experience!

Features like:

- Hot Foamy Presoak
- Tire Cleaner Applicators On-Board
- Undercarriage Wash
- Scrubbing Action Oscillating High Pressure Wash and Rinse
- Soft Touch Brushes
- Rocker Panel Sprayers
- Wheel Brushes
- Triple Shine Foaming Conditioner
- Sizes the Vehicle - Length and Height
- Spot-Free Rinse
- On-Board Blowers
- Rollover Design for Faster Wash Cycle

### Entrance Controllers

Offering an automatic entrance controller at an automatic bay compliments the entire package. It welcomes customers with a vibrant greeting and gives them instructions and options. With an automatic entrance controller, the customer is given several payment options and the average per wash income is

increased when customers can pay with credit cards, coins, bills, user codes or any combination of thereof.

All components needed to create a unique wash experience that will keep them coming back.

It's true! The self-service car wash business can be very profitable. Of course, profitability depends on a few contributing factors.

Location, competition, equipment, services, appearance and management are just some of the factors that lead to a profitable location.

Many ask how the self-service car wash business can be so profitable. Here's how:

- Low labor cost...typically only one part-time employee
- Low direct operating cost
- Cash only...coin/token/credit card operated machines means no account receivables and no personal checks
- Customer provides labor
- Inventory is small
- Open 24 hours a day
- You control prices for special promotions
- Not just a seasonal business....car washes are used year round
- Broad target market....anyone who owns a vehicle, regardless of age, income or gender
- Fixed costs such as bookkeeping and insurance are minimal

Why do so many people invest in the self-serve car wash business?

- High rate of return on initial investment
- Easy management
- Minimal labor issues
- No cash flow or inventory control problems
- Cash business - no accounts receivable

*Choose an automatic that is loaded with features and options that customers can choose from.*

- Tax incentives
- Expansion Opportunities

### The Price is Right

The cost of owning a self-service car wash system can vary, depending on land, number of bays, building structure and a few other factors. You may already own land, if not, purchasing or leasing property will be added to your cost of investment. Building structure, of course, will vary because of local building codes which may require you to use certain materials. You should consult with your equipment supplier regarding construction cost and what material you should use. In addition to the car wash bays themselves, you should always install the maximum number of income producing equipment the property will allow. With the best locations bringing a premium price you will want to

get income from as many sources as possible.

### Keep an Eye on Competition

The competition plays an important role in your marketing plans when operating a self-service car wash.

Evaluate other car washes. What do you think attracts customers to the other sites? What do you think may turn away customers? Most importantly, what can you do to make your car wash better?

Appearance is important. You may have the best equipment that the industry offers, but if you keep a dirty place and muddy floors, chances are that you could lose business.

Good service, a well-maintained site, and quality equipment will keep customers coming to your car wash

*Get income from as many sources as possible.*

## Typical Operating Expenses



Legal & Accounting	1.12%
Advertising	1.12%
Supplies	10.50%
Maintenance & Repairs	.99%
Gas	2.19%
Electricity	4.19%
Water	4.14%
Insurance	1.60%
Trash	.70%
Taxes	2.20%
Pit Service	1.12%
Telephone	.87%
Labor	8.14%
<b>Total% of Operating Expense</b>	<b>39.6%</b>

*Expenses will vary depending on climate, area, cost of utilities, cost of taxes, cost of labor, etc.*

*An attractive appearance, quality washing and a variety of services all create a high performance car wash business that will rise above the competition.*

and quality equipment will keep customers coming to your car wash rather than the competitors. Our suggestion is to test your competition using all of their services. Then evaluate each of them by answering the following questions:

- Is your vehicle clean and free of dirt?
- Are the painted surfaces film-free?
- Are your whitewalls white.....are tires clean?
- Are your chrome and bumpers shining bright?
- Was the vacuum's suction strong enough to pick up all carpet dirt?
- Was the site free of trash and mud?
- Do they offer fragrance, shampoos and other value added services?

Replacing them and keeping them clean and up to date will ensure repeat business.

The bay marketing meter, like the rest of the signs, should be clean and attractive. The decals on the bay meter should be colorful and easy to read. The countdown display timer is placed on the face of the bay meter indicating the amount of time remaining. These countdown timers are also accumulative timers allowing the customer to add coins during the cycle. It should include the price and time of the cycle and the services that are offered in regard to each cycle.

### **Methods of Payment**

With electronic coin acceptors and bill acceptors at each bay, vacuum or vendor, customers can pay for time and services with different coin types or bills.

Just as pay-at-the-pump is a must at convenience stores, credit card acceptance at self-service car washes is another added feature that can take your wash to the next level. Customers typically spend an additional 25% when paying with credit card. Whether you're using a central credit card acceptor like JCC's Swipe-N-Clean or the Swipe at the Bay system, you've now made it very easy for customers to spend more money at your site.

The bay marketing meters appearance and ease of instruction should not be overlooked. It should be as it's name implies....marketing your services.

### **Space Allocation on the Property**

When laying out the wash on a potential site, there are a few factors to consider.

- *Stack up space.* There should be



*Some owners incorporate a theme into their site for creative marketing.*



*Swipe-At-The Bay Meter accepts cash and credit cards.*

### **Make Your Services the Best**

You must keep old customers as well as make new customers, so your physical appearance is very important. Keep your exterior signage maintained and keep your site trash-free. An attractive car wash will bring in customers.

Your easy-to-read in-bay instructional signage will also help keep customers coming back. When the signage begins to fade, rust, chip or scratch, they become hard to read.

enough stacking room for at least two vehicles for each bay.

- **Turning radius.** Allow adequate turning radius area at the entrance and exit of the wash bay.
- **Vacuum area.** Vacuums are best utilized when located in a highly visible area such as along the front of the property. Allow room for at least 1 1/2 vacuums per bay. The typical wash bay is 16' wide and 12' in height. Length will vary depending on the type of automatic and whether the dryers are on-board or free standing. Work with your distributor if you have smaller dimensions. How the complete wash is positioned on your property is a key factor for maximizing your income potential. (Ask for our SITE PLANS CD.) Please allow Jim Coleman Company or a member of our distributor family to assist you in this process. Provide us with a copy of your property survey, and we will

work with you to get the most out of your site.

### **Let's Build**

Your self-service car wash should be designed to be a permanent structure....one that enhances the surrounding architecture....a building that stands out among the crowd and invites you in. It should be built strong and durable to handle local weather conditions outside while protecting itself from the harsh environment inside the wash bay.

### **Style**

The building design of your self-serve car wash can reflect your personality. In today's market, some washes take on a theme. This will definitely set you apart from your competition. Whether its '50's sock hop, a medieval castle, a lighthouse or something of your own creation, marketing your wash using a unique



*Electronic vending islands add an opportunity for another profit center.*



*Colorful awnings can help attract business and brighten up your site.*

*Customers typically spend an additional 25% when paying with credit card.*

## Sizing Your Lot



### **Not including setbacks and easements.**

- 4 Bays w/1 Automatic = 16,500 sq. ft. (110' Frontage x 150" Deep)
- 5 Bays w/1 Automatic = 18,900 sq. ft. (126' Frontage x 150" Deep)
- 6 Bays w/1 Automatic = 21,300 sq. ft. (142' Frontage x 150" Deep)
- 7 Bays w/1 Automatic = 23,200 sq. ft. (158' Frontage x 150" Deep)
- 8 Bays w/1 Automatic = 26,100 sq. ft. (174' Frontage x 150" Deep)
- 4 Bays w/1 Automatic = 28,500 sq. ft. (190' Frontage x 150" Deep)
- 10 Bays w/1 Automatic = 30,900 sq. ft. (206' Frontage x 150" Deep)



*A well-groomed site is a must for a successful car wash.*



*Placing vacuums near the front of the wash help when promoting your vacs.*

theme can be very effective at bringing in customers. The additional building costs involved in construction must be factored in to your return on investment estimates.

### Walls

Common wall construction methods include brick, block, or ceramic-faced block. These products offer the durability mentioned above and come in a variety of textures and colors. Some operators choose to build with standard concrete masonry units (CMU's) and apply a fiberglass panel or spray on coating on the interior bay walls. The exterior is often a different product that expresses the overall look you desire for your wash.

### Roof

Local building codes, area weather conditions and the overall look of your wash will dictate the roof system design. Designs can include decorative fascia and backlit awnings that surround the building. These are ideal for marketing your wash.



*Clean bay walls as well as instructional boards aid in the overall appearance of your site.*

Your design may include a gable roof system, which is great for colder weather climates. They allow for a crawl space that can house hoses

and cables needed for each bay. The crawl space keeps you out of in-climate weather if service is needed in that area. Jim Coleman Company and your local distributor can provide you with building plan options and ideas. They will work with you to insure your structure meets local building codes and equipment requirements. Refer to Jim Coleman Company's "Car Washes Around the World" for a variety of design ideas.

### Steps to Building a Car Wash

The following is a list of the typical steps you will follow when building a self-serve car wash. (Proper zoning is assumed.)

- 1) Estimate cost of construction at \$75-90,000.00 per self-serve bay and \$150-210,000.00 per automatic bay (includes equipment) and complete site analysis questionnaire for return on investment estimates.
- 2) Obtain a water, sewer, electric and gas availability letter from local utility authorities.
- 3) Select equipment supplier.
- 4) Work with local architect/engineer and equipment supplier to discuss local building codes and necessary utility requirements.
- 5) Architect/engineer draws complete set of building plans.
- 6) Submit plans to city for permitting and to potential contractors for construction bidding.
- 7) Finalize equipment order and select building contractor.
- 8) Obtain building permit and start construction
- 9) Make application for utilities...gas, electric and water/sewer.
- 10) Complete construction and install car wash equipment.
- 11) Utilities turned on and car wash equipment started up.
- 12) Obtain occupancy permit and open your car wash for business!

## **Other Factors to Consider**

### **Zoning**

Your selected site should be properly zoned. Legalities in zoning ordinances should be reviewed.

### **Speed Limits**

A high-speed traffic area may not be the place for a car wash because it may be difficult to enter and exit the wash. The ideal speed limit is 25-35 mph.

### **Traffic**

Though a high traffic area may be ideal, a very heavy traffic in urban areas may not, especially near inter-sections.

### **Property Costs**

You may buy or lease your property. Usually, a property purchase is a good investment. However, leasing commercial property is an alternative choice if you have limited capital resources.

Commercial property prices vary from city to city and street to street. Because the property itself may appreciate rapidly, it may be wise to purchase a more expensive lot in

order to get that “perfect location.” Of course, you must justify the property cost with your gross income.

### **Lot Sizing**

To calculate the number of bays your car wash will have, you must consider the size of your lot and the demographics. Lot sizes must factor in setbacks and easements. See chart for estimated property sizes (page 5).

### **Turn on the Light**

Since car washes operate 24 hours a day, good lighting is important to generate attention at night and to make customers feel safe.

There are two basic types of lighting used in a car wash. Fluorescent lighting is the most economical but must be protected by some type of enclosure due to the overspray from the car wash. The other type of lighting is HID (high intensity light discharge). If you choose to use HID lighting, the best choice will be the metal halide type because of the white light it emits. These lights may be used in the wash bay and are recommended to be used as flood and area lights.

Whichever lighting you choose to install, a minimum of 450 watts is sufficient, however, we recommend between 600-900 watts of lights per bay.

### **Show Me the Way**

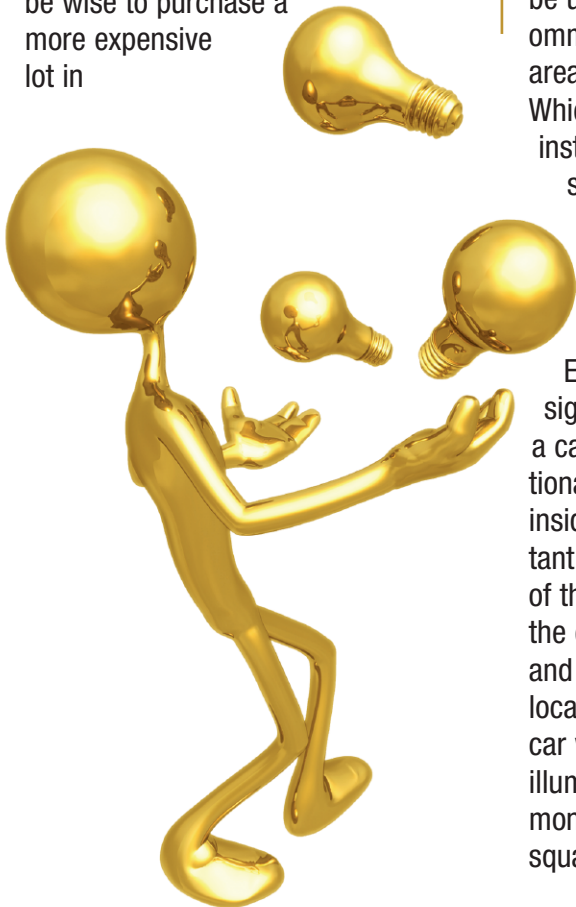
Easy to read, graphically attractive signage contribute to the success of a car wash. Instructional and promotional signage, especially on the inside of the bay, is extremely important. Directional signs on the outside of the bay are also important so that the customer knows where to enter and exit or where each service is located. For added attraction, some car wash owners have installed large illuminated signs in front. It is common for a city to have limits on square footage of signage allowed.



*Lighted awnings help customers with interior cleaning at nighttime use.*



*Overall lighting at your carwash adds safety for your customers.*



*Good lighting is important to generate attention at night and to make customers feel safe.*





Using colored tile in your architecture can add uniqueness to your wash.



Awnings over vending area help promote and advertise your products.



Check with your city before purchasing signs.

Illuminated signs will create attraction and help business during the evening and night hours. Also, a reader board sign allows you to promote wash “specials” and other activities. They provide the opportunity to pass on a message to potential customers. A number of car wash operators use the reader board as a sort of community bulletin board. Members of the community are then continually drawn to your wash to see “what’s happening.” Attractive landscaping enhances the appearance and curb appeal of your car wash.

### Marketing Your Car Wash

Marketing is an essential part of the success of your car wash. It distinguishes you from the next car wash. So, how do you create an image for your site? Just follow the “4 P’s:” product, promotion, price and place.

**PRODUCT:** Know and define your product, which are vehicle washing services. By offering as many in-bay services as you can, you not only give the customer choices, you give them a complete car wash package. Specialty finishes like TripleShine Foaming Conditioner and Spot-Free Rinse give a customer the ultimate finish in car care. Don’t just put vacuums at your site, install combination vacuums and fragrance machines or carpet shampoos. Therefore, you can market your car wash with a wide selection of services.

**PROMOTION:** A full time promotional program will allow you to continue the flow of new customers to your wash. Jim Coleman Company’s Swipe-N-Clean credit card acceptance system and Mail-A-Card or Promo Card programs are excellent programs for promoting grand openings, seasonal promotions and dis-

counted wash incentives. The system will create a database of customers who have used your wash with a credit card, codes or a pre-paid account. Ask your JCC distributor about the dozens of ways to market your wash with Swipe-N-Clean.

**PRICE:** In the car wash industry, prices are normally stable. However, you may have some competition on the price alone. If this is the case, visit your “lower price” competitor and see what their customers are getting for their money. It could be deceiving. Adjusting your time with the turn-on price can sometimes market your car wash in the right direction.

**PLACE:** It cannot be said enough: the three most important factors in a car wash site are location, location and location. Though you may not have to be located on “Main Street,” a main street can be the key to success. You must be seen.

What is a good location?

- A location that can be seen by the motoring public.
- Close to neighborhoods since people usually wash their vehicles close to their home.
- Near apartments, town homes and condominiums because of multiple families.
- High traffic areas such as shopping areas and restaurants.
- Have good ingress and egress.

These suggestions are all important when evaluating a car wash site. However, they are all not mandatory to ensure a successful business, especially in smaller communities. Your marketing strategy depends on your services and equipment, your competition, your location, and your community. Once you have analyzed

these, it makes the marketing and promoting much easier.

### **Sell More, Make More**

What must you offer to totally satisfy your customers' demands? Today it takes more than soap and water.

They are there to clean their vehicle, inside and out, and you are there to offer them the highest level of performance available in a self-service car wash. Call them accessories or call them necessities.... this is what the modern, high quality self-service car wash is offering today. Features such as:

#### **Water Softener**

Depending on water conditions in your area, some locations require a water softener. A water softening system will remove damaging minerals from the water, enhancing the cleaning ability of detergents and increasing the life of water heaters and pumps.

#### **Water Heaters**

Depending on local climate conditions, water heaters may be required. They provide hot water which greatly improves the performance of all detergents.

#### **Countdown Display Timers**

The timer shows the customer how much time he or she received at the point the equipment starts to operate. With one minute remaining, a horn sounds while the digital display flashes, thus allowing the customer to deposit additional coins before the time expires.

#### **Foaming Tire Cleaner**

Clean tires are just as important as clean cars. This cycle will clean tires with a foaming chemical that penetrates the tires to loosen up road grime.

#### **Foaming Engine Cleaner**

This speaks for itself. This especially designed emulsifying chemical is purely for cleaning the grease and grime that has accumulated on a vehicle's engine.

#### **Bug Remover**

This cycle loosens bugs' bodies and bird droppings. Without this, a car's paint can be seriously damaged from the acids that exist in decaying bugs.

#### **Pre-Soak Cycle**

Pre-soak is a concentrated detergent solution. It is used to loosen dirt and break down road film. It is the most important ingredient on the road to a clean vehicle.

#### **High Pressure Soap**

Present from the beginning of self serve car washing, high-pressure soap is still used at every self-service car wash. Even with the popularity of the foaming brush, high-pressure soap is used everywhere on the vehicle from tires to engines. High-pressure soap is widely used on trailers, boats and motorcycles.

#### **Foaming Brushes**

What an invention! The foaming brush is one of the greatest money-makers in the self-serve car wash business. Customers love it because with very little soap, cold water and compressed air, we can create all the suds a customer needs to scrub their vehicle. The operators love it because it increases gross income, and it brings back more customers.

##### **Triple-Color Foam Brush**

The Triple-Color Foam Brush System for the self-service bays combines three bright and attractive colored detergents with a patented application device. Customers love the rainbow of colors created by the swirling of the brush.



*Tire Cleaner helps in getting rid of road grime.*



*Foaming Brush is a great money maker in the self-serve bay.*



*Select-N-Touch Bay Meters are easy to use and add color to the bay.*



*Foaming Conditioner helps guard against nature's elements.*



*Signage on the bay walls help in promoting the products.*



*Offering High Pressure Wax can add profits to your site.*



*Spot-Free Rinse uses pure water to help in eliminating spots.*



*Powerful vacuums have proven to be a very profitable for your car wash.*

### **High Pressure Rinse**

This cycle is also a basic service. Whether a foaming brush or high-pressure soap is used, every customer will use high-pressure clean rinse. Because cold water is recommended, this will save energy.

### **Foaming Conditioner**

This cycle conditions the vehicle guarding against nature's elements. It is delivered through a specially designed wand meant only for foaming conditioner.

### **TripleShine®**

This foaming conditioner creates three bright colors of foam and the result is one deep, long lasting protective shine. This unique formula of conditioner helps in removing stubborn road grime and guards against U.V. rays. The 3 colors, red, blue and gold, put on a dazzling show that entertains all age customers while performing its designed use.

### **Clear Coat Protectant**

This feature gives the vehicle a "coat" of protection sealing in the conditioner. It adds protective shine as well.

### **High Pressure Wax**

Approximately one-fifth of the customers use high-pressure wax, increasing the average income per vehicle.

### **Spot-Free Rinse**

Due to dissolved solids in the water, Spotting may occur after washing and rinsing. To eliminate spotting, spot-free rinse can be applied. The spot-free rinse uses pure water at low or medium pressure. The water in this cycle is put through a reverse osmosis water purification system, removing the dissolved solids, thus solving the problem of spotting.

### **Vacuums**

Vacuums have proven to be a very profitable source of income and are widely used in today's car wash. A powerful vacuum cleaner will clean the interior of a vehicle with ease.

### **Fragrance Machines**

Fragrance machines are widely used in today's car washes. Applying a fragrance in the car will make it smell as clean as it looks. Having these machines in your car wash will provide an excellent source of profit.

### **Carpet Shampoers**

A modern car wash should not be without a carpet shampooer. The carpet shampooer machine dispenses a hot, thick shampoo from a brush to thoroughly clean carpets and car interiors. With the customer paying around two dollars to shampoo his car, the owner's cost is about ten cents, making the shampooer one of the most profitable machines in a car wash. Trash can covers with mat clamps on them work great for customers shampooing their mats.

### **Vacuum Combination Units - Earn Even More!**

To get the maximum return on vacuums, fragrance machine and shampooers you should use combination units. For example a vacuum/fragrance or vacuum/shampooer combination unit usually will return approximately 15-20% more revenue than when installed as separate pieces of equipment. This is due to more impulse buying by the customer when both services are available in one location.

### **Vending**

Vending machines selling products such as fragrance, window cleaner, Armor All® and towels are another way to increase revenue in your self-service car wash. For the

# SELF SERVE



The concept of the self serve carwash has been around for years so that customers can choose the cycles of the wash and spend as much time as needed to clean their vehicle. Today's self serve wash has as many options such as TripleShine, Bug Remover, Clear Coat Protectant and Spot-Free Rinse. Vacuum Islands add a great earning potential as well as vending islands for interior cleaning. Some sites also include an automatic bay giving the site even more attraction and income earnings.





**TOUCHLESS  
AUTOMATIC**



Having an automatic-only car wash or adding an automatic bay to your self-serve wash attracts a different kind of customer, one that wants a clean car fast without getting out of the car, saving time and offering convenience to your customer. Automatic bays typically generate 3-5 times the amount of income as compared to a self-serve bay. Entrance controllers compliment your car wash by greeting and guiding your customer to a successful and pleasing wash experience.

# COMBINATION



Combination washes are the latest and greatest on the market today. Why? Because your customer has a choice between a friction wash or a touchless automatic wash, and customers love choices. The combination wash offers the best of both worlds with either high pressure washing without the brushes or high powered cleaning of rotating brushes. With low operating costs and ease of operation, the combination wash system is a great choice for the modern car wash site.

Friction-only wash systems are also low in operating costs and easy to operate. These systems give customers the effective cleaning using specially designed brushes that glide over the vehicle's surface, enhancing their gloss and luster. Like the touchless automatic and the combination units, the friction unit offers performance options such as high pressure wash, hot wax, TripleShine and

Spot-Free Rinse. These units are programmable to fit your wash needs and to maximize profits. Many features and options are available in a friction wash, so offering the best and the most will only increase your income potential. Some popular choices are Wheel Brush System, High Pressure Wash, Undercarriage, and Foaming Tire Cleaner Applicator.



FRICITION

innovative owner, electronic vending islands offer the customer one point of payment for up to 10 different products. Through electronic vending, the customer can now pay with multiple types of coins, bills or use the Swipe-N-Clean or Swipe at the Bay to purchase vending items with a credit card.

**Bill Changer**

Bill changers are a must at any self-serve car wash. Customers need change most of the time. Having a reliable bill changer will bring customers back and new customers in if they know they can easily obtain change for their bills. We suggest a bill changer dispensing quarters and dollar coins as well as a bill-to-bill changer. Bill to bill lets the customer exchange a 10 or 20-dollar bill to smaller denomination bills.

**Swipe-N-Clean® Credit Card Service**

Offering credit card at your car wash not only gives your customer a choice of payment, but also increases business. Credit card customers will buy more services and spend more on those services than typical cash customers. The credit card capability gives your car wash the image of innovation.

**Swipe at the Bay**

Card acceptors at each bay, vacuum or vendor gives customers the independence and simplicity to purchase your products and services using their credit card. Practically guaranteeing an increase in usage and income.

**Entry Wizard and Entry Wizard 2.0**

The Entry Wizards are entrance controllers for automatic car washes. Both units feature an ergonomically designed face panel that is inviting, easy to use and provides the customer with a pleasant payment experience.

The units offer the customer the option to pay with their choice of credit card, coins, bills, codes or any combination thereof. In addition, the system allows you to promote other products and services your site has to offer such as Fleet Accounts, PrePay Accounts, and Gift Certificates. The code ability allows you to market your carwash using Direct Mail, Promo Cards and Coupons. Offering an entrance control at a location means a faster return for the investor.

**Water Wizard 2.0 In-Bay Touch-Free Automatic**

Motorists looking to clean their vehicle quickly and with minimal effort are another group of customers. Your self-serve car wash can attract these customers if your wash has an in-bay touch-free automatic. In just a few short minutes, customers can have a clean vehicle and be on their way without ever having to get out of their car. Though, most in-bay automatics do

not require an attendant, we recommend having the automatic bay attended, especially during busy times.

**FusionX and eFusion Sparklesoft Systems**

The FusionX Combination Wash System includes the tremendous



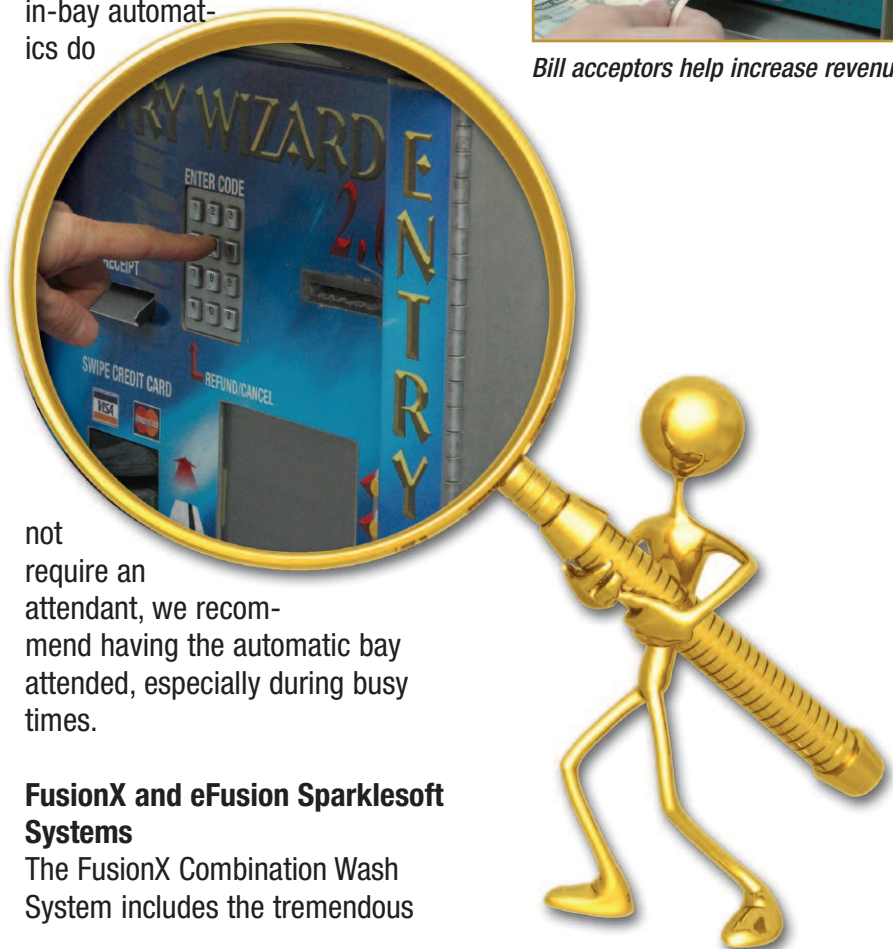
*Offering credit card services gives customers a choice of payment.*



*Electronic Vending Islands dispense interior cleaning products.*



*Bill acceptors help increase revenue.*







*Water Wizard 2.0 Touchless Automatic*



*eFusion in-by automatic uses brushes for optimal cleaning.*



*FusionX is a combination wash where the customer can choose between touchless and friction/brushes.*

cleaning ability of the Water Wizard 2.0 Touch-free unit with the additional cleaning power of a three-brush design soft touch wash including our unique SparkleSoft material. Customers have the choice of a soft touch brush wash, touch-free wash only or a combination of both.

The eFusion uses the same SparkleSoft brushes to effectively clean a vehicle. SparkleSoft is a strong, hushed and delicate product that glides over the vehicle's surface, enhancing its gloss and luster, wash after wash. The system is extremely versatile with many performance options. The eFusion is programmable to fit all of your wash needs and to maximize your profits.

### **The Advantage of an Attendant**

A car wash should be attended to every day. Some car washes may need only a part-time attendant while others may need a full-time attendant. Whatever your needs, a good attendant is responsible for keeping the car wash clean and free of trash, maintaining equipment, keep change in the bill changer, and assist cus-

tomers if they need help. Every car wash needs an attendant, this will help in maintaining an attractive, quality service car wash. Customers are more comfortable knowing an attendant is there. Consequently they will use the wash more often increasing your income.

### **Are You Ready?**

Now that you are armed with basic information about self-serve car washing, you are ready to get started on the road to owning a successful car wash. The Jim Coleman Company has been involved in every aspect of this industry for over 40 years. We have the personnel and the experience to assist you.

For the name of a distributor near you, please contact us by phone, e-mail or come by and see us at our office in Houston, TX. We would love to have you. Check us out on the web at [www.jcolemanco.com](http://www.jcolemanco.com). Our staff stands ready to work with you to develop a successful wash. From the site analysis to turning on the equipment, we're there to help.

### **How Does Your Property Measure Up**

Use the following worksheet to evaluate your car wash property. Please use correct, factual data when answering the population and traffic counts questions. Proper management of a location can influence the success of a location tremendously. If you need help in answering the questions on this survey, do not hesitate to ask Jim Coleman Company.

**Note that this is only an estimated figure to help you in planning, and in no way is a guarantee of actual performance.**

# LOCATION/SITE ANALYSIS SELF-SERVE/HAND BAYS

## WORKSHEET



**CUSTOMER:** \_\_\_\_\_ **LOCATION:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

*Location Analysis calculations are based on national averages. It is merely intended as a guideline and is not a guarantee of success. Many factors can influence the success of a location that are not mentioned or questioned in this analysis. For the most accurate analysis, please obtain true and correct traffic and population counts. If you need assistance with this, please call Jim Coleman Company or your local JCC distributor. No guarantee of income, expenses, or profit is made or implied by Jim Coleman Company.*

**Traffic Count (Choose One)**

1,000 cars per day per bay	10
1,500 cars per day per bay	15
2,000 cars per day per bay	20
2,500 cars per day per bay	25
3,000 cars per day per bay	30
3,500 cars per day per bay	35
Commuter or tourist traffic	-10

Total Traffic Count Points \_\_\_\_\_

**Speed Limit (Choose One)**

25-35 mph	10
35-40 mph	5
Over 40 mph	0
Over 40 mph w/turning lane	5

Total Speed Limit Points \_\_\_\_\_

**Customer Access (Mark all that apply)**

Property on corner lot	5
Traffic light stop sign within one block	5
Traffic light or stop sign more than one block	-3
One curbcut used for both entrance and exit	-3
One entrance and one exit	3
Property has two entrances and two exits	7
Property on divided street	-3
Blvd. - no cross access	-20
Blvd. - w/cross access at site	10
Traffic has turning lane from both directions	5
Property has two car stack-up room	5

Total Customer Access Points \_\_\_\_\_

**Visibility (Mark all that apply)**

Sign visible both direction 500 feet	5
Sign visible both directions 300 feet	3
Bays facing street entrance	10
Bays perpendicular to street	-2
Drive-in and back out-bays	-15
Lot uphill or downhill from street	-5

Total Visibility Points \_\_\_\_\_



## LOCATION/SITE ANALYSIS

### Local Business factors (Mark all that apply)

- Neighborhood shopping strip (within sight of location) 5 \_\_\_\_\_
- Multiply # of franchise store by 2 (within sight of location) \_\_\_\_\_
- Lot located on large shopping mall 5 \_\_\_\_\_

Total Local Business Factors Points \_\_\_\_\_

### Competition (Choose One)

- If modern, up-to-date S/S car wash within 2 mile radius, deduct 1 point per bay \_\_\_\_\_
- Enter number of competing bays within 1 mile (deduct 2 points per bay) \_\_\_\_\_
- If no competing bays within 2 miles, add 10 points 10 \_\_\_\_\_

Total Competition Points \_\_\_\_\_

### Community Population (Choose One)

- 1,000 per bay in 3-mile radius 5
- 1,500 per bay in 3-mile radius 10
- 2,000 per bay in 3-mile radius 15
- 2,500 per bay in 3-mile radius 20
- 3,000 per bay in 3-mile radius 25
- 3,500 per bay in 3-mile radius 30

Total Community Population Points \_\_\_\_\_

### Community Growth (Choose One)

- Growth prevalent 5
- Community stable 3
- Community changing-declining area -5

Total Community Growth Points \_\_\_\_\_

### Community Profile (Mark all that apply)

- Apartments nearby 5
- Small single family housing 3
- Street parking 2
- Middle to lower income area 3
- Upper income area 5
- Dirt roads in area 7
- Potholes and broken pavement 4
- Good roads -3
- Winter salt on streets 5
- Heavy seasonal rainfalls -5

Total Community Profile Points \_\_\_\_\_

**TOTAL POINTS** \_\_\_\_\_

## SCORE YOUR SITE

**120+**

*Build It!*

**100-119**

*Very Good*

**80-99**

*Good*

**70-79**

*Fair*

**69**

**and below**

*Poor*

# LOCATION/SITE ANALYSIS IN-BAY AUTOMATIC

WORKSHEET

## Traffic Count

5,000 vehicles per day	3
7,500 vehicles per day	6
10,000 vehicles per day	9
12,500 vehicles per day	12
15,000 vehicles per day	15
17,500 vehicles per day	18
20,000 vehicles per day	21
22,500 vehicles per day	24
25,000 vehicles per day	27

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## Site Information

Commuter or Tourist Traffic	-18
Traffic Speed 35 and Under	3
Traffic Speed Over 35	- 3
Automatic Attended Everyday	5
Automatic Attended Weekends Only	2
Stack Up Space 1-2 Vehicles	- 2
Stack Up Space 3-4 Vehicles	3
Stack Up Space 5 or More Vehicles	5
Left Hand Turn Bay Entry	1
Entrance Controller Accepts Credit Cards	3
Entrance Controller Accepts Fleet Account Codes	2
Ongoing Marketing Program	2

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## Total Site Information Points

## Competing Bays

Competing Touchless Bays Within 1 Mile (deduct 3 points per bay)	_____
Competing Friction Bays Within 2 Mile (deduct 1 point per bay)	_____

## TOTAL LOCATION FACTOR POINTS

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### SCORE YOUR SITE.....

40-50 POINTS	BUILD IT!
30-39 POINTS	VERY GOOD
20-29 POINTS	GOOD
10-19 POINTS	FAIR



Over the past few years, the car wash industry has evolved and changed. Today's car wash offers more services and options to suite a wide range of customers. Self-serve car washes are open 24 hours, used throughout the year and are popular across the country. Customers see value in a self-serve car wash, which keeps them coming back for more and in turn, keeps operators in business.

The following information is courtesy of Professional Carwashing & Detailing's 2007 Self-Serve Carwashing Benchmarking Survey and may be helpful as a new investor to the business.

**Self-Serve Pricing**

**Most Common price/time combinations**

Combination	% of respondents
\$1.50/4 minutes	13.8%
\$2.00/4 minutes	14.9%
\$1.00/4 minutes	5.3%
\$1.00/2 minutes	5.3%
\$0.25/<2 minutes	5.3%
\$1.00/3.5 minutes	4.3%

**How many vending machines does this carwash have?**

None	6.4%
One	13.8%
Two	17.0%
Three	11.7%
Four	19.1%
More than Five	31.9%

**Year carwash was constructed**

1975 or before	19.1%
1976-1980	7.4%
1981-1985	11.7%
1986-1990	10.6%
1991-1995	10.6%
1996-2000	12.8%
2001-2006	27.7%

**Locations Owned**

One	61.7%
Two	21.3%
Three	7.4%
Four	2.1%
Five or More	7.4%

**Vending Revenue**

Average monthly gross revenue from all vending machines:	\$453.81
Upper quartile:	\$600.00
Lower quartile:	\$100.00

**Vacuum Revenue**

Average monthly revenue per vacuum:	\$207.18
Upper quartile:	\$294.50
Lower quartile:	\$100.00

**Vacuum Pricing**

**Most common price/time combinations**

Combination	% of respondents
\$1.00/4 minutes	25.5%
\$0.75/3 minutes	10.6%
\$0.50/2 minutes	8.5%
\$0.75/4 minutes	7.4%
\$1.00/5 minutes	5.3%

**Distance to nearest self-serve competitor**

Less than .5 mile	8.5%
.5 to 1 mile	18.1%
1.1 to 2 miles	31.9%
2.1 to 5 miles	25.5%
5.1 to 10 miles	7.4%
More than 10 miles	8.5%

**What do you consider your biggest competitor?**

Another self-serve	46.7%
An in bay automatic carwash	23.9%
An express exterior conveyor	13.0%
A full-serve conveyor	7.6%
Other	8.7%



*In the interest of product improvement, Jim Coleman Company reserves the right to modify equipment specifications without notice.*

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