



National Carwash Solutions

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Car Wash Technologies – www.carwashtech.com
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TEC Services – www.thecarwashsource.com
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Express Conversion – Step by Step

Many owners of underperforming stores are converting from their current operational format to Express. NCS knows what's feasible and what isn't. After a complete technical and operational inventory, we select and retain as much existing infrastructure as possible, and then recast and reposition the site to enjoy a fresh stream of revenue and a long-term renaissance within the community. Although Express Exterior is a small percentage of the total exterior retail carwash segment, particularly in conveyor markets across the rust belt, it has provided a needed "wake-up call" for traditional tunnel and automatic operators by addressing unmet market needs for both consumers and investors.

- Express has clearly excelled at elevating the customer experience – look at their volume
- Express delivers significantly better convenience to the customer – just ask their customers
- Express has optimized current technology for superior operational efficiency – cost/car way down
- Express is very scalable, allowing expansion with better experience – most brands are multi-site in their trade area

If you don't address the service gap in your trade area, someone else will ... you can count on it ... here's how:

Step 1 Re-Image the Brand

Curb Appeal - New Signs, New Paint, New Lights. Your customers need to KNOW that you have changed.

Staff – New Grooming Standard, New Uniforms, New Rules. Your customers need to feel the renewed culture through your staff.

Streamlined Menu – New Value Price Point, New Premium Services, New Unlimited Clubs. Your customers want both the ability to get a quick, good, basic wash today and premium wash next time. Balance value for volume with premium services for profit.

Wash Experience – New Automation, New Interior (Bright White Paneling and Lights), New Delivery Mode, New Premium OnLine Services. Your customers need to experience a new wash process.

FREE Vacuums – New Free self service vacuums. Your customers will love this "FREE extra" getting thrown into your offering so much that without it, it may not be worth converting to Express.



Step 2 Deliver Convenience

Gotta have convenient payment options - it increase speed of service and encourages premium service sales – selecting pay heads is a much higher impact and better for business, but you can take baby steps here if you're budget constrained.

Menu preview while in queue shortens selection time and a streamlined menu presentation (packages with minimum options) makes service selection easier and quicker.

Self service menu selection with touch screen avoids ordering errors.

Automated service delivery mode eliminates off line manual processes to save time.



Step 3 Engage Technologies for Efficiency

Increase Margins Today and Protect against Future Increases –

- **80% reclaim** and more is available without the wretched stink that scared you away from it in past years. Knowing the cost of water and sewer, you must engage this proven technology.
- These aren't the VFD's from the 90's that weren't reliable and didn't deliver a return. The technology is bullet proof and the savings unreal – **20%-40% when dryers and vacuums are controlled with VFDs.**
- It's not hype, customer after customer is switching over to high pressure, high speed solenoid injection cutting chemical costs by **15%-25% over hydro-minders and meter pumps.**

Automate Mode of Service Delivery – Why be pigheaded, take advantage of automation. Labor is reduced 5%-8% replacing service writers with pay points (they also get rid of your "silent partner" that helps himself to your cash), prep personnel with chemistry and high pressure and manually applied tire dressing with on line dressing machines



Step 4 Get Access to Data and Get Help

Management will have the **right tools** and systems in place to successful rollout across multiple units

CCTV over the web puts **eyes on the location from any web device** and remote process management with monitoring systems insures quality, safety and facility security

Performance data available remotely for summary or granular review

Consistent Service Programs from professional aftermarket service companies remove maintenance and repair burden from retail operations

