

EXPRESS PROFORMA DATA REQUIREMENTS

To prepare for the preparation of a site specific proforma for a new express location, the following information must be assemble for input into the computer model. Please gather this information and submit for your site. Please don't hesitate to clarify any data gathering question you might have.

- A. Determine your hours of operation (Typically 7:00 am until 9:00 pm)
- B. Determine staffing levels (Normally two people with two shifts per day with one hour overlap between shift change in the early afternoon)
- C. Employee Compensation
 - 1. Estimate Manager's, Assistant Manager's compensation rate hourly or salary
 - 2. Estimate hourly line help rate
 - 3. Determine benefit packages, if any, and who will be eligible
- D. Determine Wash Offering Menu and Pricing
- E. Provide Pictures and Videos
 - 1. Pictures taken of road traffic from both directions on road or all directions if on corner lot
 - 2. Pictures taken from all perspectives on lot including potential points of ingress, egress, easements, and all obstructions
 - 3. Video location from road while in vehicle approaching from all directions
- F. Map all competing wash locations within a five mile radius (Suggestion: Use "Find It" function on Mapquest.com to obtain maps and locations)
- G. Provide Property Survey with Dimensions and Setbacks
- H. Traffic
 - 1. Provide most recent DOT Traffic Count
 - 2. Provide Speed of Traffic by Location
 - 3. Provide Manual Traffic Count (15 minutes in both directions at the following times)
 - 7:00 am
 - 10:00 am
 - 11:00 am
 - 12:00 pm
 - 1:00 pm
 - 5:00 pm
 - 8:00 pm
- I. Demographic Report (Recommended Site: <http://reports.esribis.com/esribis>)
 - Automotive Aftermarket Expenditures
 - Demographic and Income Profile
 - Housing Profile
 - Site Map

Upon submittal of the information gathered above, a proforma can be prepared giving you insight as to the suitability of the site as an exterior express car wash. This proforma is only the initial step in your evaluation process. You are advised to seek competent advice from such other professionals as necessary allowing you to make an informed final decision as to suitability of the site.