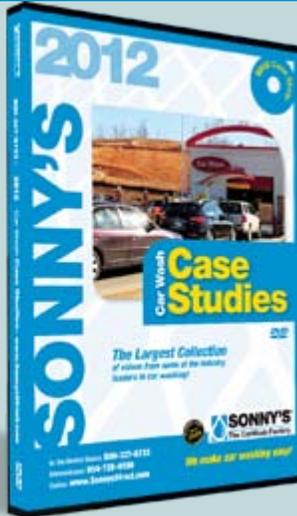




Case Studies



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5-Bucks Car Wash – Reinventing a Foreclosed Full-Serve Express-Exterior | Lakewood, CO | Owner – Dave Grasch

www.5buckscarwash.com

With two successful express-exteriors under his belt, owner Dave Grasch saw potential in a foreclosed Full-Serve wash that others had missed. Navigating banks, loans, municipal hurdles, and some serious design flaws with the existing property – Dave shares his two-year learning experience in successfully reinventing this property out of foreclosure. Join Sonny's President Anthony Analetto and owner Dave Grasch as they tour the wash and discuss characteristics to look for in foreclosed properties, solutions to anticipated problems, and actionable steps to exploit foreclosure opportunities in your market.



Liberty Car Wash – 15,000 Cars per Month in 53-Foot Express Exterior | Florida City, Florida | Owner – Paul Fazio
www.liberty-carwash.com

Having just posted its first 15,000 car month and washing over 41,000 cars in the first quarter of 2012, after more than a decade of struggling to average 4,500 cars per month, Liberty Car Wash is a testament to the power of free vacuums. Purchased by Paul Fazio, CEO of Sonny's The CarWash Factory in May of 2008, this site, located in the rural, low income entrance to the Florida Keys, was turned down by all other operators in the area when it went on the market. Equipment upgrades, pay stations, and new signage resulted in small gains, but business skyrocketed in 2011 after Paul converted the front grassy area into a highly visible area offering 15 free vacuum stations. Join Anthony Analetto, Paul Fazio, and Robert Andre as they discuss the detailed financial statistics of the conversion, its impact on the self-serve, touch-free in-bay automatic, and the bottom line.



LuLu's Express Car Wash – Increasing Your Average Ticket by \$4 Express-Exterior | Aiken, SC | Owners – Robert Black & Carlos Marban

Looking to open their third express-exterior wash on a road with a traffic count of only 25,000 cars per day, owners Robert Black and Carlos Marban knew they needed a higher ticket average for the investment to make sense. Push the limits in customer value with an innovative 5-step drive-through exterior detail service. Watch this video to learn the exact process they used to add \$4 per car to their average wash ticket.



Mountain View Car Wash – Hand Wash Conversion Full Serve/Quick Lube | Upland, CA | Owners – Sam and Geera Desai
www.mountainviewcarwash.com

For over 20 years, Sam and Geera Desai have found success by keeping their Southern

California car wash one-step ahead of the curve. Opening in 1991 as a full-serve with a friction tunnel, quick-lube, and detailing, they converted the tunnel to a 100% hand wash 7 years ago to adapt to changing consumer preferences. But high labor costs and inconsistent wash quality prompted them to make the move back to an automated tunnel system in 2011, this time with an express lane and pay station. Watch this video to see how Mountain View car wash increased production capacity and slashed labor costs without losing their loyal customer base.



**Sparkle Car Wash – In-Bay Retrofit to Xtreme Xpress Mini-Tunnel
Xtreme-Xpress/Self-Serve | Augusta, GA | Owner – Gary Richardson**

Needing to revitalize his 5-bay self-serve car wash with an underperforming friction in-bay automatic in an inner-city location, industry veteran Gary Richardson knew he had to find a new opportunity to capitalize on the site's potential. Gary converted the underperforming automatic to the latest Xtreme-Xpress mini tunnel, leveraging a shared driveway with a gas station eager to sell discounted gas with a car wash sold at the pump – watch this video to learn the steps it takes to breathe new life into an old location.