

Jack Muellerleile - National Expert & Consultant

Current Specialties: EXPRESS Exterior Tunnel Carwash & Superstations

When you hire Jack Muellerleile as your consultant you are getting the benefit of the many years experience he has amassed on both sides of the isle. He spent 23 years climbing the corporate ladder at Mobil Oil Corp. where he held 13 different positions culminating with responsibility for all of its real estate activities from Pittsburg to the Pacific Ocean and Canada to the Mexican border. In his previous position he was responsible for over 600 retailers in the Greater Los Angeles Area. As such, he thoroughly understands how big corporations think and he knows the L. A. Basin marketplace cold. After leaving Mobil he became an entrepreneur whereupon he started, ramped up the volume and sold a number of different entities, most of which involved real estate, some of which were public companies. During the early 1990s, he became licensed as a real estate broker then the broker-officer of Vincent James, Ltd, a real estate brokerage corporation dealing with specialty matters. His specialty was locating land parcels capable of being developed into Superstations... businesses selling at least 600,000 gallons of fuel monthly and net cash flowing at least \$600,000 annually (these involved one acre corner parcels at high traffic count intersections which featured easily cross-merchandised multiple profit centers). Since 2004 he has worked almost exclusively with clients creating the EXPRESS Exterior Tunnel model car wash (ECW) which most experienced car wash folks believe to be at the leading edge of the car wash industry. These can require land parcels somewhat similar to those needed for Superstations but are less expensive to develop, easier to operate, involve far less liability, do not include a powerful international corporation as its principle supplier and generally throw off a higher net cash flow. Further, smaller properties can become equally lucrative ECWs. Naturally, his Superstation clients gravitated toward this type of business especially since Jack was already expert in locating the land parcels potentially capable of high washed car volume. Jack has become a nationally recognized expert in the EXPRESS Exterior Tunnel Carwash model and in other matters. He is paid \$500 per hour (or for any portion thereof) as a Gerson Lehrman Group (GLG) Council Partner. GLG is an internationally renowned consulting firm used heavily by Wall Street researchers. See the Wikipedia description of this worldwide organization at http://en.wikipedia.org/wiki/Gerson_Lehrman_Group.

Clients who hire Jack as the Lead Consultant for the planned ECW project usually have the needed financial resources but are short on experience and business savvy associated with the industry. They need a "short course" covering the 'mission-critical' items which need to be on the punchlist if the endeavor is to be successful. Jack is able to personally cover the items on the punchlist or refer the client to others having the necessary up to date expertise.

For projects like these, Jack charges just \$350 per hour against \$5000 prepaid retainers.

Once the client has been "industry & project schooled" and is ready to commence the search activity required to locate a suitable site, he is fully capable of looking for sites on his own. However, many clients prefer to take advantage of Jack's current inventory of prequalified sites. To do so, the client must become one of Jack's brokerage clients who guarantee Jack a full brokerage commission and a large minimum fee per transaction. If interested, contact Jack about such a business relationship.

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ECW Consulting Client _____ (TBD)

Action Items List

Goal: Client gains an understanding of the EXPRESS Exterior Tunnel Carwash (ECW) model and develops his first potentially high washed car volume unit.

Start Date: _____ (TBD)

Recommended Right Actions (partial list designed to get ECW unit #1 on stream)

#	Action Items for team efforts of client & consultant	Date Completed
1.	Complete a crash course on the carwash industry with a tight focus on the EXPRESS Exterior Tunnel Carwash (ECW) model.	
2.	Meet key people who can shorten your learning curve and provide needed support on an ongoing basis.	
3.	Select a carwash equipment manufacturer for CW equipment and other needed operating systems (vacuums, reclaimed water, chemicals, computers, automatic pay stations, tunnel access system, etc.).	
4.	Select a specialty debt capital loan agent or broker if debt capital is to be employed.	
5.	Create your site criteria / learn how to identify a potentially high washed car volume site.	
6.	Analyze new-to-industry sites already owned or found by client to ascertain the potential washed car volume and annual EBITDA.	
7.	Analyze potential existing Full Service Carwash conversion To EXPRESS Exterior sites found by client.	
8.	Locate potentially high washed car volume sites for some clients if compensation package is acceptable to consultant.	
9.	Package client's candidacy for presentation to decision makers (seller, landlord, lender, city officials, other jurisdictional authorities, etc.)	
10.	Select site for development.	
11.	Hire an architect with experience doing ECW site plans, C.U.P. applications (if required by zoning), construction plans, construction supervision.	

12.	Negotiate acquisition of the land in fee or via a long term ground lease.	
13.	Process debt capital application(s), if any.	
14.	If necessary, hire an experienced Zoning Expeditor (usually a PR firm) to lead your entitlements gathering team if same is required by the zoning.	
15.	Apply for jurisdictional entitlements if required by the zoning.	
16.	Obtain needed permissions (as are required by the zoning) and building permits.	
17.	Bid out the construction project.	
18.	Choose an experienced, bondable (financial & performance) general contractor.	
19.	Build the facilities.	
20.	Choose a competent, experienced equipment installer.	
21.	Install and test the carwash & vacuum equipment, computers, etc.	
22.	Complete some carwash training.	
23.	Conduct pre-opening activities (bank account, professional web site creation, employees selection, planned opening day events, etc.).	
24.	Obtain your certificate of occupancy from the jurisdictional authority.	
25.	Open for business.	
26.	Repeat much of the above process for the 2nd unit.	
	After have 6 months with the 'seasoned' washed car volume and EBITDA on the books, refinance the whole thing if want to obtain debt capital to fund the development of unit #2.	

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