

This high washed car volume car wash has noted exceptions to numerous, rigid Site Criteria items for high washed car potential EXPRESS Exterior Tunnel Car Wash new-to-industry or Full Service to EXPRESS model conversions in the wide open, under-served, Los Angeles Metro Area Marketplace

**Wildwater EXPRESS Exterior Tunnel Car Wash
17042 Beach Blvd. / SEC Warner Ave.
Huntington Beach, CA 92647
(TG828-A7)**



Wide angle view.

Unit is believed to be washing 17,000 cars monthly with a \$7.00 average ticket. And it is still ramping up.

- $17,000 \text{ cpm} \times 12 = 204,000 \text{ cpy} \times \$7.00 = \$1,428,000$ Gross Revenue
- $\$1,428,000 \times 60\% = \$856,800$ Net Cash Flow before ground rent, if any; property taxes and debt service, if any.

NON-CONFORMING (usually drop dead) features of this site include the following:

1. Too small. Only 18,400 SF vs. the one acre (43,560 SF) normally sought.
2. Horrible access. Zero direct access from Beach Blvd, Warner Ave or Blaylock Dr.
3. Property is too narrow. Tunnel had to be built along the lot line shared with the alley.
4. Crowded vehicular activity scares most female drivers (that's 60-65% of target patrons).
5. Site has a new-to-industry EXPRESS Exterior CW competitor 0.5 mi. east on Warner Ave.

CONFORMING features include:

1. Very high traffic count.
2. Good demographics.
3. Aggressive price menu.

CONCLUSION: Traffic Count is king! Why? Because the initial decision to buy is made on impulse. Therefore, the higher the traffic count the higher the number of people making that initial impulse decision to try out the new EXPRESS Exterior Tunnel Car Wash service. And because the targeted public this model car wash wants to attract with its initial "\$5.00 ~ 5 Min. ~ Free Vacuum" offer is the person washing the car on the driveway at home, the word spreads quickly and washed car volume steadily ramps up to the 'seasoned' level which is natural for the site.



Maximum 5 car queue. Empty lane does not access the wash tunnel. It's used for employee parking.
NOTE: Car Wash tunnel entrance is only accessed from the adjacent alley.



Only seven (7) free vacuum stalls are available.

When exiting the facility, most customers drive south down the alley past the trash enclosure and the Hertz Car Rental facility at the southernmost end of the property then out onto Blaylock Drive. From there they may return to Beach Blvd. or turn east into the neighborhood. Some take the alley north past the 5 car queue to exit onto Warner Ave.



Alley ingress from Blaylock Street at south end of the property.

Customers drive north past the Hertz Car Rental facility, past the car wash tunnel and make a "U" turn into the 5 car queue lined up to pay and enter the wash tunnel



Alley access only from Warner Ave.

Customers turn right into the alley then immediately veer to the right into the 5 car queue lane.

PLAT MAP of Wildwater Express Exterior Car Wash

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(TG828-A7)

On just 18,400 sq. ft. + adjacent alley it washes 17,000 cars per month and has a \$7.00 average ticket.

