

## **SPECIAL ALERT for ALL ECW CLIENTS & CLIENT CANDIDATES**

**AN UNEXPECTED BONUS IS SUSPECTED:** Will higher than expected washed car volume be experienced in neighborhoods with high Latino demographics?

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Savvy, experienced EXPRESS Exterior Tunnel Carwash (ECW) experts don't yet know for certain...but they believe it may be so.

**NOTED:** Based upon all the generally accepted "Rules of the Road" for a well located, properly designed and built, then aggressively marketed ECW using the aggressive "5.00 -5 Minutes - Free Vacuum" offer, the one shown below was expected to deliver a 'seasoned washed car volume' of about 660 washed cars per day assuming a 1.5% capture rate and its 44,000 ADT traffic count. But on good authority it is believed to be washing 1,000+ cars per day. And that is a 51% increase over the 660 cpd everyone expected! Why? What makes it different from other such operating units? So far no one really knows but they think it might have something to do with the VERY HIGH PERCENTAGE of LATINOS residing in its densely populated neighborhood. How high is very high? Well, 78.2% should qualify as high, right?



### **10 - Santa Ana, CA**

#### **Santa Ana Express Carwash**

202 E. First St.

SEC First St & Cypress Ave ( 1 blk. east of Main St)

[www.expcarwash.com](http://www.expcarwash.com)

#### **COMMENT:**

Excellent new-to-industry location at signalized intersection. Good design. Good sized lot...maybe 50,000 SF. Washed car volume is still ramping up every month. It's already far exceeding the expected 'seasoned' high washed car volume of 660 cpd. It is believed to be already washing over 1,000 cars per day...every wash day, every month.

## GOOD NEWS - GOOD NEWS - GOOD NEWS



**GOOD NEWS:** Another new-to-industry ECW is getting ready to open perhaps next month. This one is similar to the one noted above as follows:

- 56,000 SF corner lot at signalized intersection
- 50,000 ADT traffic count
- High density residential population
- Wide open, spacious site plan which appeals to the expected 60%-65% female customers
- Aggressive "\$5.00 - 5 Minutes - Free Vacuum" opening offer is planned
- 82.0% Latino demographics

It is certain that all savvy, involved, alert ECW experts will be watching the washed car volume as it ramps up at this excellent ECW location. Once the 'seasoned' volume is reached, some accurate comparisons can be attempted...and I'll publish those results so everyone will be enlightened.

It's exciting to experience MUCH BETTER THAN EXPECTED washed car volumes because that jacks up the Gross Revenue numbers which delivers 50%-60% of it to the bottom line cash flow. And that hastens the date when each new monster ECW may be refinanced so the owner can pull out the cash insertions needed to develop another one just like it!!

**Client Candidates & Inactive Clients please note:** Land values and ground lease rates continue to climb because all the old players are again in the marketplace doing land deals at this time. Interest rates for debt capital fundings rose 25% over just the past 3 months and are expected to increase further. I now have good ECW sites which are capable of producing high washed car volume. It is time to make your move right now! I'm going to do about 5 more deals then retire again...but this time FOR GOOD. You should make yours one of those 5 deals. These extremely difficult to locate, fully qualified, potentially high washed car volume, new-to-industry EXPRESS Exterior Tunnel Carwash model sites are a real bear to locate!

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