

Excerpt from the August 2006 article in Auto Laundry News* entitled

Express Exterior Challenges CA's Hand-Wash Mindset

By W. Herschel Kilgore

EASE OF MANAGEMENT



The final step — drying.

I am “on site” — virtually.

“From the operational side, I have owned and operated full-service car wash models, and this is the easiest start-up I have ever experienced. The equipment is the most complex in my experience, but the easiest to operate. The express model is the easiest to manage of those that I have operated. El Segundo has surveillance cameras everywhere. The computer system is accessible from remote locations, and I can watch what is going on in real-time, anytime. I can remotely log into the system, count my cash and credit card intake, and view detailed real-time wash statistics from anywhere, without the employees even being aware that

Given the opportunity to operate an exterior express platform versus a full-service platform, I prefer the express model because of my management style and personal preferences. I have tremendous respect and appreciation for good full-service operators and owners, and my hat goes off to them. They are willing to deal with the labor headaches and other demanding issues unique to full-service operations that I find unnecessarily onerous. For me, personally, the exterior-express wash model is a joy to operate, unlike the labor-intensive, full-service car washes that are a constant struggle to operate profitably.

It would be relatively easy to replicate the El Segundo 5-Minute Express Carwash many times over. Management would only become easier with multiple locations. Multiple locations would allow one to take advantage of economies of scale regarding marketing, service, maintenance, chemical supply, and human resources. With the technology available today, a centralized office could easily and effectively operate multiple locations with a minimum of staffing. This would result in profits in orders of magnitude.

LEARNING EXPERIENCE

As many of you know, I wear two hats. I am the general manager of the new El Segundo 5-Minute Express Carwash, and I'm also the director of sales and marketing for NS Wash Systems. The El Segundo car wash is more than merely a profit center for its owners — it also houses the new NS Wash Systems' training facility, aptly named "Carwash University." This facility provides training in and access to the newest, state-of-the-art wash equipment, to architects, contractors, owner/operators and service personnel. Seminars will also be conducted discussing various ownership and operational formats for prospective investors. You are invited to come visit us and see for yourself what the exterior express wash platform is really all about — profits!"

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To see the above article in its entirety, go to

http://www.carwashmag.com/pdf/aug_2006/ExpressExteriorChallengesCA.cfm .

For a more in-depth look at this type of carwash and its month-by-month performance during the first 2 years of operation, go to Carwash Consultant / California Real Estate Broker Jack Muellerleile's www.4VQP.com web site page exclusively devoted to this concept at <http://www.4vqp.com/newhotstuff/expressexteriorcarwash.html> and locate the link *Cash Flow Experienced*.

To join 30+ clients who have hired Jack to locate pre-qualified EXPRESS Exterior Tunnel Carwash sites and / or represent them in negotiating their acquisition in fee or by way of a long term ground lease, contact Jack in person at:

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