

Date: 07.13.12

# H2GO express car wash

**A Company of Green-N-Clean, Inc.**

Link to Existing locations:

[http://h2goexpress.com/?utm\\_source=H2Go+Express+Car+Wash&utm\\_campaign=7fa6825413-Don t Miss Out 7 14 2012&utm\\_medium=email](http://h2goexpress.com/?utm_source=H2Go+Express+Car+Wash&utm_campaign=7fa6825413-Don+Miss+Out+7+14+2012&utm_medium=email)

Web Site: [www.h2goexpress.com](http://www.h2goexpress.com)

## **Comment:**

The subject entity appears to be the first one in the Los Angeles Metro Area to focus its attention upon locations having the following characteristics:

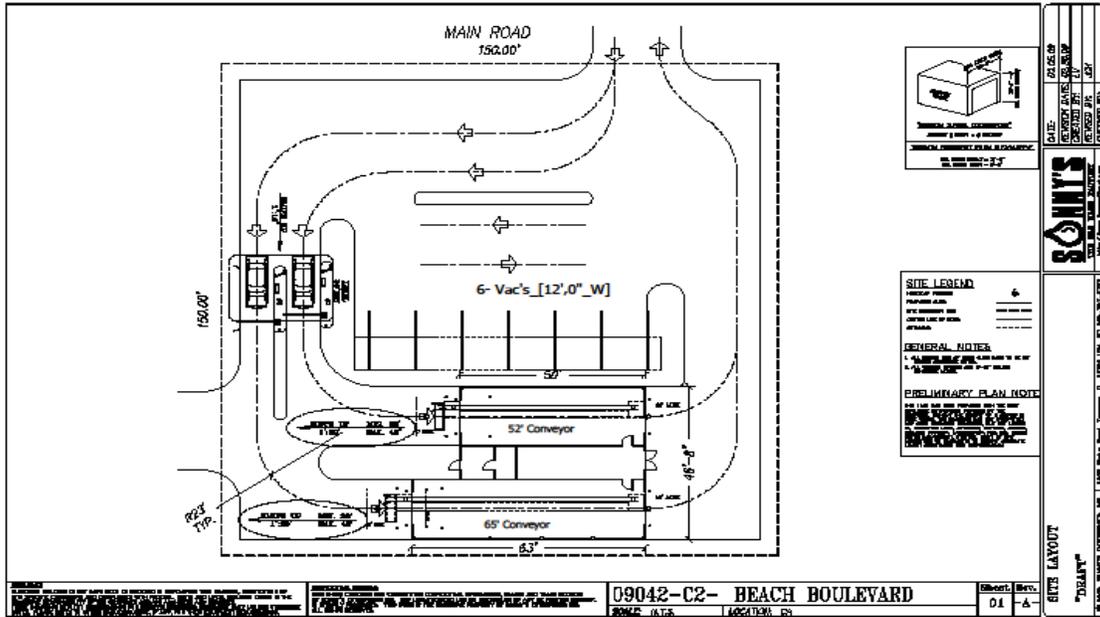
1. Small size - 150' x 150' (22,500 SF) or less.
2. High Traffic Count - 40,000 ADT or more.
3. Absence of EXPRESS Exterior Tunnel Carwash competition within a 3-mile ring.

While the above described type of location limits the washed car volume which may be achieved (i. e. none of the locations should be capable of washing 30,000 cars monthly) it offers many benefits, including:

1. Significantly less capital required to fund the occupancy costs (i.e. to acquire the land or pay the ground rent).
2. Much smaller capital requirements for the improvements since an 80' tunnel is used instead of one 120' or longer and the rest of the facilities are smaller, less costly (i.e. less car wash equipment, shorter conveyor, fewer free vacuums and so forth).
3. Less competition for prequalified, new-to-industry locations because most of the other users require more than 22,500 SF to generate the volume of business required to justify the minimum capital investment swallowed up by a new location.
4. Many more qualified sites from which to choose.
5. Provides justification for developing some sites in high land cost areas.

A few years ago, one industry watcher decided that the above type of location made a lot of sense. Further, it was believed that they would become the standard model used in the future providing the economy turned around and commercial land values resumed their climb upward.

Site plans were even designed to accommodate such a location. Examples of those site plans are provided below.



SONNY'S Model - Twin tunnels are used to increase washed car volume capabilities.



The Tommy System - 70' Dual Mini

581 Ottawa Ave Ste 300 Holland, MI 49423 616.494.0771

**TOMMY'S Twin 70' model designed to maximize washed car capabilities.**

So far, this industry watcher has not spotted anyone using facilities designed anything like the above. When that changes, it is hoped one of my clients is at the helm...because he or she will be at the leading edge of change where most of the big money sits waiting for those who think ahead of the curve.

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