

wealth

profit

independence

success

Financial Freedom

INVESTORS GUIDE TO SUCCESS



INTRODUCTION

Professionally equipped and operated car care centers represent one of the most attractive investments available in today's economy. A carwash can be very profitable, either as a primary business, or as an adjunct to another business such as a convenience store, quick lube or laundromat.



With a D & S carwash, you will generate a high rate of return in a fun business that is simple to operate. A state-of-the-art, D & S professional car care center can provide a high annual return on investment. In addition to helping you obtain positive cash flow while your property and land value appreciates, a D & S equipped car care center offers excellent depreciation and tax advantages. Plus, you keep all of the profits. There are no franchise fees or royalties associated with owning a D & S equipped professional car care center.

OPEN 24-7-365/MINIMAL EMPLOYEES

Yes, D & S equipped carwashes earn money around the clock. Fully automated equipment operates 24 hours per day, 7 days a week, 365 days per year with only a minimum amount of labor. In fact, most D & S equipped professional car care centers employ less than 1 full time employee. Imagine the savings on salaries, payroll and withholding taxes compared to more labor-intensive business opportunities.



Lighting is very important. Customers will not wash in a dark location at night.



You might think car washing is a seasonal business but they are open year-round. Winter is usually the best season for car washing.

POTENTIAL PROFIT

Recent national surveys estimate that the average self-service car wash (2 years old) generates *\$1,488.88 (gross monthly revenue) per bay. There is an average of 5 self-service bays per location. The returns are even greater for locations with D & S automatic car washes. The addition of an automatic system such as the D & S 5000™ or Super 5000™ has helped many operators earn as much as four to nine times the average monthly revenue per self-service bay.



Most D & S equipped locations earn better than the national industry averages.

CASH IN YOUR POCKET

The carwash business is a CASH business with no receivables or collection problems. The market potential is unlimited for centers that turn out a clean car for each and every customer.



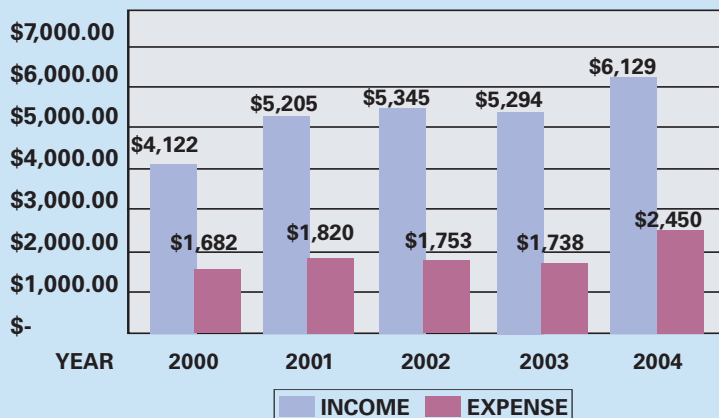
*PROFILE

A typical self-service car wash –

- is open 24 hours (85%)
- charges \$1.50/4 minutes (most common price/time combination)
- charges \$4.89 for the basic automatic wash
- has 8 self-serve bays
- has 6 vacuums
- serves an estimated 8 mile market radius
- serves an estimated market population of 81,746
- average total expenses are less than 37.6% of gross sales
- average debt service (principle and interest) is 32.3% of gross sales

* Source - Professional Carwashing & Detailing Magazine 2005 Self-Serve Carwashing Benchmarking Survey Report.

† AUTOMATIC BAYS AVERAGE MONTHLY GROSS INCOME AND EXPENSE



†Source - Auto Laundry News 2005 Self-Serve Survey.

WHERE TO BUILD

Okay, so you are eager to get started. You have probably heard the saying “location, location, location” and it truly applies to the carwash business. Selecting a location that is going to cash flow is your ultimate objective. Traffic counts, zoning and existing competition are important factors that must be carefully considered.

Research is essential. A well-selected location with a good demographic study and site analysis will greatly enhance the potential for profit. Be objective and realistic in your approach. Locate in a growing area. Washes near modern shopping centers and in well-populated residential areas with a predominance of cars are best. Close proximity to apartments is also a plus. Demographic analysis and traffic counts through your local planning & zoning boards and transportation departments are a good place to start your preliminary research. D & S Distributors can help you find or evaluate the proper location, advise you in the layout and design of the building and recommend the most popular services to help you maximize income potential.

- Use maps to determine the best location
- Determine your site specifications & economics
- Evaluate growth and population estimates
- Assess the visibility and accessibility of your proposed site
- Determine traffic counts of your proposed location
- Determine the absorption rate of self-service car wash bays (see site analysis)
- Prepare a written summary



Double Automatic in Sulpher, Louisiana



2 & 4 in Douglasville, Georgia

LOT SIZE & PLACEMENT

The lot size and placement of your building are extremely important when considering a possible location. The property must be large enough for the building, stacking of cars in line, vacuum/detail areas and easy ingress/egress. About 1 acre of land on a corner lot is best, although an inside lot will be less expensive (less width is required on a corner lot). The building should be parallel to the street if possible. The exact size of the property required will depend upon the number of proposed bays and future expansion.



Along with the help of our factory-authorized distributors, we can help you select the right location or evaluate your proposed site to ensure a maximum return on investment. Should you build 5 self-serve bays and 1 automatic or 4 and 2? How many vacuum islands should be installed on the property? Where should they be located? Where should the surveillance cameras go? Whether you have questions about traffic flow and speed limits, lot sizing, turn radiuses or proper vacuum islands and vending location, our team is available to guide you through the process.

OTHER FACTORS TO CONSIDER

Zoning

The property for your site must be properly zoned. A piece of property that you currently own may not be suitable for your proposed site.

Traffic

Medians and heavy traveled streets may interfere with accessibility to your lot. Choose a location on a street with a speed limit between 25 and 45 MPH with easy access from both directions.

Land Costs

Land will appreciate over time and help drive up the value of your investment. Try to justify the cost of your property with the amount of gross income you expect to make. You should also consider the cost of property & business taxes and insurance.



1 & 4 Newton, Illinois

CONSTRUCTION

Construction estimates should include the construction design and engineering costs, building, excavating and paving, plumbing, concrete, electrical (include light fixtures), impact and permit fees, equipment and the equipment installation. You should also figure an allowance for signage, landscaping, security and reserve amount for miscellaneous expenses. Construction and equipment costs are variable, depending upon the type of building and number of bays you propose to build.

Typical costs will run \$300,000.00 to \$400,000.00 for building, construction and equipment (4 self-serve bays and 1 automatic) in small towns and rural areas. Costs are slightly higher in large towns and cities.



Careful planning in designing an adequate building to suit your needs/ desires and to provide the highest return on investment should be the focus of your building considerations.

ARCHITECTURAL ASSISTANCE

Your local distributor along with our design specialists can help you plan your next carwash. From simple plot plans to complete construction drawings, our assistance can be customized depending upon your needs.

FINANCING

Financing for a professional car care center is available from commercial banks and finance companies. The average down payment is usually 20% with long term amortization for repayment.

Tailor Made Financial Assistance

We offer many types of financial programs suited for your individual needs. If your project requires the financing of the building, real estate and equipment, just the equipment or if you are interested in a short term leasing program, we can help. We would also be happy to assist you in preparing a full business plan that adequately represents your needs so that your commercial banker properly understands it. Assuring the maximum attention and helping you receive optimal financing terms is our top priority.

APPEARANCE

Sure, the right location is important. But you also need the right signage, attractive landscapes and quality, dependable car wash equipment. Image is important to your success and considerable time and effort should be placed on creating a wash that will be inviting. Your facility should always be clean. When pulling onto the lot, the customer should find well-lit bays, vacuums and vending areas. Remember, potential customers will be passing by your location constantly and you'll want them to have a favorable impression of your business.



Today, many operators utilize digital video surveillance for protection from vandals and to monitor their business activity.

SERVICES

Providing a full menu of today's most popular services will help your customer get the most from their carwash experience. Proper treatment of the water (hot, soft) and consistent product application will assure a quality wash. With the advancement of chemical technology, carwash chemicals have a pleasing fragrance, which also enhances customer appeal. Proper chemical application, solution strength and ratio mixtures are the keys to helping you maximize income. Without proper settings even the best equipment cannot perform at peak levels.



Automatic Bays

In-bay automatics attract a large segment of customers who may be willing to pay more to drive-thru and have their vehicle cleaned automatically. Many centers today feature 2, 3 or multiple stand-alone automatic bays. Our brands provide a high quality wash in just a matter of minutes. You can even market your in-bay to businesses and organizations with fleets creating additional opportunity for income.

Self-Service Bays

Menu Instruction Signs and versatile Bay Meters help optimize the wash process so the customer receives the best value. Convenient payment options in the bay include quarters, tokens, dollar bills and credit cards. Digital Display Timers in the bays are essential in creating the highest customer satisfaction ratings. Successful car care centers utilize a variety of high and low pressure services to satisfy the demands of today's consumer. Up to 12 services can be offered in each bay.

Standard services include:

Pre-Soak
Tire/Engine Clean
Wash/Soap
Foam Brush
Rinse
Clear Coat Protectant
Final Rinse

Optional services may include:

Bug Off™
Boat Wash;
Tri Color Foam Brush
Tri Gloss® Clear Coat

Additional Profit Centers

Most successful car care centers install combination vacuums to enhance customer appeal, convenience and value. Rear-load electronic vending machines that feature items to help the customer care for their vehicle also help to increase revenue.

Preventive Maintenance

Preventive Maintenance is important in assuring the dependable performance of your equipment and ensures the customer's experience is satisfying. D & S Distributors can provide or help you develop a routine of regular maintenance checks, which may be performed daily, weekly or monthly.

DEVELOPING A CAR WASH

So, car washing is right for you. Excellent. The scope of your project should be designed around factors such as the level of personal income you desire, organizational structure and personnel, plus goals and objectives for efficient business management.

Follow this easy, step-by-step plan for starting up a professional car care center.

Step 1 Contact your D & S distributor

Establishing contact with a professional carwash distributor is a good first step.

Step 2 Locate Property

If you don't already have a location in mind, don't worry. We can help. A qualified commercial real estate agent may also point you towards property that may already be zoned for a carwash.

Step 3 Decide on equipment

Now that you know how much land you have, it is time to determine the configuration of the equipment. Your D & S distributor can recommend the right mix of equipment and services that will help you maximize income potential.

Step 4 Financing

You should already have a pretty good idea of how much of an investment your project will require. We can provide options on helping you secure the best possible loan rate, leasing options or turnkey financing wrapped up in one financial plan.

Step 5 Site Planning & Building Design

Careful planning in designing an adequate building to suit your needs/desires and to provide the highest return on investment should be the focus of your building considerations. We can help you visualize what your site will look like and assist you in the design of your lot; placement of the building and make sure you don't overlook important factors that are critical to your success.

Step 6 Construction

The pace of your project really picks up during the construction phase. You will need good project management to keep on schedule. Your D & S distributor can help by recommending a qualified local contractor and by providing support during this step.

Step 7 Installation, Training & Start-up

The building is up, the equipment is installed and ready to startup. D & S distributors are there with you every step of the way, during planning, construction and start-up supervision.

Step 8 Grand Opening & Marketing

We are experienced car care professionals who know what services to offer and how to successfully operate a self-service carwash. We offer total support to first time investors to help them establish profitable locations.

Step 9 Ongoing Maintenance and Chemicals

We are with you for chemicals, replacement parts and ongoing service after the sale to ensure your equipment is operating at optimum levels.

SELF-SERVE SITE ANALYSIS I

Here are some basic considerations for selecting a possible site or evaluating an existing self-serve location. This analysis is merely intended as guideline and is of no guarantee of success. Other variables may influence the performance and success of a specific location.

Instructions: Add the number of points in each category to determine the status of your site.

A. TRAFFIC COUNT

1.	3,000 cars (per 24 hours) per bay	20
2.	2,500 cars (per 24 hours) per bay	15
3.	2,000 cars (per 24 hours) per bay	10
4.	1,500 cars (per 24 hours) per bay	5
5.	1,000 cars (per 24 hours) per bay	0
6.	Tourists, commuter's	-2
		<input type="text"/>

B. AVERAGE SPEED OF TRAFFIC

1.	Under 35 MPH	5
2.	Under 45 MPH	0
3.	Over 50 MPH	10
		<input type="text"/>

C. CUSTOMER ACCESS

1.	Corner property	10
2.	Multiple exits	10
3.	Stop light/sign within 1 block	5
4.	Minimum 2 car stack up	5
5.	Complicated entrance	-3
6.	Mid block on divided street	-5
		<input type="text"/>

D. MANAGEMENT

1.	Owner operated	5
2.	Full time attendant proposed	5
3.	Occasional owner visits	-3
		<input type="text"/>

E. COMMUNITY LOCATION

1.	Northeastern United States	10
2.	Midwestern United States	10
3.	Western United States	5
4.	Southwestern United States	5
		<input type="text"/>

F. COMPETITION

1.	None with-in 2 mi. radius	10
2.	Within 2 mi. radius	(-1 X number of bays)
3.	Within 1 mi. radius	(-2 X number of bays)
		<input type="text"/>

G. POPULATION TRENDS

1.	Growing Community	5
2.	Stable Community	3
3.	Declining Community	-5
		<input type="text"/>

H. POPULATION DENSITY

1.	2,500 persons per bay (2 mi. radius)	20
2.	2,000 persons per bay (2 MI. radius)	15
3.	1,500 persons per bay (2 mi. radius)	10
4.	1,000 persons per bay (2 mi. radius)	5
		<input type="text"/>

I. SOCIO-ECONOMIC TRENDS

1.	Small cars and vans in neighborhood	5
2.	Apartment dwellings	5
3.	Single family housing, mobile homes	5
4.	24 hour shift work nearby	3
5.	Homes without garages	3
6.	Middle to lower income area	3
7.	Upper income area	2
		<input type="text"/>

J. STREET CONDITIONS

1.	Frequent inclement weather; snow	10
2.	Factory fallout; pollution	5
3.	Dirt roads in area	3
4.	Pot holes broken pavement	3
5.	No curbs, gutter	3
6.	Good roads	-5
7.	Heavy rainfall	-5
		<input type="text"/>

K. VISIBILITY

1.	Street Sign visible both directions 500 ft.	10
2.	Bays facing street entrance	10
3.	Street Sign visible both directions 300 ft.	5
4.	Located on a hill	-5
5.	Lot uphill or downhill from street	-5
6.	Drive in and back out of bays	-15
7.	No street sign	-15
		<input type="text"/>

M. GENERAL BUSINESS FACTORS

1.	24 hour operation	10
2.	12-24 hour operation	5
3.	Neighborhood Shopping Center nearby	5
4.	Located near schools. Colleges	5
5.	Franchise store	3
6.	Shopping Center parking lot location	-5
7.	Bars on store fronts in area	-10
		<input type="text"/>

TOTAL POINTS

Score

100 POINTS & over	OUTSTANDING
90-100 POINTS	EXCELLENT
80-90 POINTS	GOOD
70-80 POINTS	FAIR
70 POINTS or below	POOR



D & S Car Wash Systems

SELF-SERVE SITE ANALYSIS II

2 part calculation using 2 different methods to determine the absorption rate of self-service car wash bays within a designated area.

METHOD A

1,500 Persons per bay

METHOD B

1,500 Automobiles per bay

PART 1 - TOTAL TRADE AREA

Ex. 90,000 people; 75,600 automobiles (3 mile radius)

Method A -

Population > Persons per Bay = Total Number of Bays

90,000	1,500	60
Subtract existing bays		35
Available number of Bays		25

Method B:

Automobiles > Autos per Bay = Total Number of Bays

75,600	1,500	50
Subtract existing bays		35
Available number of Bays		15

Part II - PRIMARY TRADE AREA

Ex. 20,000 people; 16,800 automobiles (1 mile radius)

The same formula should then be applied to the car wash site to determine the number of bays

Method A -

Population > Persons per Bay = Total Number of Bays

20,000	1,500	13
Subtract existing bays		0
Available number of Bays		13

Method B -

Automobiles > Autos per Bay = Total Number of Bays

16,800	1,500	11
Subtract existing bays		0
Available number of Bays		11

CONCLUSION

Good Site - available number of bays in the Primary Trade Area is less than or the same as the available number of bays in the Total Trade area.

Poor Site - existing number of bays in the Primary Trade Area is greater than the total number of available bays.

AUTOMATIC SITE ANALYSIS I

Here are some basic considerations for selecting a possible site or evaluating an existing automatic location. This analysis is merely intended as guideline and is of no guarantee of success. Other variables may influence the performance and success of a specific location.

Instructions: Add the number of points in each category to determine the status of your site.

A. TRAFFIC COUNT

1.	25,000 cars (per 24 hours) per bay	27
2.	22,500 cars (per 24 hours) per bay	24
3.	20,000 cars (per 24 hours) per bay	21
4.	17,500 cars (per 24 hours) per bay	18
5.	15,000 cars (per 24 hours) per bay	15
6.	12,500 cars (per 24 hours) per bay	12
7.	10,000 cars (per 24 hours) per bay	9
8.	7,500 cars (per 24 hours) per bay	6
9.	5,000 cars (per 24 hours) per bay	3

B. BUSINESS FACTORS

1.	Attended everyday	5
2.	Vehicle stacking space up to 5 or more vehicles	5
3.	Traffic speed limit under 35 MPH	3
4.	Cashier accepts credit cards	3
5.	Vehicle stacking space 3 - 4 vehicles	3
6.	Cashier accepts Fleet cards	2
7.	Attended on weekends only	2
8.	Middle to upper income area	2
9.	Easy entrance from both directions	2
10.	"Going home" side of street	1
11.	Left hand turn bay entry	1
12.	Lower income area	-1
13.	Vehicle stacking space 1 or 2 vehicles	-2
14.	Traffic speed limit over 45 MPH	-3
15.	Commuter/Tourist Traffic	-10

C. COMPETING BAYS

1.	Touchless; within 1 mile	(-3 points per bay)
2.	Friction; within 1 mile	(-3 points per bay)

TOTAL POINTS

Score

45 - 55 POINTS	OUTSTANDING
35 - 44 POINTS	EXCELLENT
25 - 34 POINTS	GOOD
15 - 24 POINTS	FAIR





WE'RE LEADING THE WAY.

Since 1972, D & S has provided quality; dependable products to the professional car care industry. Our products are constructed of high quality stainless steel and other materials and built with simplicity in mind (easy to install and maintain). Today we are recognized as one of the world's leading carwash equipment manufacturers.

No royalties or franchise fees.

With D & S, you'll get the right combination of quality car wash equipment and professional assistance to help you maximize income potential from your investment. It's like having the benefits of a franchise without the costly franchise fees or royalties.

Total support

That's what we offer. You'll also benefit from the help of our factory authorized representatives and independent distributors.

Distributors support includes: Site Evaluation Assistance; Financing; Lot Size & Building Placement; Design & Construction Planning; Equipment Sales & Installation; Marketing & Equipment Training; Chemical & Parts Sales; Equipment Service

RESOURCES

This information is intended for use as a guideline ONLY and a beginning to your research. D & S assumes no liability for damages resulting from the use of this info.

Maps

- General Metropolitan Area
- City & Neighborhood
- Zoning
- Population Distribution
- Access Improvement
- Site Topography

Economic Base & Trade Area Data

- Composition
- Population Growth Trends and Projections
- New Employment Sources
- Community Development Programs
- Population Estimates
- Latest Demographics
- Existing and Future Composition
- Future Development
- Automobile Estimates (DMV)
- Natural and man made barriers

Competition

- Existing and Future
- Market voids
- Services, Equipment and Pricing considerations
- Unusually strong or unique competitors

Access Data

- Existing Arterial Patterns
- Proposed and new Arterials
- Improvements and existing Arterials
- Generative, shared and subsistent Business
- Special access and visibility considerations (site)
- Barriers to access (site)
- Traffic Flow
- Transit Routes

Site

- Physical problems
- Zoning problems
- Preliminary Plot plan
- Adjacent zoning and land uses
- Utility availability and requirements
- Ingress and Egress
- Weather considerations
- Business compatibility

Summary Data

- Include all cumulative Date and Maps
- Building and Equipment Costs
- Income Pro-Forma
- Research Materials

Growth & Population

- U.S. Census Information
- State, County, City Planning & Zoning Boards
- Municipal Officials
- Regional Councils of Government
- Chambers of Commerce
- Utility Companies

Traffic & Automobiles

- State & County Highway Departments
- Department of Motor Vehicles
- AAA Auto Club

Future Competition

- Local Planning & Zoning Boards
- Equipment Distributors & Manufacturers
- Car Wash Trade Associations
- Real Estate and Business Journals



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