

Where to build your self-service car wash?

Research is essential in selecting a site for your self-service car wash. Be objective and realistic in your approach. Locate in a growing area. Use the site analysis surveys and the income projections to make an educated decision about the total return on investment for a particular location.

Professional Wash Systems, factory authorized Distributor, can also help you with this process to determine the proper location.

1. Use maps to determine the best location.
2. Determine your site specifications and economics.
3. Evaluate growth and population estimates.
4. Assess the visibility and accessibility of your proposed site.
5. Study the competition within your primary trade area.
6. Determine the absorption rate of self-service car wash bays within the specific area of your car wash site.
7. Prepare a written summary.

NOTE: These sources of information are intended for use as guidelines ONLY and a beginning to your research. Professional Wash assumes no liability for damages resulting from the use of this information.

Maps:

- General Metropolitan Area
- City and 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

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 Data and Maps
- Building and Equipment Costs
- Income Pro-Forma
- Research Materials
- Bank Presentation

Growth & Population:

- U.S. Census Information
- State, County, City Planning & Zoning Boards
- Municipal Officials

- Services, Equipment and Pricing considerations
- Unusually strong or unique competitors

- Regional Councils of Government
- Chambers of Commerce
- Utility Companies

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

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