

## IDEAS

### Clean Up Your Carwash Site

*A clean site with an attractive image sells a lot of carwashes*

Before you begin advertising and promoting your carwash, your first priority is perfecting the site itself. Twenty to forty percent of all carwashes are “impulse” buys, making items like the facility cleanliness, landscaping, and the appearance of your employees critical to the success of your business. Be sure to keep your public appearance new and fresh. Make periodic changes to the appearance of your wash. It can be something as simple as a new architectural element, a banner or even an oversized hot air balloon. Flowers are a great, low cost way to make a wash more inviting and generate goodwill. Never forget that your employees are one of your most important tools to creating and keeping happy customers. Train your attendants to help customers when something goes wrong with the equipment, give refunds with a smile, and demonstrate the proper use of services. Friendly attendants can encourage customers to try under-utilized services, move traffic smoothly and efficiently through the automatic, and act as your lead sales associate for marketing promotions. Uniformed attendants wearing a shirt with your company logo make a dramatic statement. Remember that safety is also important to your customers, especially women. Customers feel safer with an attendant on duty. Build nighttime business by offering a clean, well-lit facility.

Never underestimate the value of marketing through aesthetics. One of the best ways to attract new customers and keep them coming back is to maintain a clean and attractive carwash. Whether it's just a coat of paint or a complete overhaul, customers will notice and appreciate the time and effort you put into your wash. This may seem like a very obvious suggestion, but the fact of the matter is that customers are more likely to use a car wash that is clean and inviting, and when they find one they will come back again and again.

#### MARKETING TIP

### Lazy Days Carwash

#### Say it with flowers

Lazy Days knows that presenting an attractive image drives more business to the carwash. That's why they hire a landscaping company to plant an eye-catching burst of seasonal plants and flowers at the entrance to the site. This is all part of the overall site signage program. During major holidays like Thanksgiving and Christmas, the landscapers put together colorful holiday presentations. Customers often tell Lazy Day employees how much they enjoy the beauty of these seasonal entrance features.

