

## IDEAS

### The Frequent Washer Club

*A great way to reward your best customers!*

Reward your best customers. Start a **Frequent Washer Club** with discounts for members. Participating customers prepay to get washes at special rates. You can even encourage more loyalty by including “frequency incentives” in your club plan. Remember that when you ask people to pay in advance, you have to give them something very good in return, so make sure you offer great discounts. It’s the program’s perceived value that counts. Also consider offering referral incentives to current subscribers.

Frequent Washer clubs are a good way to generate extra cash flow and establish long-term, loyal customers. The money from the sale of prepaid club memberships goes directly into your bank account. However, your customers will take weeks — perhaps even months — to use the washes they’ve bought. Others will use only some of their prepaid washes before moving out of town or dropping out of the program, providing you with a “windfall” profit. Use these windfall profits to fund even more generous club member offers. Loyalty program success can be measured by a lift in incremental revenue and high member retention.

Once the customers have the cards, they rarely give them up. The cards look just like a plastic credit card with a bar-coded magnetic stripe. Unitec’s **VIP Wash Pass™** program can be custom tailored to fit your carwash market. (See the “Marketing Features with Programming Instructions” section for details on how this program can work for you.)

Don’t forget to promote the club with on-site signs, in-store posters, or flyers. Use your carwash logo or photograph on your card to brand your business with club members. Unitec offers a Customized VIP Wash Pass that lets you do just this.

Remember: Prepaid loyalty programs reward your repeat customers. They visit more often than someone who pays for each wash individually and you get money up front, so it’s a win-win situation. Another big advantage: club customers spend more on extra services at each visit. They forget about how much they’re spending when they’re not fumbling with quarters.

#### MARKETING TIP

### Lazy Days Carwash

#### Card Carrying Carwashers

Customers love to carry the Lazy Days VIP Wash Pass. It does more than give them discounted washes for being a member of the Frequent Washers Club. It also looks smart. The card features the smiling sun of the Lazy Days logo, a beautiful color photo of the carwash, and their slogan, “Relax while we do the washing.” Periodically, the card also ties in with other Lazy Days discounts and promotions, giving their best customers even more added value. Making these customers feel important has driven a lot more business to Lazy Days.

