

We Know How To Make Your Car Wash Money

Information For

EXISTING OPERATORS

**UNLIMITED 24 HOUR
CONSULTING SERVICES**

www.washguru.com

1.866.615.GURU
(4 8 7 8)

TESTIMONIALS

“We’re currently two months from soft opening and Rob has already saved us over \$100K. Can’t wait to see what he has in store for our operations.”

“Thanks for all the great work you’ve done for us. We really appreciate and admire your professionalism, knowledge and passion. It’s been one of the best experiences we’ve had in regards to running our business. With a little luck I hope we get to work together again soon.”

“With significant help from the Wash Guru team our start-up Flex Serve was profitable in our third month of business and continues to improve. Rob was with us from inception, helped us to get to profitability and continues to advise us. We are looking to build location #2 only 6 months after opening location #1.”



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“Since Rob became my trusted advisor, my labor has been reduced by 10%! During the month of his sales training, our average ticket price increased \$3.00 from the previous two months. We continue to surprise ourselves with the success we have due to his tutelage.”

“Rob Madrid is the ultimate GURU when it comes to the car wash business. His vast amount of experience and professionalism helped catapult our business to a new level of success. Initially I was reluctant to believe that anyone could achieve what Rob was claiming he could do for us after his site analysis. Let’s face it, the car wash industry is full of people who never fail to disappoint. But not Rob. One of my most costly mistakes in this business was not hiring him sooner as he had an immediate and tremendous impact on our bottom line and overall operations. The one thing I can promise any operator is that Rob will pay for himself many times over. In an industry where empty promises are far too commonplace, Rob delivers like no one else I’ve come across in the industry.”

“As a consultant Rob has had the advantage of seeing what does and doesn’t work well across all different types of operations. Through these experiences Rob has been able to develop industry best practices and tailor them to his client’s specific locations. These best practices have become an integral part of how we operate. The results have been amazing and I can’t imagine operating any other way now. Rob made our business extremely more efficient, much easier to manage (I’m leaving for a week of vacation as I write this) and much more profitable. Unlike equipment or many other things I have invested in, Rob’s ROI is immediate and keeps on giving. I’ve been lucky to make several good decisions that have helped make our business successful, but hiring Rob is at the absolute top of that list.”

What We Do To Ensure **SUCCESS**

**&
PROFIT**

1

Preparation

- Reviewed Prior to Visit
-Market and Competition Research, Demographic Research, Services Review, Site Plan Review, Policies and Procedures Review, Training Systems Review, Financials Review

2

Onsite Visit

- Study Current Operations, Assess Surrounding Area & Analyze Competition
- Determine Areas of Success & Areas to Improve
- Review Current Goals & Help Determine Changes to Accomplish Objectives
- Interview ALL Key Personnel and Ascertain Their Ability to Improve the Operation
- Assess All Operations, Including Marketing, Procedures, Training, Sales Per Car, Systems, Cost Management, etc.

3

Post-analysis Work

- Verbal Assessment Delivered Face-to-Face
- Written Summary Outlining All Findings & Ongoing Strategies
- Prioritized "Next Steps" Actionable Checklist Provided

Assess Current Operations:

- 3 Stage Process
- Performed Nationally
- Professional Reports
- Actionable Plans

Increase Ticket Average:

- Develop a Training System Specifically for Your Staff
- Unobtrusive & Non-Aggressive
- Result is a Minimum \$2.00 Increase EVERY TIME!

Improve Customer Service:

- Develop "Best Practice" Service Training Using Proven Concepts from Other Operations Like,
 - Southwest
 - Chick-Fil-A
 - Nordstrom
- Reduce Sales Time to Seconds per Customer
- Ensure EVERY Employee Has a Customer Service Role Regardless of Position

Decrease Your Labor:

- Increased Ticket Average - Decreases Labor Considerably
- Increased Throughput Efficiency - Drastically Reduces the Need for Personnel
- Improved Customer Service & Marketing Techniques - Increases Volume/ Reduces Labor %
- We Custom Write an Employee Labor Schedule for Optimum Service & Decreased Labor Expenditure!!!

Increase Your Throughput:

- We will Develop a Complete Production Training Program Customized to Fit Your Particular Operation
 - Staff to Process Cars with Extreme Efficiency
 - Managers to Manage Processes Efficiently
 - Detail Department to Process Cars with Extreme Efficiency
 - Sales Team to Process Cars Quickly & Efficiently
 - Tunnel Personnel to Process Cars Quickly & Safely
 - All of the Above is Accomplished While Eliminating ALL Bottlenecks

Increase Your Volume:

- We will Develop a Complete Marketing Program with the Most Tried-and-True Methods in the Car Wash Business Today
 - Onsite Advertising:
 - Menus
 - Configuration
 - Signage
 - Monthly Unlimited Washing
 - E-commerce
 - Social Media Marketing
 - Push Notifications
 - E-mail Mass Marketing
 - Charity Partnerships
 - Scholastic Charity Programs
 - Guerrilla Marketing
 - All of the Above is Accomplished in Conjunction With the Work Being Done Onsite With Your Management & Staff