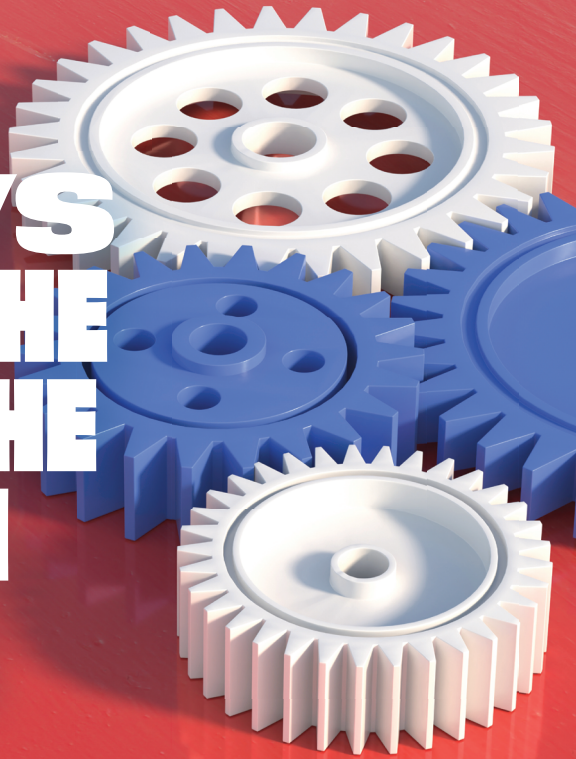


# 4 WAYS TO MAKE THE MOST OF THE CAR WASH YOU HAVE



## MCA News Corner



The Midwest Carwash Association represents car wash owners and operators in Michigan, Ohio, Indiana, Illinois and Wisconsin and actively participates in the advancement of the industry in these areas.

MCA recently hired a full-service strategic communications firm, Byrum & Fisk Advocacy Communications, to help tell its stories and feature our members in local press, on social media and more.

Since then, MCA members have been quoted in press releases that promote the industry, inform the public and encourage positive relations with our communities. Topics have ranged from how car washes are better for water conservation than a driveway car wash – thus helping protect the Great Lakes – to how car washes can help alleviate pollen problems in and around a person's vehicle during allergy season.



*If you are interested in joining MCA, visit [midwestcarwash.com](http://midwestcarwash.com). MCA is active on LinkedIn and Facebook, as well.*

**W**hile the ability to adapt is part of a strong business strategy, there are some foundational principles for a successful car wash that stay true no matter how many changes take place in the economy, the industry or with technology. These principles apply regardless of how many sites you operate, how much new technology you incorporate at your wash or how many new pieces of equipment are added. They are the basic guidelines for attracting and retaining customers and growing your business — and they remain as applicable today as countless yesterdays. Applying them ensures your wash is the best it can be.

Just ask industry veteran Rob Davis.

Davis has been in the industry for almost 35 years, is secretary/treasurer of the MCA, sales representative for Vaughan Industries and owner of Lucky Auto Wash in Greenville, Mich. And he has answered this question a lot: “What can I do to gain more customers and revenue at my wash?” His answer has remained unchanged for decades and has helped him grow his business through recessions, depressions and even a pandemic. These are his four suggestions:

### 1. YOUR CAR WASH NEEDS TO HAVE CURB APPEAL.

A neat, clean facility goes a long way in the eye of the customer. Simple bold signage should attract attention and the desire to visit your wash.

### 2. YOUR CAR WASH SHOULD BE IN GOOD WORKING ORDER.

The appearance of cloth, equipment and facility all matter to our customers. Ask yourself, “Is the car wash new and fresh looking?” If the answer is no, consider new signage, cleaning material, lighting and new methods of application. Customers like to buy innovative products, and that brings in more revenue.

### 3. GET INVOLVED IN YOUR COMMUNITY.

Operators can contribute in so many ways to their

local communities. Participation and donations will reflect positively on your business every time. Get to know people in your community and they will use your car wash!

### 4. EMPOWER YOUR EMPLOYEES TO CARE.

Employees who care about their customers, the car wash and their community ultimately will bring in more customers. Listen to their ideas and ask for their help in your desire to be better. Proper presentation at the point of sale will make customers happy and want to return to your car wash.

While some of these ideas require capital and some are free, each will positively affect your business. They are the steadfast guidelines to making the most of the car wash you have. ●