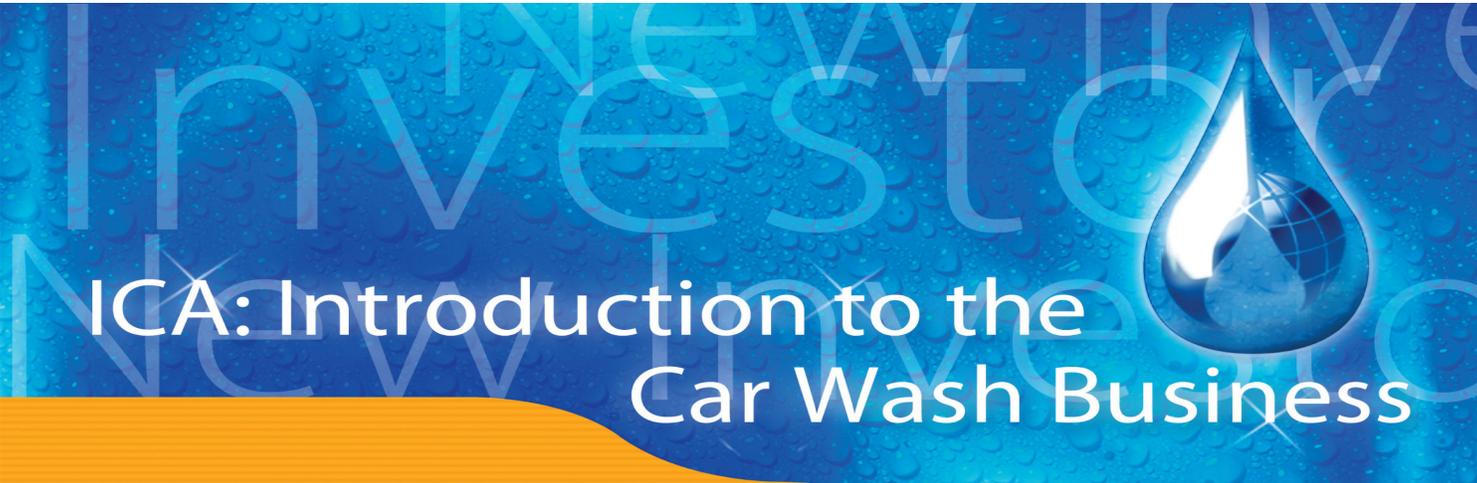


ICA: Introduction to the Car Wash Business

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20 Questions to Ask About Site Selection

1. Is the site zoned for a car wash?
2. Does the zoning ordinance require special or conditional use permits for car washes?
3. Are there any restrictive ordinances governing car wash layout, queuing, egress space, orientation of bays, location of vacuums, etc.?
4. Is the site large enough for your car wash model? Does it offer room for all of the services you will offer?
5. Does it meet your layout requirements? Does it offer ample parking, queuing, vacuum and turn radius space?
6. How much space is needed for storm water detention? Is underground detention an option? How much?
7. What is the status of the site regarding normal or extraordinary clearing, grating, fill or retaining?
8. Do the existing utilities – power, water, sewer, gas and high speed internet access – meet your needs or will you have to bring them to the site? Under roads? How far? How much will it cost?
9. Is the price, or are the lease terms for the ground, favorable? How do they compare to your neighbors?
10. Is the site visible, easily accessible and convenient for your customers?
11. Can you find enough qualified employees in the area of your site location? If not, how will you staff?
12. Do the area demographics match your target customer demographic profile?
13. Is the trade area within the site part of daily convenience traffic?
14. Do local sign ordinances allow you enough exposure and visibility? If not, will the site support higher advertising expense?
15. Is the site located in a safe neighborhood with a low crime rate? If not, how will you secure the site?



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16. Is allowed exterior lighting adequate to attract evening customers and make them feel safe?
17. Are neighboring businesses likely to attract the customers who will also patronize your business?
18. Are there any competitors located close to the site? If so, can you compete with them successfully?
19. Can suppliers make deliveries and service you conveniently at this location?
20. If you want to expand in the future, will the site be able to accommodate your growth?