

12 New Rules for the Car Wash Industry

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It appears we need some new rules for this so-called car wash industry. Having studied the car wash industry for 20 plus years, it appears we need a few changes to balance the fairness of the market to the consumer and still retain a proper ROI to entrepreneur. There has been many a scandal in the car wash industry and perhaps you have seen the Sixty Minutes, TV Special Segments on this issue? Personal items being stolen from cars, fake hot wax and even the crime issues, which come with that business model.

Here are some Rules, which the Car Wash Industry needs to consider. Twelve simple rules to bring the car wash industry back into reality and restore consumer confidence. Today the average car wash only has a 15% regular customer following. The remainder of their business does not come from regulars? Why is this, how can any business operate with such a dismal rate of returning customers?

- #1. A carwash must only use 5 gallons per car or face water restrictions or be shut down. The earth is overpopulated enough that we need to conserve this natural resource.
- #2. A customer should be able expect a car wash in five minutes or less.
- #3. A car wash should remain open at least 2 hours after people get off of work for convenience. Shutting down early is not fair to customers.
- #4. A car wash should be liable if an employee steals something out of some ones car.
- #5. A car wash should be liable for the wash process, including the damage they cause to vehicles.
- #6. A car wash should give back to the community it serves.
- #7. A car wash should recycle their water until they reach the 5-gallon maximum per car usage.
- #8. A car wash must hire competent people. A car wash is responsible for the crime it generates in a community when it hires malcontents.
- #9. A car wash is responsible for the 8 gallons of water that drips out of the cracks and from the undercarriage onto the street when the car leaves as well as any accidents the wet concrete causes on a dry day or the ice that it forms on an extremely cold day.
- #10. A car wash should respect the traffic flow in and out of their car wash.
- #11. A car wash should not up-sell more than once, when talking to customers or try to bully their way into a higher ticket if the car wash customer has already said no.
- #12. A car wash should fix immediately any customer complaints with the quality of work and immediately refund money or re-wash.

The car wash industry needs to now step up to the plate and do the right thing, to service their customer, tell them the truth, prevent damage and clean the cars better. It is time, over due in fact for the car wash to come clean once and for all. Think about it.Lance Winslow - Online Think Tank forum board. If you have innovative thoughts and unique perspectives, come think with Lance; www.WorldThinkTank.net/wttbbs/