

Car Dealership Washing Business

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If you own a auto detailing business, pressure washing company or mobile car wash you may wish to look into periodic cleaning of car dealership lots. This can be very lucrative as it is a high-volume periodic business. Most car dealerships rinse off their cars on their lots twice a week. Some three times a week and at minimum they know they must clean these cars at least once per week. Dirty cars do not sell and car dealerships know this.

Our company is in the business of washing fleets of vehicles. We have been in the washing business for over twenty years. Our dealership division specializes lot washing and in new and pre-owned car detailing. If you can secure the lot washing contract there is a good chance that you can eventually bundle detailing services into the loop. What should you charge for lot washing? Well, 20% less than that of the competition, you will make your money by securing the entire dealership row thru economies of scale. In some markets where weather is an issue, you will want to charge upwards of \$1.50 per car and \$1.90 for each SUV per wash at large dealerships and small used car lots up to \$2.50.

Once you secure the detailing contract you may wish to charge:

Used Car Detailing \$79.00 each car (Engine, Interior, Exterior)

New Car Preparation \$25.00 each car (To Your Specs.)

Customer Car Washing \$ 9.00 each car (Complete Wash)

Lot Washing twice a week \$.85 each car (If Requested)

You must also alert your Auto Dealership customers that:

- * You can wash on the day and time of their choice.
- * Every vehicle will be completely dried off so there will be no water spots!
- * They will have convenient monthly invoicing itemized by vehicle number
- * That you are professional and friendly clean cut crews
- * That your crews are first class outfit with new equipment
- * That your company is fully insured! (\$1 Million total liability)
- * You supply our own water!

You must make sure your customer knows that matching your service to their dealership's needs and saving them time and money is what you specialize in! Think on this. Lance Winslow - Online Think Tank forum board. If you have innovative thoughts and unique perspectives, come think with Lance; www.WorldThinkTank.net/wttbbs/