

WHY HAVE CUSTOMERS WHEN YOU CAN HAVE MEMBERS!

How to Increase Revenue by \$500,000
an EverWash Case Study



WHY EVERWASH?

EverWash was founded on the simple but powerful notion that Recurring-Revenue-Producing Members, not pay-as-you-go Customers, hold the key to increased profits & lasting customer satisfaction. And, to successfully generate hundreds of thousands of dollars in additional annual revenue, it's fundamentally essential to use a properly implemented and expertly managed Monthly-Recurring-Revenue Sales, Marketing, and Management Platform. And no one does it like EverWash.

Let's take a look at what EverWash has done for veteran operators...

Meet Jerry and The Clean Machine Car Wash. After 20+ years of owning and operating his 3rd generation car wash business, Jerry became unsatisfied with the wash's impossibly slow revenue growth. So instead of dumping more money into the same outdated, pay-per-service business model, Jerry turned call his efforts towards figuring out how to best leverage the more powerful and much more lucrative membership based business model. Fast-forward two painstaking and research-filled years later including the creation of EverWash Car Club, and the results speak for themselves...

EverWash Operators earn more

The power and success of the subscription economy is all around you every day. Now EverWash has removed the obstacles to leveraging the full potential of monthly memberships in your business to pump up your bottom line more than you thought possible.

How does it work?

- 1 Become an EverWash partner.
- 2 Get members.
- 3 Get recurring revenue.



INCREASED ANNUAL WASH REVENUES

Clean Machine doubled its revenue by tapping into monthly memberships' recurring revenue stream. More members mean more recurring revenue and more referrals, and as you can see from the growth of Clean Machine,

INCREASE IN PRICE PER WASH

The revenue increase came as no surprise to EverWash. This model has been adopted by some of the most successful companies, including Netflix, streaming music services like Spotify, digital gaming platforms like Xbox, subscription boxes like Dollar Shave Club, and the entire gym industry.

INCREASE IN WASH VOLUME

More volume meant more up-sells, details, store purchases and more tips for his employees. It also meant better economies of scale in the form of greater utilization of his labor.

Car Wash Operator Benefits:
Performance dashboard
Customer-centric marketing
Signage design & cost-sharing
Risk-free to get started

Our App Makes it Easy

A partnership with EverWash car wash gives you a range of options for increasing revenue. Our proven platform can help you more than double your revenue. Plus, you don't have to worry about the weather or holidays. You are always earning.

Unlike other membership solutions, we don't sell memberships and leave it up to you to navigate and manage the platform. Our team is there every step of the way to build with you.

The EverWash platform is powered by next-generation vehicle analytics, so you and your customers can expect a great experience every time. Revenue growth is guaranteed with zero setup cost, simplified payment management, and effective on-site attendant sales techniques.

Schedule a demo. Learn more about what EverWash can do for your Car Wash

(855) 492-7477 | sales@everwash.com



About EverWash

The goal of EverWash is to empower carwash operators with flexible and scalable digital membership solutions that increase their customer retention and boost their overall wash profitability.

Founded in 2016, EverWash started by partnering with local car washes to offer customers unlimited car washes for a low monthly fee. Over the years, we've expanded our capabilities to include an end-to-end solution that manages your customer interactions and delivers the right data and recommendations to improve your business. Our commitment to helping operators like yourself increase revenue-generating capabilities through smart analytics and customer-centric marketing continues to be steadfast.

"Only four short years ago, we were washing 31,000 cars per year with no membership program. We then introduced EverWash's recommendations related to pricing and training. I am pleased to report that our wash will surpass 102,000 cars washed in 2021."

**-Dan Armstrong
Vermont Lazerwash**



With EverWash's technology and simple-to-use app, what IBA operators can achieve with their membership program is unlimited. I was able to renovate my wash thanks to my increased revenues, and now have the busiest IBA in the area

**-Craig Gilham
Sudz Car Wash**



Schedule a demo. Learn more about what EverWash can do for your Car Wash
(855) 492-7477 | sales@everwash.com

