

(Opposite Page) Employee Mack McBroom stands by the shampoo/vac at the newly remodeled Mighty Spray Wash in Severna Park, owned by Scott Wolfkill.

(Below) Mighty Spray has the latest interior care equipment. Owner Wolfkill recently completely remodeled his wash and added new alternatives to conventional vacuums.

ability to have services priced at different rates. For instance, a combination purchase might include four minutes of vacuum, three on shampoo, two on spot remover, and forty seconds of fragrance.

Doyle Vacuum Products, a popular manufacturer of higher-end combination units, has a model that has a vault or ground safe configuration. In areas having a problem with security of vacs, that is a great plus.

In reviewing online forums and in conversations with other wash owners, I gleaned some wise insights. Make sure your choice has a bill validator, and when choosing the location of the unit make sure there will be ample space and that customers will not block the flow of cars through the bay as shampooing takes longer than vacuuming.



The question remains, do you opt for just a shampooer, perhaps an inexpensive add-on, or do you buy into one of the flashy models with fragrance, shampoo and vac capabilities?

There are different answers depending on who you ask. However, it seems like choices that lead to customer impulse buying and trying results in the best income potential. Many owners I know would choose fragrance vacuum first, shampooers second and lastly if you can afford it a combination unit. In lower income regions the fragrance will outsell the shampoo as it is vended for a cheaper price and seen as the best deal by the customer. Researching your customer base and understanding what they see as value and their likelihood of impulse buying will help you ensure a good investment. The more variety you offer the better your chance of keeping existing customers and drawing new ones from the competition.

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