



## Clearwave creates clean cars and growth opportunities

*Clearwave creates the clean & consistently friendly car wash experience we deserve*

We are a friendly community of car washers committed to making our neighbors happy by providing a safe and superior car wash experience. This is part of our mission to better the lives of everyone we come in contact with.

### Overview

#### The problems

The Midwest car wash experience is expected to lack efficiency, consistency, and a professional guest experience. Car wash operations often have broken equipment, dirty property, and lack a strong customer service presentation. Valuable unlimited car wash memberships are rare, and car wash amenities are scarce.

#### The solutions

Clearwave maintains a clean, efficient, friendly guest experience through their car wash tunnels. Clearwave's friendly staff aim to maintain a clean presentation, and make your entire day better. Clearwave offers competitive monthly plans that support (measurable) repeat business, with free rug beaters, vacuums, and plenty of extras.

#### The benefits

Clearwave offers their members additional amenities, at no extra cost, including but not limited to:

- Air fresheners
- Dash wipes
- Drying Towels

#### Solution points:

- Streamlined automation
- Superior unlimited plans
- Strong customer service
- Social media marketing

#### Streamlined automation

Clearwave removed two elements from the (traditional) car wash experience. Clearwave does not "prep" the vehicle in any way, before the vehicle enters the car wash tunnel. Custom accommodations can be met, then the vehicle enters the car wash tunnel. The end of the car wash tunnel includes powerful blowers to dry each vehicle, and that's it. No staff are required at the exit to hand dry vehicles with towels. Removing these two elements, at the beginning and end increases the amount of daily vehicles Clearwave can wash.

#### Superior unlimited plans

Clearwave offers competitively priced unlimited plans. A basic monthly membership starts at \$16/mo and \$29/mo will get you the works! A Midwest car wash competitor offers unlimited memberships in the \$20/mo to \$53/mo range. Members use their plan sticker during each visit, and the car wash tunnel prepares the appropriate wash. Members enjoy an unlimited number of wash visits each month, and the flexibility to cancel at anytime.

#### Strong customer service

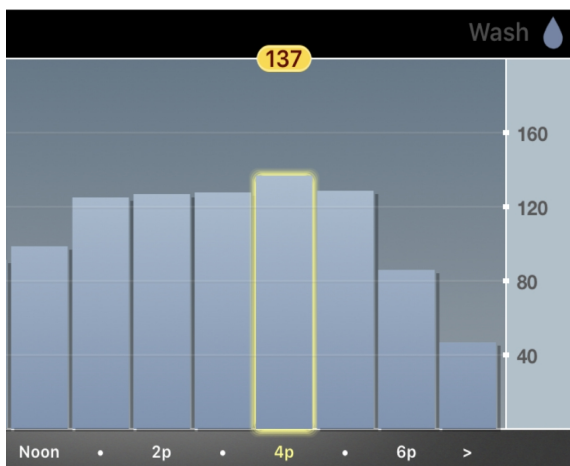
Clearwave stands above the Midwest car wash competition - with a uniformed team of friendly staff. These folks provide an excellent customer service experience, with a smile. Clearwave invests in the growth and success of their team members, which also sustains their consistently positive guest experience. Clearwave maintains an industry high retention rate of friendly staff -- to wash your car and brighten your day.

#### Social media marketing

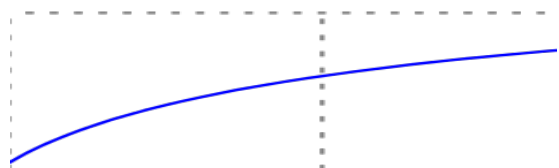
In lieu of a broad marketing strategy, Clearwave chose to focus on social media platforms. Leveraging social media platforms allows Clearwave to engage with their audience, and direct future guests to their locations. The Clearwave promotions, and events success is measured in likes, shares, comment reviews, seen in customer smiles, and a high number of washed cars.

**“All of our people are in uniform. Everyone is waving or smiling to you. Everyone at Clearwave knows, their job is not just to wash cars. It's not to sell memberships. It's to make someones day better. The question is always, how can you make someones day better?”**

- Beau Tomlinson, General Manager, Clearwave Taylor, MI



From Noon to 5pm, 616 cars washed - February, 2019.



From August to October 2018 - memberships grew 14%.

### Page Insights

Jan 30 - Feb 26 Last 28 days ▼

<b>Post Reach</b> <span style="font-size: 24pt;">90.9k</span> <span style="font-size: 12pt;">▲ 820%</span>	<b>Post Engagements</b> <span style="font-size: 24pt;">1,834</span> <span style="font-size: 12pt;">▲ 1.6k%</span>	<b>New Page Likes</b> <span style="font-size: 24pt;">62</span> <span style="font-size: 12pt;">▲ 933%</span>
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#### Discovery

<span style="font-size: 24pt;">91.3K</span> Page Reach <span style="font-size: 12pt;">▲ 81K last 28 days</span>	<span style="font-size: 24pt;">3,092</span> Page Views <span style="font-size: 12pt;">▲ 1K last 28 days</span>
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#### Audience

1,672  
 Total Page Likes  
▲ 62 last 28 days

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Social media sales and feedback are driving future growth

## Reviews

Best car wash ever! I bought 2 packages of unlimited car washes at a low price. Best managed business I've seen in a long time!  
**Carolyn B.**

“100% THE BEST CAR WASH IN THE AREA! I joined the monthly subscription for \$5/mo with the first 3 months FREE! There is a sticker put in the window that allows you to go through the gates automatically and you have your own members lane. The car wash has neon lights and it washes really well. They give you FREE car deodorizers, dash wipes, and towels for your car. The vacuums are state of the art and have strong suction. I can actually clean between my seats. They have a machine that washes the car mats too! I see other places popping up like this around, but I'm loyal to this car wash. They were the first to gain my business!”

**Shauna G.**

“I bought a monthly unlimited car wash package and I am so happy I did. I have been to the car wash before work, after work and on the weekend. At all times the staff has been friendly and helpful. When you have the unlimited pass, you don't have to wait in the line with people waiting to pay, you can just drive up. With all the nasty weather we've had I have washed my car a couple of times this week and I don't have to worry about how much money I am spending at the car wash. Reasonable monthly rates, free vacuums, free drying towels, free dash wipes and free air freshener ~ what's not to love about this place?”

**Celia C.**

“Fantastic! For \$7.00 got a car wash, then used their free vacuum, and they gave me free disposable shammies, air fresheners, and dashboard wipes. Very fast, easy to use. My car was like a powdered donut with so much salt, but it looked great when I was done. The vacuum was strong, no hassle or buttons to push. So affordable, I will be back!”

**Jamie H.**

- Google Reviews, Clearwave, 27145 Eureka Rd, Taylor, MI

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