



Location / Site Analysis

Customer: H2O Auto Wash
Address: 7250 Saltsburg Rd.

Location: Penn Hills, PA
Date: 1/31/2003

Location Analysis calculations are based on national averages as provided by the Auto Laundry News Self Serve Survey and is merely intended as a guideline and is of no guarantee of success. Other variables may influence the performance and success of a specific location.

Self Service / Hand Bays

Traffic Count (Choose One)

1,000 cars per day per bay	10	
1,500 cars per day per bay	15	
2,000 cars per day per bay	20	
2,500 cars per day per bay	25	
3,000 cars per day per bay	30	
3,500 cars per day per bay	35	35
Commuter or tourist traffic	-10	
Local Neighborhood traffic	20	20

Total Traffic Count Points

55

Speed Limit (Choose One)

Under 35 Mph	5	5
45 Mph	0	0
50 Mph	-5	

Total Speed Limit Points

5

Customer Access (Mark all that apply)

Property on corner lot	5	
Traffic light or stop sign within one block	5	
Traffic light or stop sign more than one block	-3	
One curbcut used for both Entrance and Exit	-3	
One entrance and one exit	3	3
Property on divided street	-3	
Traffic has turning lane from both directions	5	
Property has two car stack-up room	5	5

Total Customer Access Points

8

Visibility (Mark all that apply)

Sign visible both directions 500 feet	10	
Sign visible both directions 300 feet	8	8
Bays facing street entrance	10	10
Bays perpendicular to street	-2	
Drive-in and back out bays	-15	
Lot uphill or downhill from street	-5	-5

Total Visibility Points

13

Local Business Factors (Mark all that apply)

Neighborhood shopping strip nearby	5	5
Multiple # of franchise store within clear sight of wash by (2)		4
Lot located on large shopping mall	5	

Total Local Business Factors Points

9

Competition (Choose One)

If modern, up-to-date S/S car wash within 2 mile radius, deduct 1 point per bay

Number of competing bays within 1 mile, deduct 2 points per bay

-24

If no competing bays within 2 miles add

10

Total Competition Points**-24****Community Population (Choose One)**

1,000 per bay in 3-mile radius

5

1,500 per bay in 3-mile radius

10

2,000 per bay in 3-mile radius

15

2,500 per bay in 3-mile radius

20

3,000 per bay in 3-mile radius

25

3,500 per bay in 3-mile radius

30

30

Total Community Population Points**30****Community Growth (Choose One)**

Growth prevalent

5

Community stable

3

Community changing-declining area

-3

-3

Total Community Growth Points**-3****Community Profile (Mark all that apply)**

Apartments nearby

5

5

Small single family housing

3

3

Street parking

2

2

Pick-ups, boats, vans in area

2

2

Middle to lower income area

3

3

Upper income area

5

Dirt roads in area

7

Potholes and broken pavement

4

4

Good roads

-3

Winter salt on streets

5

5

Heavy seasonal rainfalls

-5

Frequent snows and rainfalls

5

5

Factory fallout or other pollution

5

No curbs and gutters

2

2

Total Community Profile Points**31****TOTAL POINTS****124**

Self Serve Carwash Income Per Month

Total 4 Min. Wash Cycles(Total points X 10.5)	1,302
Price Charged Per 4 Minute Wash Cycle (Enter Amount)	\$2.00
Estimated Single Bay Income Per Month (Total Cycles X Price per Cycle)	\$2,604.00
Estimated Total Vending&Vac Income (Bay Income X .25)	\$651.00
Number of Self Serve Bays (Enter Number)	4
Total Gross Self Serve Carwash Income Per Month	\$13,020.00

In-Bay Automatic Income Per Month

=		1125
Enter Traffic Count at Your Location		15000
Commuter or Tourist Traffic	-25	
Traffic Speed 35 and under	3	3
Traffic Speed Over 35	-3	
Competing Touchless Bays within 1 mile (deduct 3 points per bay)		
Competing Friction Bays within 1 mile (deduct 1 point per bay)		-1
Automatic Attended Everyday	5	
Automatic Attended Weekends Only	2	2
Stack Up Space 1 - 2 Vehicles	-2	
Stack Up Space 3 - 4 Vehicles	3	
Stack Up Space 5 or more	5	5
Left Hand Turn Bay Entry	1	1
Entrance Controller Accepts Credit Cards	3	3
Entrance Controller Accepts Fleet Account Codes	2	2
Ongoing Marketing Program	2	2
Total Location Factor Points		17
Actual Number of Automatic Bays (if different than recommended number)		2
Number of Automatic Bays Recommended by Site Analysis		1
Price charged for: (Enter Proposed Cycle Pricing)		
Wash Cycle # 1	\$7.00	
Wash Cycle # 2	\$8.00	
Wash Cycle # 3	\$9.00	
Wash Cycle # 4	\$10.00	
Average revenue per vend		\$9.18
Total number of vehicles washed		1200
Gross Automatic Income(Vehicles Washed X Revenue per Vend)		\$11,016.00
Gross Total Carwash Income Per Month (Self Serve & Automatic)		\$24,036.00

*Operating Expenses vary regionally from 30- 45% of Carwash Income
exclusive of tax and debt service*

Expenses

Investment Expenses

Land costs	\$110,000.00
Building costs	\$400,000.00
Equipment costs	\$450,000.00
Working Capital	\$50,000
Total Project Costs	\$1,010,000.00

Financing

Dollar amount of project cost to be financed-Building and Land	\$900,000.00
Loan term	20
Dollar amount of project cost to be financed-Equipment/Working Capital	\$295,930.00
Loan term	15
Interest rate	6%

Debt service monthly **\$8,922.05**

Monthly Operational Expenses

Utilities - Gas, Electric, Water, Sewer	\$3,244.86
Chemicals	\$1,922.88
Maintenance and Repairs Includes Pit Cleaning, Landscape, Lot Sweeping, etc..	\$961.44
Labor	\$2,403.60
Advertising and Promotions	\$192.29
Total Operational Expenses	\$8,725.07

Fixed Monthly Expenses

Property Taxes	\$528.79
Legal and Accounting	\$120.18
Insurance	\$312.47
Total Fixed Monthly Expenses	\$961.44

Projected Monthly Operating Statement

Total Carwash Income	\$24,036.00
Less Debt Service	(\$8,922.05)
Less Operational Expense	(\$8,725.07)
Less Fixed Monthly Expenses	(\$961.44)
Total Monthly Income pre tax	\$5,427.44

Annual Income Pre Tax **\$65,129.32**

Return on Investment **6.45%**