

Megan Ronald

From: Rocky Mountain Car Wash Association <megan.ronald@rmcwa.com>
Sent: Wednesday, December 07, 2011 9:16 AM
To: megan@kwikcarwash.com
Subject: December RoundTable Newsletter

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Rocky Mountain Car Wash Association Newsletter - December 2011	
In This Issue	Dear Fellow RMCA Member, We are all looking at 2012 as a business year that is crucial to the long term success of our car washes. The last two years have been down years in general or flat sales if everything was going right. Increased costs turn flat sales into lower profits and since utilities, taxes, and professional fees do not seem to go down we are all looking how to increase top line sales. As a single business or individual this can be a daunting task. This is no different from anything in life, when we have others we can group with some of this weight is lifted. The Rocky Mountain Car Wash Association is a great group of operators that get together quarterly to discuss aspects of our industry, share ideas and check where our heads are at by bouncing ideas off each other. At the last meeting there was a great discussion about what the market is willing to bear and how pricing affects volume and profits differently. There was also a desire to collaborate monthly sales increase/decrease information anonymously so individuals could understand how the market as a whole is fairing. We collectively reviewed how car washes could market a "Live Local, Buy Local" campaign at their sites. There has been a strong push grass roots style from Facebook, local papers and even American Express with their "Small Business Saturday" event. This is something easy and inexpensive to piggy back onto because of the wide acceptance of the idea. We are basically leveraging our marketing to gain more value than what it costs. The RMCWA is another way to leverage \$100 as a member to gain much more from a collective body of small business owners/operators. We also reviewed plans for 2012 to do a marketing push for "Professional Car Washes" that would increase public awareness of the environmental benefits offered by local businesses like ours. We have yet to decide on the best way for us to efficiently advertise our industry and will look to do so in the first quarter. The consensus was that as a group we could do this effectively where as individuals we could not. This would be a tangible benefit for car washes brought about by our Association. We would like more participation in the association by operators not currently involved. This will increase both our financial capability and our pool of ideas.
Grace For Vets Customer Claims 2012 Battle Plan	
Save the Date Next General Membership Meeting: Thurs, Dec 15th <u>La Sandia</u> 8419 Park Meadows Center Dr Lone Tree, CO 80124 Tel. 303.586.5511 For a map/directions click here	
2012 Board of Director Vote Please watch your email for the 2012 Board of Director Ballot. A link to the survey will be going out shortly.	
HAPPY HOLIDAYS! <i>The RMCA Board</i>	

would like to wish
you all the best this
holiday season!
May 2012 bring
you much happiness
& success!

ADVERTISING

For just \$25 you can get
your ad in our next
newsletter!

Plus, did you know we
now have a **FREE**
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the RMCA website?
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details.

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If you are not an active member please plan to be and contact us
today, not tomorrow.

Shane Wells
RMCWA Board Member

2011 Grace For Vets Program Sets New Record

Megan Ronald, Kwik Car Wash

Car washes throughout the United States, Canada, Australia, and
New Zealand did their part to honor veterans on November 11, 2011
by giving away free washes. According to early estimates, [Grace for
Vets](#) reported that 159,505 FREE car washes had been provided by
the 797 participating companies, which included 1,688 car wash
locations. Not only did we exceed last year's 91, 017 washes, but also
surpassed this year's goal of 120,000 washes! [READ MORE>>](#)

Tips on Negotiating Customer Claims

By: Mike Huggins, the glo company LLC, glowash@gmail.com

Customer claims are one of the least enjoyable aspects of our job in
this industry. From claims of damage done to their vehicle from you
wash process, theft from an employee, misrepresentation of services
or that they were just plain mistreated on your site. Whatever the
situation, I always find it disheartening when these situations do not
end favorably for any of the parties involved.

The most important goal of any claim for me is to win the trust of
the customer and to prove that we are the safest process for
cleaning their vehicle, despite the legitimacy of the claim. As some
of us may know how costly claims can be, that cost is nothing
compared to the long term cost of our customers believing that
professional car washes are not safe or an enjoyable experience.
[READ MORE>>](#)

Here's your 2012 Battle Plan

By Mike Perry, Contributing Writer, Professional Carwashing & Detailing
Magazine

To capture more customers and earn more profits, determined and
resourceful in-bay operators, I predict, will once again "get serious"
about their carwash programs. To kick-off this long-awaited offensive
campaign, I encourage operators to "get serious" in 2012 about four
vitaly important parts of their business.

- * First, get serious about your mindset; what business are you
really in?
- * Next, get serious about your marketing; for the next 12
months, put your wash count and revenue goals in writing and
commit to reach or exceed them each month.
- * Also, get serious about your management; who "takes
ownership" for your carwash revenues?
- * Finally, get serious about your machine and its care; in 2012,
plan to evaluate very carefully both your carwash equipment
and your current supplier.

For carwash operators to obtain better financial results, and to excel
even in a struggling economy, they must commit to becoming better
operators in each of these four critical areas. [READ MORE>>](#)

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