



WHY OUR CAR WASH MEMBERSHIP COSTS WHAT IT DOES

One of the unwritten Rules of the Car Wash Business is: Never do anything to bring attention to prices. Unless, of course, they are really low. Standard wisdom goes that the less you talk about them the better.

At Russell Speeder's, however, we've made our own rules and we thought we'd take a few minutes to explain why a Car Wash Membership costs what it costs.

When we first started washing cars, we arrived at three basic principles:

1. We agreed we would always wash cars as efficiently as possible.
2. We agreed that if costs went up, we wouldn't cut the quality or speed of the wash components to compensate. The integrity of our service & speed came first.
3. We agreed that we wouldn't skimp on chemicals, high quality Car Wash equipment or training of our associates. We are always streamlining our operations to provide our customers with ever speedy washes and minimize "line-time".

In truth, these principles are inextricably bound. But, while practically every Car Wash subscribes to "Principle 1", most of them are quicker to compromise on quality & speed than they are to raise a price. We've learned that the best of anything usually costs more money.

So, we've chosen to charge more rather than ruin the customer experience or reduce the speed of a Russell Speeder's Car Wash. Over the years, we've successfully widened our search for better-car wash ingredients.

We've switched to:

- better trained staff
- better proprietary chemicals
- better equipment
- better blow driers
- better customer service
- better... you get the idea

Better Car Wash ingredients really does mean happier customers. At the same time, we've tried to remember that while raising prices is a difficult thing to do, much of the industry operates under an unwritten guiding principle that "the customer can't tell the difference." If chemical prices go up, buy a less expensive chemicals - "no one will notice", instead we invested in the development of proprietary chemicals. If staff costs go up, cut down on staff & staff training - "who can tell?" Sorry guys, but as far as we are concerned, customers can and do experience the difference.

When we priced our Car Wash Membership (or anything else we sell) for the menu at the Car Wash, we do it according to mathematical formulas, not a whim. We price according to widely-used formulas that allow us to pay our banker, pay our bills, pay our staff, pay ourselves (yes, it's true) and stay in business (since 1964) to keep serving the best Car Wash experience to our customers.

Most people find it hard to believe, but the reality of financial life is that the margins on Russell Speeder's Car Washes are 50-100 percent LOWER than the industry standards. Hardly anyone believes that, but it's the truth. --- How can others sell Car Wash Memberships for less? Simple, really: slower lines, less customer-oriented staff, cheaper chemicals, etc.

YOU REALLY CAN EXPERIENCE THE DIFFERENCE!!!