



# CAR WASH ADVISORY® INDUSTRY UPDATE

## Q2

DATE

07.2024

Car Wash Advisory TM is your premier sell-side investment bank specializing in the dynamic car wash sector. With a blend of industry expertise, financial acumen, and strategic insight, we are dedicated to maximizing the value of your car wash business and guiding you through every step of the selling process.

**2019**  
Year Founded

**\$824M**  
Transaction Value

**1,280+**  
Strategic Relationships

**1,355+**  
Financial Relationships

**100%**  
Client Satisfaction



### SELL YOUR CAR WASH

At Car Wash Advisory TM, we work alongside our customers to find them the best offer based on their end goal. What's more, is that we're not just looking for a percentage of the sale. If we think that your car wash has room to grow before an even more profitable sale, we'll help you get on the track to a higher return on your investment. Car Wash Advisory TM works to help sell car wash businesses of different sizes. From a single location car wash to massive multi-location car washes, we can be of assistance.

[Get A Free Valuation](#)



### RAISE CAPITAL FOR CAR WASHES

At Car Wash Advisory TM, we're experts in the field of car wash financing. From building new locations to improving your equipment, just about anything you could need to raise money for your car wash business is on the table at Car Wash Advisory TM. We'll confidentially provide options for raising capital based on your situation, whether it's a percentage of the business or taking out a standard loan. If we think there are better ways for you to improve your car wash business and grow, we'll give you the advice and information necessary to make your plan happen

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### ACTIVITY HIGHLIGHTS

#### MOST ACTIVE BUYER



COMPLETES 8 TRANSACTIONS

#### LARGEST TRANSACTION



INVESTS IN



#### NEWEST FINANCIAL ENTRANT(s)



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## Precedent Transactions

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Purchasing Company	Selling Company	Acquisition Date	Primary State	Site Count
Whistle Express	Car Wash	Thomas Car Wash	01-10-2024	Kentucky 3
Whistle Express	Car Wash	Clean Wave Car Wash	02-06-2024	Indiana 3
Whistle Express	Car Wash	The Car Wash Company	02-06-2024	Kentucky 1
Flagstop Car Wash Express	Green Clean Express Wash	02-26-2024	Virginia 3	
Wash Concepts	Whistle	Cosmo's Car Wash	03-01-2024	Michigan 2
Express Car Wash	Whistle	Detrick's Car Wash	03-05-2024	South 2
Express Car Wash	El Car Wash	Splash Car Wash (NC)	03-05-2024	Carolina North 1
El Car Wash	WhiteWater	Sweetwater Car Wash	03-14-2024	Carolina 1
Express Car Wash	Whistle	Suncoast Express Wash	03-14-2024	Florida 1
Express Car Wash	Undis c lo s	Spout Car Wash	04-01-2024	Texas 2
ed Mr. Magic Car Wash		Rainforest Car Wash	04-15-2024	Ohio 5
Riptide Car Wash	Whistle	The Sudsy Bucket Auto Wash	05-01-2024	Ohio 1
Express Car Wash		Coates Car Care	06-05-2024	Tennessee 6
		Miles Auto Spa	06-12-2024	North Carolina 4
		Fins Car Wash	07-01-2024	

## Current Market Synopsis

"Over the past six months, the M&A activity in the car wash industry has experienced a notable but expected slowdown. Several factors have contributed to this deceleration including unmoving high interest rates, a relatively nascent stage unconsolidated pipeline, and general uncertainty due to the questionable performance of both currently public and private industry leaders alike. Due to these thematically underlying forces, strategic platforms are "refocusing" on same store growth more than ever, as well as de-prioritizing M&A more than ever (with a few exceptions including institutionally backed mid-to-large size players that have received a significant influx of capital over the past few quarters, most notably being Whistle Express (formerly Magnolia Brands). It is also evident that economic uncertainties have made financing deals more challenging and costly, forcing greater discipline and conviction among buyers. As a result, the pace of transactions has decelerated, with fewer deals being finalized compared to the previous periods of robust activity. Despite this slowdown, we anticipate that market activity will rebound as economic conditions stabilize and confidence returns due to the new influx of investors, who share a similar sentiment to Car Wash Advisory in recognizing the large amount of white space still untapped across the country.

The most recent example of new entrants' interest in the car wash space is the KKR investment in Quick Quack. Established in 2004 and headquartered in Roseville, California, Quick Quack Car Wash operates over 230 locations across five states. This move aligns with a growing interest in the car wash industry, following similar acquisitions by Oaktree Capital (Whistle Express – formerly Magnolia Wash Holdings) and Warburg Pincus (El Car Wash) in recent years. KKR's \$850 million investment will equip Quick Quack with the necessary resources for expansion across the country, including a program to offer equity to its workforce—a model KKR has successfully implemented in other portfolio companies. This strategy and sentiment highlight a commitment to long term involvement in the sector due to the belief of growth potential.

This trend not only underscores the sector's attractiveness but also signals a period of significant evolution and opportunity in the coming months. Although the general sentiment is that the market has cooled down, there are still a plethora of new entrants looking to partner with the right people to build out their own consolidation model; the key is knowing where to look and how to position oneself in this ever-changing landscape."



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