



CAR WASH SITE SELECTION CHECKLIST

1. Market & Customer Base

- Population is strong in the area
- Population is growing (not declining)
- Average household has 2+ people (more drivers)
- Good mix of working-age customers (25–64)
- Area has steady commuter traffic
- Nearby rental housing (no home washing option)

2. Income & Spending Power

- Local income supports your wash model (Express: 50%+ households earning \$35K+, Full-serve: 50%+ households earning \$50K+)
- Pricing fits the area's spending habits
- Customers likely to buy memberships or upgrades

3. Surrounding Businesses

- Close to high-traffic retail (grocery, gas, convenience)
- Near office parks or industrial areas
- Opportunity for fleet accounts
- Customers can combine wash with errands

4. Traffic & Visibility

- 25,000+ cars per day (both directions combined)
- Speed limit under 45 mph (easy to turn in)
- Located near stoplights or intersections
- Clear visibility from the road
- Strong signage opportunities

5. Access & Flow

- Easy entry and exit (no confusion)
- Dedicated turn lanes or median cuts
- No difficult U-turns required
- Traffic flow feels safe and convenient
- Enough room for stacking/queuing



6. Competition Check

- Limited competition within 5–7 miles
- Competitors analyzed (pricing, services, memberships)
- Clear way to stand out (not just “another wash”)
- Differentiation options (premium services (ceramics, detailing), unlimited wash program, better tech (apps, payments, loyalty), extra profit centres (vacuums, vending)

7. Land & Zoning

- Zoned for car wash use
- Lot size fits your model (Tunnel: ~0.75–1 acre, IBA/Self-serve: ~0.25–0.5 acre)

8. Utilities & Infrastructure

- Adequate water supply
- Proper drainage available
- Power and gas access confirmed
- Meets local environmental regulations

9. Future Growth Potential

- Area has planned development
- Traffic expected to increase over time
- Opportunity for partnerships (fuel stations, dealers)

10. Final Due Diligence

- Market feasibility study completed
- Site visits done (different times of day)
- Competitor strengths/weaknesses reviewed
- Permits and zoning verified
- Costs vs. revenue projections make sense
- Marketing plan ready before opening

