

CASE STUDY: MULTI-MARKET SITE ADVISORY SERVICES

## MIKE'S EXPRESS CARWASH®



### THE CHALLENGE

A carwash is not a destination. It's a place of convenience. Mike's Express Carwash®, a national leader in automotive cleaning and detailing services, banks their business on remarkably convenient locations. With emerging, multi-state markets identified, Mike's Express Carwash needed expertise in aligning Mike's with the right local representation and educating them on Mike's unique culture, market differentiation, and unique real estate requirements.

### THE SOLUTION

Mike's Express Carwash® hired Resource to lead and advise an expansion team of the most experienced local market experts in Chicago, Cleveland, Columbus, and the Northwest Indiana region.

In many markets, a car wash does not have a good reputation. It was important to see that the brokers we worked with in new markets thoroughly understood how to convey and convince the benefits and qualities of Mike's to property owners and city officials. Because we understood their business and communicated them effectively, Mike's Express Carwash® now enjoys success in their new markets.

Resource also represents Mike's Express Carwash® locally and we pride ourselves on being persistent in areas that Mike's has identified opportunity to expand, even when sites are not apparently available. We have uncovered many opportunities that were not the obvious by contacting property owners that were not in the market for sale, negotiating amazing property buys, and ultimately helping Mike's develop remarkable new locations.

### CLIENT COMMENTS

*"Given the uniqueness of our transaction, Resource's creativity definitely served as an added value...I truly appreciate the constant communication and extra hard work."*

**William Dahm**, President, Mike's Express Carwash®