

Factors A "Preferred Property" will have the following ingredients for success.

Trade Area Population

- People
- Number of households — 5,000 or more
 - Average income per household — 19,000 or more
- Automobiles
- Number of cars per household — 1.5 or more
 - Average age of cars — 3 years or younger
 - Type of auto (intermediate and larger) — at least 40% of total

Traffic Flow by Site

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- Daily Traffic
- Minimum traffic flow should be based on type of car wash the investor is looking into
 - Type (Commuter or Shopper). Minimum of 50% of traffic at peak hour is a minus. Shopper is the preferred type.

Area Business Specifics

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- Shopping Centers
- Proximity and ease of visibility within the center.
 - Direct street access by consumers is a plus.
- Other Car Washes
- Number in the trading area.
 - Type.
 - Quality of their locations.
 - Preferred properties will be higher quality locations.
- Economic Forecast for the Area (10 year term).
- Future growth is a plus.
 - Future decline is a minus.

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Site Business Specifics

Lot Size

- A running length of 60' more than conveyor length.

Lot Shape

- Rectangular is a plus.

Frontage

- At least 100 feet.
- Buildings on adjacent properties set back at least 20 feet.
- Physical obstructions to entry (electrical poles and guy wires, etc.).
- Do they block logical access point?
- Curb cute, minimum width is 30 feet.

Topography

- Flatness is a plus, or a slight uphill grade from the entrance to the exit of the car wash.
- Steep grades or uneven grades are a minus unless they can be corrected through filling or excavation.
- Street should be flat (or close to flat) for 300 feet in each direction.

Street Characteristics

- A four lane or wider street is a plus.
- A turn lane is a plus.
- Exit restrictions (for example, right turn only) are a minus.
- A raised median prohibiting free ingress and egress from either direction is a minus.
- An acceleration and deceleration lane in front of the site is a plus.
- A corner location is a plus.
- A four-way stop is a plus.
- The site on the side by which the majority of the drivers pass on their way home is a plus.
- A traffic signal (stop and go) is a plus.
- The corner beyond the traffic signal on the busier street of the intersection is a plus.