

DealScout Business Report

35W Auto Repair & Wash - Mounds View, MN

Report Type: Full Analysis

Location: 2135 Program Avenue, Mounds View, MN 55112

Report Date: February 11, 2026

Status: Active / For Sale

Executive Summary

35W Auto Repair & Wash is a family-owned auto repair shop with a self-service car wash, established in 2002. The business is located directly off Interstate 35W in Mounds View, Minnesota, offering high visibility and easy access. This is a real estate included opportunity — the \$1.6M asking price includes the land and building (4,152 sq ft), making it attractive for owner-operators seeking long-term control and equity building. The seller cites retirement as the reason for selling after 20+ years of operation.

Quick Verdict: ✓ MODERATE OPPORTUNITY — Solid fundamentals with real estate, but low net income relative to asking price warrants scrutiny of financials.

Business Overview

Concept: Full-service auto repair shop + 4-bay self-service car wash

🔍 Verify: [Business website](#) — Company overview and services

Address: 2135 Program Avenue, Mounds View, MN 55112

Phone: (763) 785-4700

🔍 Verify: [Google Maps location](#) — Verify exact location, visibility from I-35W, and street view

Years Established: 2002 (24 years in operation)

🔍 Verify: [Broker listing](#) — See “Year Established: 2002”

Ownership: Family-owned and operated for 30+ years (claim on website)

🔍 Verify: [Business website](#) — See “30 years of excellence” claim

⚠️ Note: Website claims “30 years” but broker listing says established 2002 (24 years) — discrepancy requires clarification

Services Offered: - General auto repair and maintenance - Oil changes and fluid services - Brake work - Engine diagnostics and repair - Suspension work - Vehicle inspections - 4-bay self-service car wash

🔍 Verify: [Service pages](#) — Detailed service descriptions

Facilities: - Repair bays: 2 twin hoist bays + 1 drive-on bay - Car wash: 4 self-service stations - Office space: 2 offices - Total square footage: 4,152 sq ft

🔍 Verify: [Broker listing](#) — See facility details

Financial Overview

Asking Price: \$1,600,000

🔍 Verify: [Broker listing](#) — See listed price

Gross Revenue: \$372,064 (annual)

🔍 Verify: [Broker listing](#) — See “Gross Revenue” field

Net Income (Total Income): \$171,340 (annual)

🔍 Verify: [Broker listing](#) — See “Total Income” field

⚠️ Note: This likely represents owner’s discretionary earnings (net profit + owner salary + interest + depreciation + owner perks), not pure net profit

Key Financial Metrics:

Metric	Value	Industry Benchmark	Assessment
Price/Revenue Multiple	4.3x	1.5-3.0x typical for auto repair	⚠️ High
Net Margin	46%	12-20% typical	✅ Strong (if accurate)
ROI (Net Income/Price)	10.7%	Target 15%+	⚠️ Below target
Payback Period	9.3 years	Target <7 years	⚠️ Long

Asset Breakdown: - Equipment/Fixtures: \$75,000 - Inventory: \$30,000 - Real Estate: Included (land + building) - Leasehold Improvements: \$0 (owner owns building)

🔍 Verify: [Broker listing](#) — See “Asset Information” section

Financing: - Down payment required: \$1,280,000 (80%) - Lease terms: N/A (real estate owned, not leased)

🔍 Verify: [Broker listing](#) — See financing details

Staffing: - Full-time employees: 0 - Part-time employees: 0 - Contract staff: 0

🔍 Verify: [Broker listing](#) — See “Additional Information”

⚠️ Red Flag: Zero employees listed suggests this is a sole proprietor operation. Buyer must be prepared to work full-time or hire mechanics immediately.

Reason for Selling: Retirement

🔍 Verify: [Broker listing](#) — See “Reason for Selling”

Market Position & Reviews

Online Presence & Reviews

Yelp Listing:

🔍 Verify: [Yelp page](#) — Check current reviews and ratings

⚠️ Note: Yelp listing exists but has minimal review activity in search results

BBB Profile: Listed (no accreditation)

🔍 Verify: [BBB profile](#) — Business profile page

Nextdoor: Listed as “Neighborhood Favorite” in 0 neighborhoods

🔍 Verify: [Nextdoor page](#) — Community presence

Alignable: 2 local business owner recommendations

📍 Verify: [Alignable profile](#) — Business network endorsements

Google Reviews: Present (exact count not verified)

📍 Verify: [Google Maps listing](#) — Check Google review score and count

Website Testimonial:

“...very honest (charging less, when he quoted more), dependable (always ready when he says it'll be ready) and has charged less than a dealer.” - Anonymous customer review

📍 Verify: [Website](#) — See customer testimonial section

Reputation Summary

Strengths: - “Fast, honest service” (broker listing claim) - Less expensive than dealerships - Long-term operation (24 years) suggests customer retention - Family-owned reputation

Weaknesses: - Limited online review presence (low volume on major platforms) - Minimal social media engagement (Twitter account dormant since 2015) - No active marketing or digital presence visible

📍 Verify: [Twitter/X account](#) — Check social media activity (note: joined Feb 2015, 1 follower, no posts)

Location Analysis

Address & Accessibility

Location: 2135 Program Avenue, Mounds View, MN 55112

Highway Access: Directly off Interstate 35W (major north-south corridor)

Visibility: High — visible from I-35W

📍 Verify: [Google Maps location](#) — Check street view for visibility and signage

Service Area: Mounds View + neighboring communities (New Brighton, Arden Hills, Shoreview, Blaine)

📍 Verify: [Nextdoor coverage](#) — See neighborhood reach

Demographics (Mounds View, MN)

Population: 12,992 (2023)

📍 Verify: [DataUSA Mounds View profile](#) — See population data

Median Household Income: \$90,148 (2023)

📍 Verify: [DataUSA Mounds View profile](#) — See median household income

✓ Strong indicator: Significantly higher than Minnesota state median (\$77,720), suggesting customers with disposable income for vehicle maintenance

Per Capita Income: \$42,711

📍 Verify: [Census Reporter - Mounds View](#) — Economic indicators

Racial/Ethnic Composition: - White: 64.3% - Asian: 11.2% - Hispanic: 9.7% - Other: 14.8%

📍 Verify: [Minnesota Demographics - Mounds View](#) — Demographic breakdown

Median Age: 37.5 years

📍 Verify: [DataUSA Mounds View profile](#) — Age distribution

Homeownership: 54% married with children under 18; family-oriented community

📍 Verify: [AreaVibes demographics](#) — Family structure data

Market Context

Target Customer Profile: Middle-to-upper-income families with vehicles needing regular maintenance and repair. High homeownership rates suggest stable, long-term residents who value trusted local mechanics.

Seasonal Considerations: Minnesota winters drive demand for: - Winter tire changes - Battery replacements - Heating system repairs - Undercarriage rust prevention

Self-service car wash provides year-round revenue, especially winter salt removal.

Competitive Landscape

Direct Competitors (Auto Repair in Mounds View Area)

Major Competitors:

1. C & G Automotive (2975 Highway 10 NE, Mounds View) — 12 Yelp reviews
📍 Verify: [Yelp listing](#) — Competitor reviews
2. Turbo Tim's Anything Automotive (2375 Mounds View Blvd)
📍 Verify: [Yelp listing](#) — Competitor presence
3. Brighton Unique Auto (nearby, frequently mentioned in searches)
4. Victory Auto Service & Glass
5. Fridley Minnoco (neighboring city)
6. Bona Bros Automotive Services

📍 Verify: [Yelp auto repair search - Mounds View](#) — Full competitor list

Car Wash Competitors

Tommy's Express (Mounds View) — Express car wash chain

📍 Verify: [Yellow Pages - Mounds View car washes](#) — See car wash listings

Competitive Density: Moderate — multiple auto repair shops in area, typical for suburban market. Self-service car wash addition provides differentiation.

Market Saturation Analysis:

Population 12,992 ÷ ~10 auto repair shops = ~1,300 residents per shop. This is a healthy ratio for an affluent suburb with high vehicle ownership.

Opportunities

Strategic Advantages

1. Real Estate Ownership — Buyer gains long-term control, builds equity, and eliminates lease risk. Real estate alone may represent \$1M+ of the \$1.6M asking price.
2. Interstate Visibility — Direct access from I-35W provides consistent drive-by exposure and easy customer access
3. Dual Revenue Streams — Auto repair (labor-intensive, high margin) + car wash (passive, weather-resistant income)
4. Established Customer Base — 24 years of operation implies loyal, repeat customers
5. Affluent Demographics — Median household income of \$90K+ supports premium service pricing

Growth Potential

Immediate Improvements: - Hire mechanics — Current zero-employee model limits capacity. Adding 1-2 mechanics could double revenue. - Digital marketing — Build Google/Yelp reviews, launch local SEO, and create social media presence - Expand services — Add detailing, tire sales, or state inspections - Upgrade car wash — Modernize equipment or add automatic bay for premium pricing

Long-Term Opportunities: - Fleet contracts — Target local businesses for fleet maintenance - Subscription car wash — Monthly unlimited wash memberships for recurring revenue - Real estate play — Hold property, grow business, sell at higher multiple in 5-10 years

Risks & Red Flags

Critical Concerns

⚠ HIGH ASKING PRICE vs. NET INCOME

\$1.6M asking price against \$171K net income = 9.3-year payback. Most buyers target 5-7 years. This suggests: - Real estate value is driving the price (not just business operations) - Buyer needs to verify if \$171K is truly discretionary earnings or includes owner salary

Questions for broker/seller: - What portion of the \$1.6M is allocated to real estate vs. business operations? - What is the breakdown of the \$171K "Total Income"? (Owner salary + profit?) - What are the actual net profits after a market-rate salary for the owner?

⚠ ZERO EMPLOYEES

Owner operates alone (no staff listed). This means: - Business is 100% dependent on owner's technical skills and labor - Buyer must be an experienced mechanic OR hire immediately - No business continuity if owner leaves

Questions for seller: - Does the owner work full-time? How many hours per week? - Are there any contract/part-time workers not disclosed? - What is the customer appointment volume (how many cars/week)?

⚠ REVENUE DISCREPANCY WITH FACILITY SIZE

\$372K gross revenue for a 3-bay shop + 4-bay car wash seems low. Industry benchmarks: - Auto repair shops average \$150-200K revenue per bay per year - 3 bays should generate \$450-600K+ in repair revenue alone - Car wash revenue not separately disclosed

This suggests: - Owner may not be working full capacity (retirement mode?) - Significant upside if buyer increases hours/efficiency - OR: Equipment/facility condition may limit throughput

⚠ 30-YEAR vs. 24-YEAR CLAIM

Website says "30 years of excellence" but broker says "established 2002" (24 years ago). Possible explanations: - Business existed before 2002 at different location? - Owner worked in industry for 30 years but opened this shop in 2002? - Exaggeration for marketing purposes?

Requires clarification — inconsistencies raise due diligence concerns.

⚠ LIMITED ONLINE REVIEWS

Very few reviews on Yelp, Google, and other platforms despite 24 years of operation. This could mean: - Older, less tech-savvy customer base - Limited marketing efforts - Opportunity to build reputation (positive spin) - OR: Lack of customer satisfaction (negative spin)

Operational Risks

- Real estate appraisal needed — Verify actual market value of land + building
- Equipment condition — \$75K equipment value seems low for 3 bays. Hoists, diagnostic tools, compressors may need replacement soon.
- Environmental compliance — Auto shops have EPA/state regulations for waste oil, fluids, etc. Ensure compliance and no violations.

- Zoning — Verify zoning allows continued auto repair + car wash use

Market Risks

- Economic downturn — Auto repair is somewhat recession-resistant, but luxury services (car wash, non-essential repairs) may decline
- Electric vehicle shift — EVs require less maintenance (no oil changes, fewer brake jobs). Long-term trend to monitor.
- Competition — Multiple auto shops in area; need strong differentiation

Data Sources & Verification

All data points in this report can be independently verified using the @ Verify links throughout.

Primary Sources: - Broker listing: <https://fcbb.com/listing-property/auto-mounds-view-35w-auto-repair-and-car-wash-235-24729> - Business website: <https://35wautorepairandwash.com/> - Demographics: <https://datausa.io/profile/geo/mounds-view-mn> - BBB: <https://www.bbb.org/us/mn/saint-paul/profile/auto-repair/35w-auto-repair-0704-96030071> - Competitor search: https://www.yelp.com/search?cflt=autorepair&find_loc=Mounds+View,+MN+55112

Data Collection: February 11, 2026

Unverifiable Claims: - Exact breakdown of \$171K "Total Income" (owner salary vs. profit) — Requires seller disclosure - Equipment condition and remaining useful life — Requires on-site inspection - Customer count and retention rate — Requires seller records - Real estate appraised value — Requires independent appraisal - Exact review scores/counts — Platforms require direct access to see full data

Verdict

✓ PROCEED WITH CAUTION — STRONG POTENTIAL FOR RIGHT BUYER

This opportunity has solid fundamentals but requires the right buyer profile to succeed:

Ideal Buyer: - ✓ Experienced auto mechanic or shop manager - ✓ Can work full-time in the business (at least initially) - ✓ Has \$1.28M+ cash for down payment OR strong lender relationships - ✓ Sees value in real estate ownership and long-term equity building - ✓ Comfortable with slow-growth, stable business model

NOT Ideal For: - ✗ Absentee/investor buyers (zero employees = owner must work) - ✗ First-time business buyers without auto repair experience - ✗ Buyers expecting fast ROI or aggressive growth without additional investment

Key Questions to Answer Before Proceeding:

1. Financial verification:

- Request 3 years of tax returns (Schedule C or corporate returns)
- Get profit & loss statements with owner compensation clearly separated
- Verify gross revenue matches tax filings

2. Real estate valuation:

- Order independent appraisal of land + building
- Confirm allocation of \$1.6M (how much is real estate vs. business goodwill?)

3. Operational capacity:

- How many customers/cars serviced per week?

- What are current operating hours?
- Why is revenue per bay below industry average?


4. Transition plan:

- Will seller provide 1 month training (per listing)?
- Will seller introduce buyer to customer base?
- Are customer records and contact information included?

5. Equipment audit:

- On-site inspection of all equipment with a mechanic
- Verify no deferred maintenance or imminent capital expenditures

Recommended Next Steps:

1. Contact broker (Joseph McKeown, License #40913077) via FCBB to request financials and schedule site visit
 Verify: [Contact form](#) — Request information
2. Drive to location and assess visibility, condition, and neighborhood during business hours
3. Request customer testimonials or references from regular clients
4. Consult with commercial real estate appraiser for property valuation
5. Review environmental compliance records with Minnesota Pollution Control Agency

Bottom Line: This is a real estate + business hybrid deal. If the building and land alone appraise for \$1.2-1.4M, then the business is essentially a low-cost add-on with \$171K+ annual cash flow. For a mechanic seeking to own their workspace and build equity, this could be an excellent long-term play. For a pure business investor, the numbers are marginal without capacity expansion.

DealScout Risk Score:  MODERATE — Good fundamentals, but requires significant due diligence and right buyer fit.

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