



Wash Index

REPORT

Quarter 3 2023



Site 1

205 1st Street NW
Massillon, OH 44647

Market Evaluation

NCS

WASH INDEX REPORT



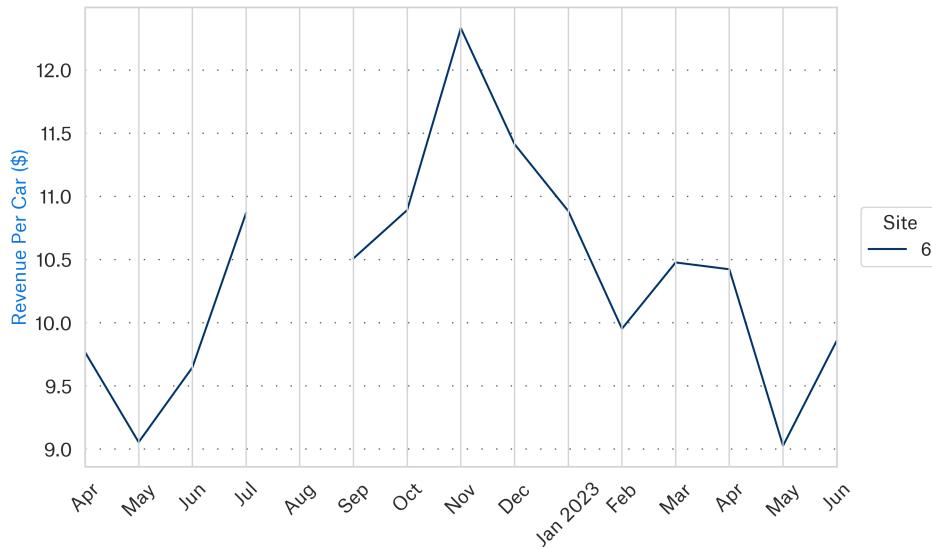
Total Volume



Quarter Average Volume

Site 6: 17,441

Revenue Per Car



Quarter Average Revenue

Site 6: \$170,519

Insights

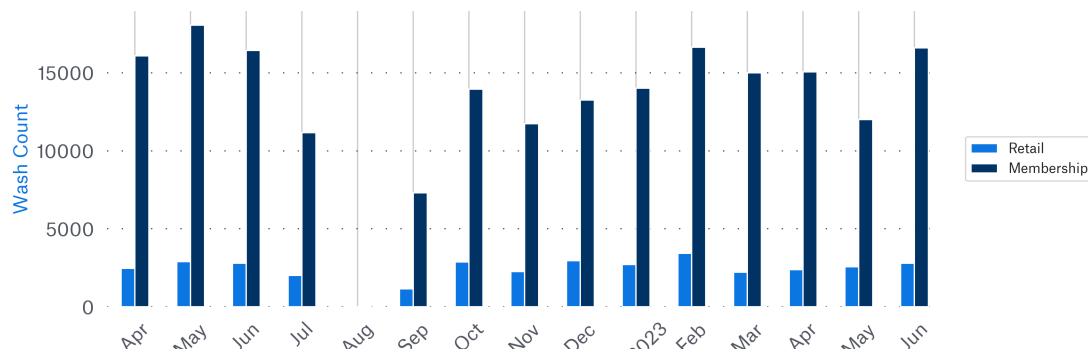
Total wash volume changed by 0.0% compared to last quarter

Total revenue changed by -6.0%

Some regional and national comparison



Membership Distribution



Membership Revenue Per Car



Quarter Average Membership RPC

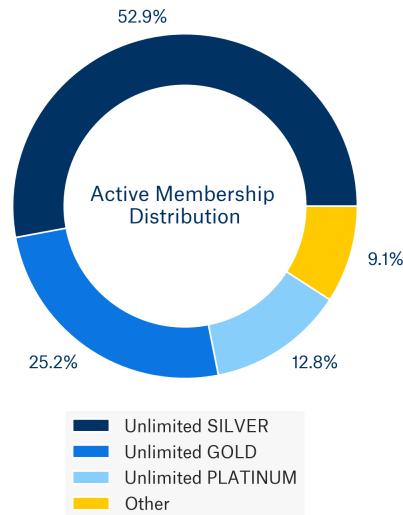
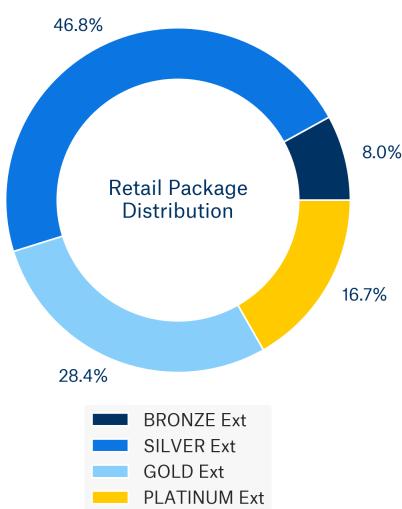
● Site 6: \$8.5

Retail Revenue Per Car

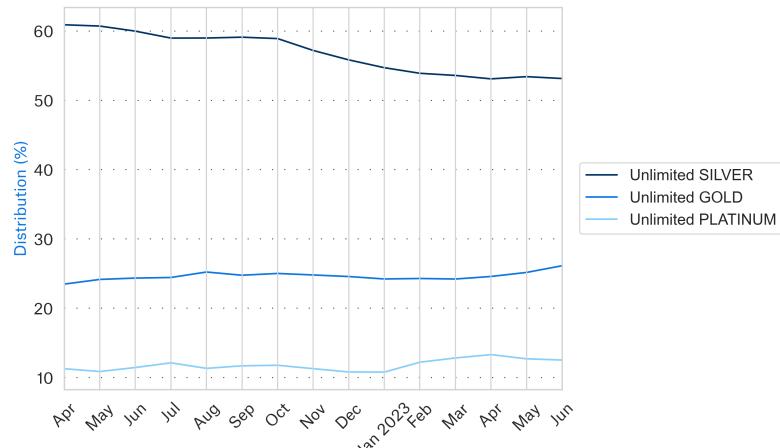


Quarter Average Retail RPC

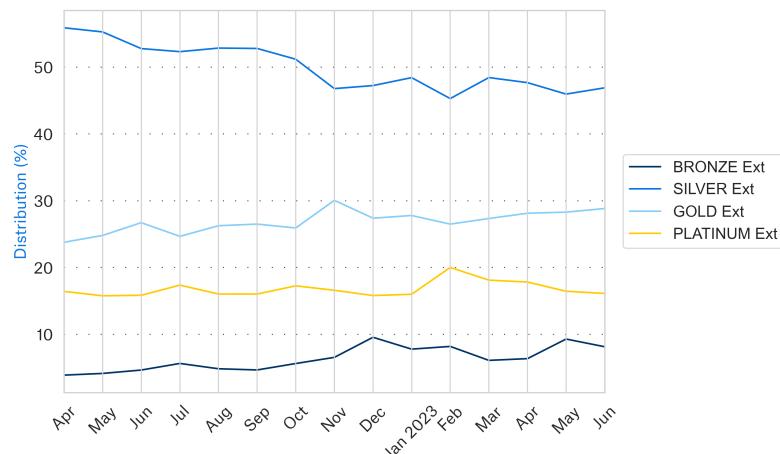
● Site 6: \$17.07



Membership Package Distribution Over Time



Retail Package Distribution Over Time



Quarterly Notable Package Distribution Shifts

Membership

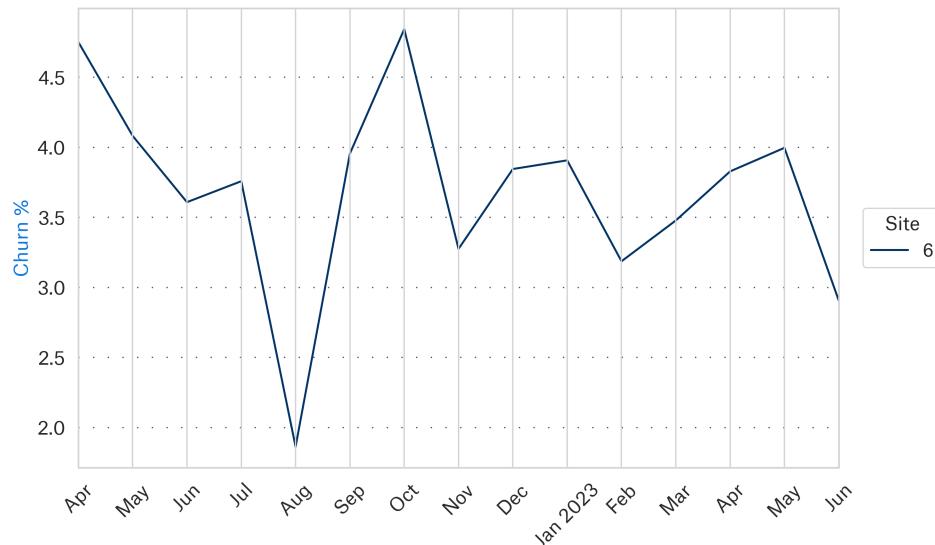
Unlimited PLATINUM
+7.4%
Unlimited SILVER
-5.0%

Retail

BRONZE Ext
+44.9%
SILVER Ext
-8.1%



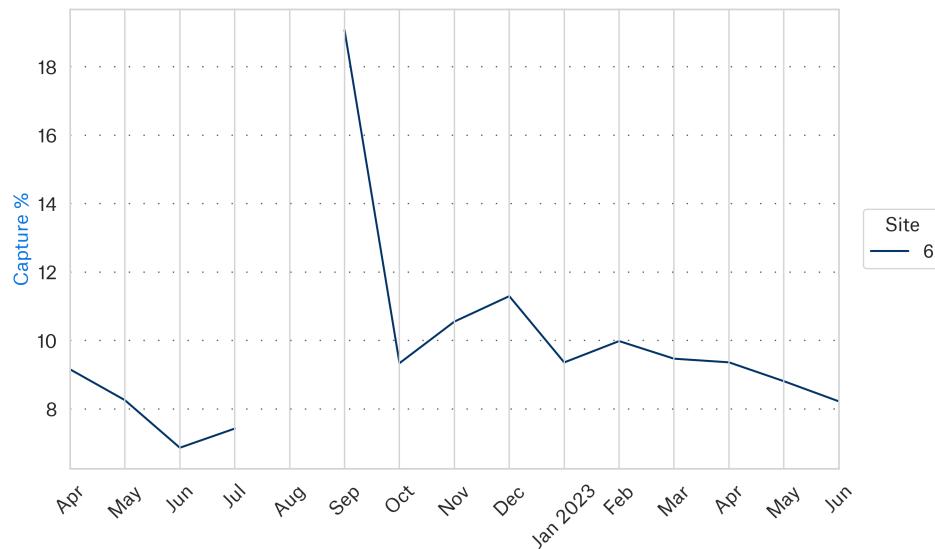
Churn Rate



Quarter Average Churn Rate

● Site 6: 3.6%

Capture Rate



Quarter Average Capture Rate

● Site 6: 8.8%

Insights

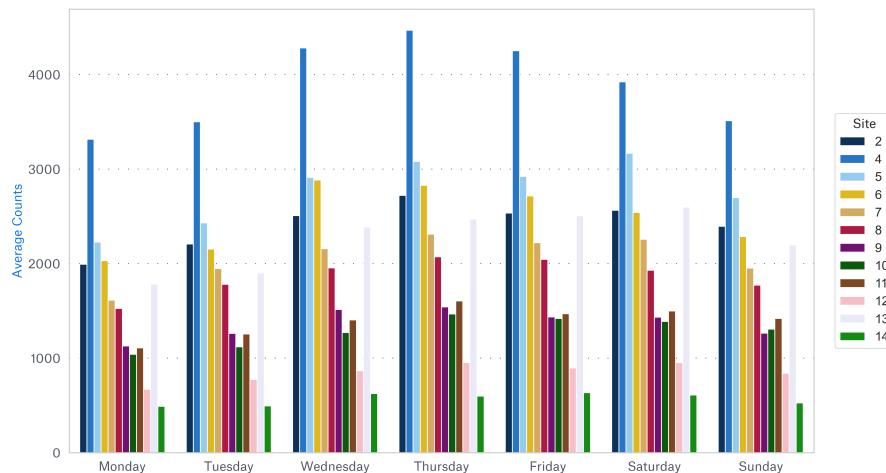
Average churn rate changed by 1.5% compared to last quarter

Average capture rate changed by -8.4%

Some regional and national comparison



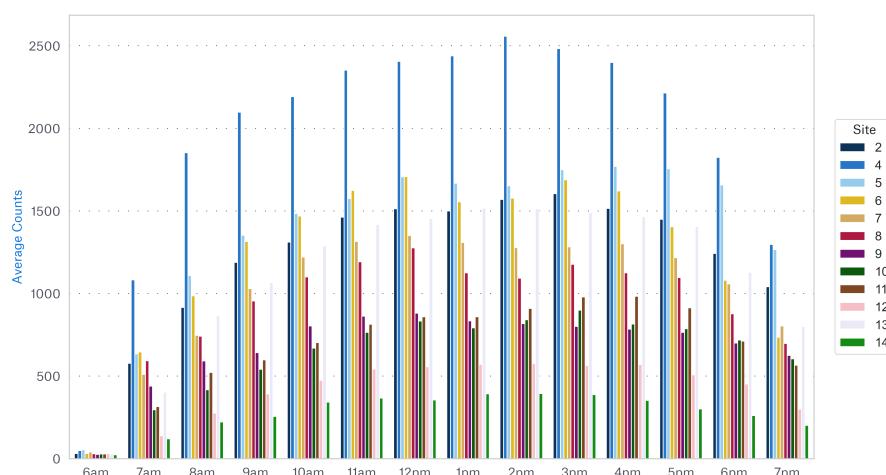
Washes Per Day



Most/Least Popular Days on Average in Current Quarter

Sunday: 4469
Monday: 490

Washes Per Hour



Most/Least Popular Hours on Average in Current Quarter

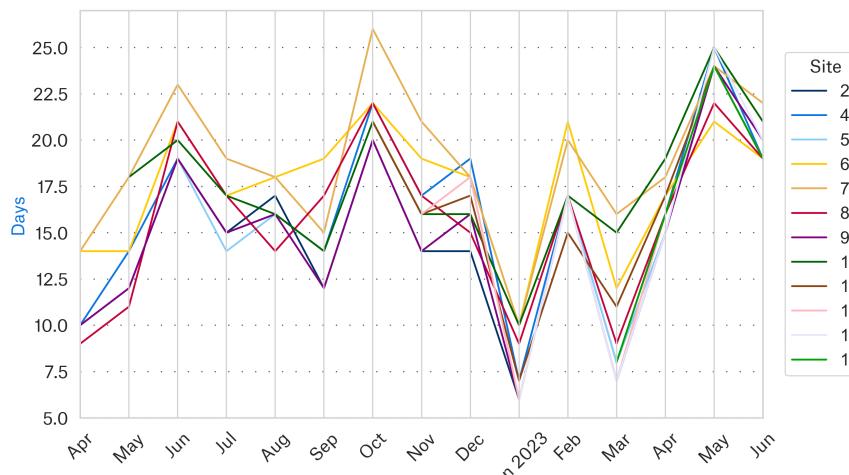
7 PM: 1708
6 AM: 31



Projected Wash Count
8576

Actual Wash Count
8267

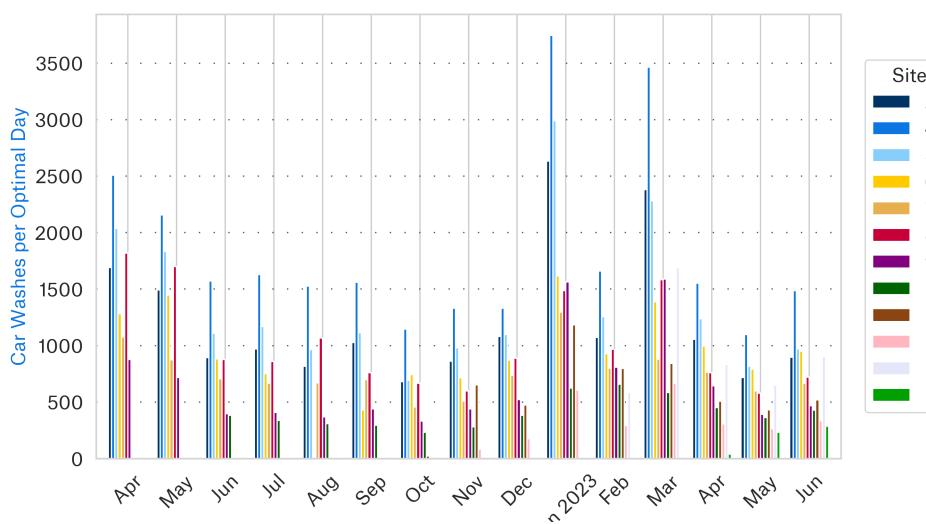
Optimal Car Wash Days



Optimal Car Wash Days

Quarter 2 2023 experienced approximately 57 days of optimal car wash weather

Washes Per Optimal Car Wash Day



Wash Count per Optimal Car Wash Day

Site 6 washed approximately 913 cars per optimal wash day in Quarter 2 2023.