

How it Works (per wash coupon):

Package	Retail Price	Your Cost	Profit
Basic Car Wash	\$16.95-\$19.95 (Depending on vehicle size.)	\$12.95 (Any vehicle)	\$4.00-\$7.00 (Depending on vehicle size.)
Gold Package Wash	\$25.95-\$28.95 (Depending on vehicle size.)	\$16.95 (Any vehicle)	\$9.00-\$12.00 (Depending on vehicle size.)

HELPFUL TIPS

1. KNOW WHAT ARE YOU OFFERING

El Estero Car Wash is a Full Service Car Wash. Each prepaid is good for one Gold Package Wash and expires one year from sale date.

Gold Package Includes:
Basic Wash
Clear Coat Conditioner
Paint Protection Sealant
Polish
Wheel Bright
Tire Dressing
Fragrance (optional)

2. WHAT SHOULD WE CHARGE FOR A WASH?

Set the price for each wash at an amount that is attractive and simple. Since El Estero Car Wash sells them from \$25.95-\$28.95, we suggest selling them for the same price. Some purchasers won't mind paying a little extra for your good cause, so use your best judgment to determine the right price (perhaps \$1.00 above retail?).

3. SUGGESTIONS ON WHO TO SELL TO:

- Friends, family, neighbors, and coworkers.

- Businesses, especially for their company vehicles.
- Groups of employees. (Church groups, schools, etc.)
- At special events such as sports, plays, and concerts.

4. BE CREATIVE!

- Selling car washes is fun.
- Set goals for each seller.
- Don't be afraid to ask for additional contributions.
- Have a specific goal and convey it to the customer. ("Our team is going to the play-offs and needs \$1,000 to get there.")

5. ANSWERS TO OBJECTIONS OR QUESTIONS:

Objection: I wash my own car.

Answer: In addition to our chart below, you can point out to the customer that we recycle and contain our wash water on the property. By washing at El Estero Car Wash, you use 70% less water than washing at home. El Estero Car Wash is environmentally friendly...washing in the driveway is not.

Terms subject to change without notice.

Objection: I don't want my vehicle going through brushes or machines.

Answer: El Estero Car Wash is a full service hand car wash. Vehicles are placed on a conveyor and employees clean the car by hand.

Objection: I already have El Estero Car Wash coupon.

Answer: Then you know the value of a El Estero car wash and wouldn't mind donating to our cause. In addition, they could buy a coupon and gift it to someone else.

6. FOR ADDITIONAL COMPANY

INFORMATION: Visit us on the web at www.elesterocarwash.com