

SITE ANALYSIS REPORT



FREEMIUM Version



YOUR CARWASH EXPERT

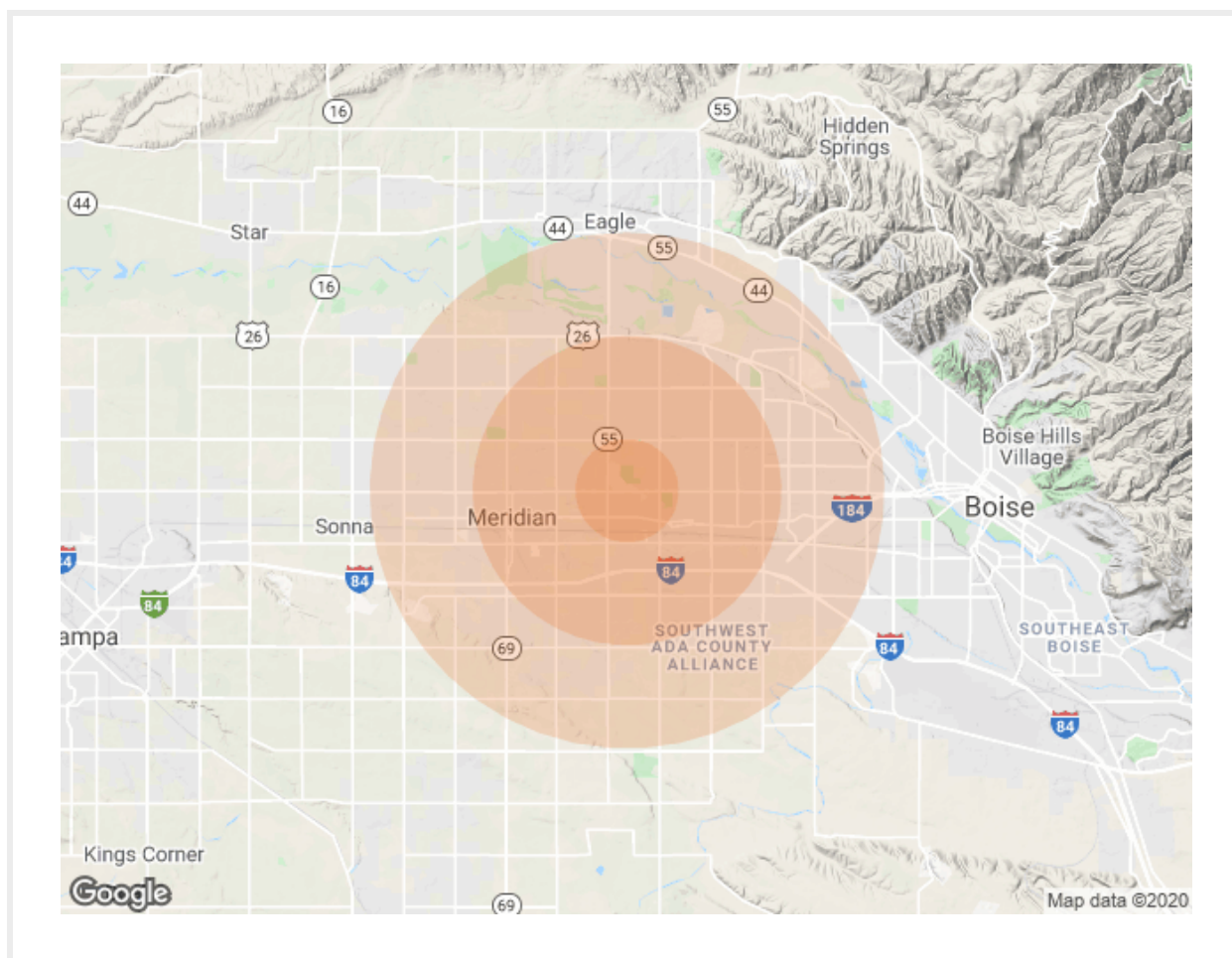


Prepared for

John Doe

3800 E Fairview Ave,
Meridian, ID 83642,
USA

2020-03-25



SUMMARY



OVERALL
SITE
SCORE
AVERAGE

What does my site score average mean?

Site scoring is a method to visualize data that determines the top-line or revenue-producing aspects of the location. It is comprised of the categorical scores with weighting to achieve the average.

It is important to understand that site scoring does not directly translate to profitability because capital expenditures, loan considerations, and other factors effect the bottom line.

A simplified example would be a location with a site score of 9 with a project cost of \$7 million compared with a second location scoring 7 with a project cost of \$3 million. Site scoring is an important aspect of return on investment, but is only one landmark within a landscape of considerations.

Location Type

Retail Draw, Complimentary Businesses, Customer Base Aggregation

Only
Available
On Premium

Demographics

Population Within 3 mile Radius

9.5

Demographics

Population Within 5 mile Radius

10.0

Local Economy

Growing, Stagnant, or in Decline

10.0

Site Visibility

Impulse Purchases & Passive Marketing

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Traffic Quantity

Daily Average Volume in Both Directions on Primary Drive

9.0

Traffic Quality & Speed

Commuter/Local Travelers, Immediate Practical Speed (mph)

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Site Accessibility & Queuing

Commuter/Local Travelers, Immediate Practical Speed (mph)

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Vacuum Space Quantity

Allowing for Adequate Peak Volume Processing

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Competition Levels

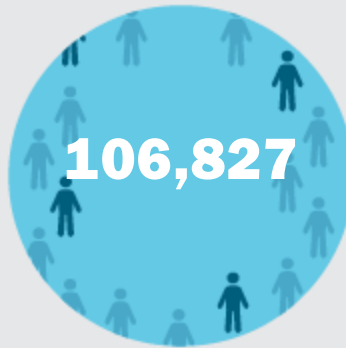
Relative Levels of Express and Full-Serve Washes, 3 mile radius

Only
Available
On Premium

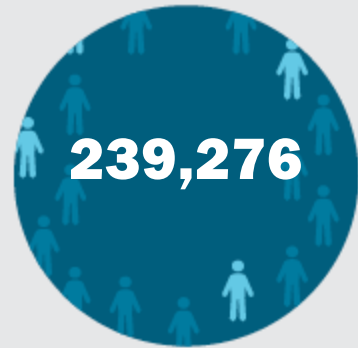
DEMOGRAPHIC BREAKDOWN

Population

3 Mile Radius

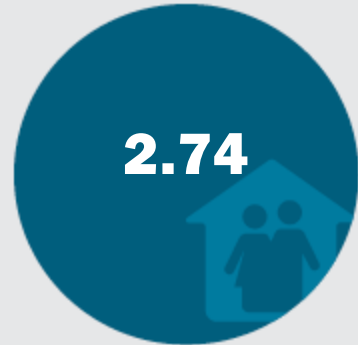
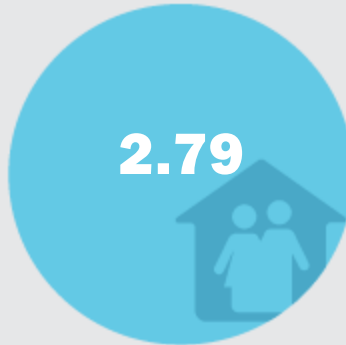


5 Mile Radius



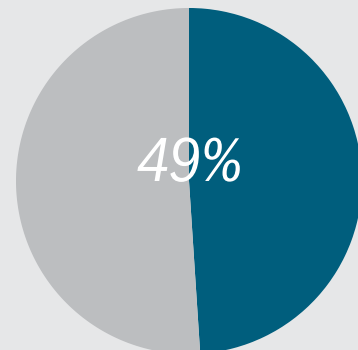
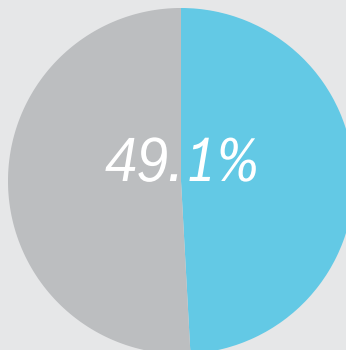
*Average
Household Size*

** Target size > 2.1*



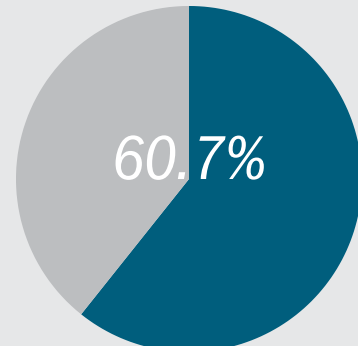
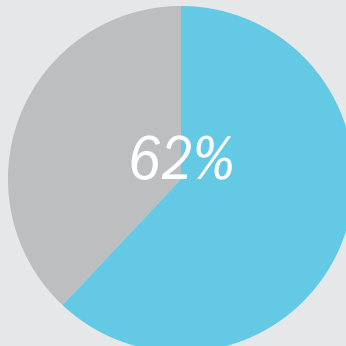
*Population %
Age 25-65*

** Target % > 54%*



*Income Average
% Above \$50,000
Annually*

** Target % > 50%*



RETAIL KEY PERFORMANCE INDICATORS

ANNUAL RETAIL VOLUME
(VEHICLES) - YEAR 1



ANNUAL REVENUE
YEAR 1



ANNUAL NET INCOME
3 YEAR AVG



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TOTAL NET INCOME
3 YEARS



Conservative
Model

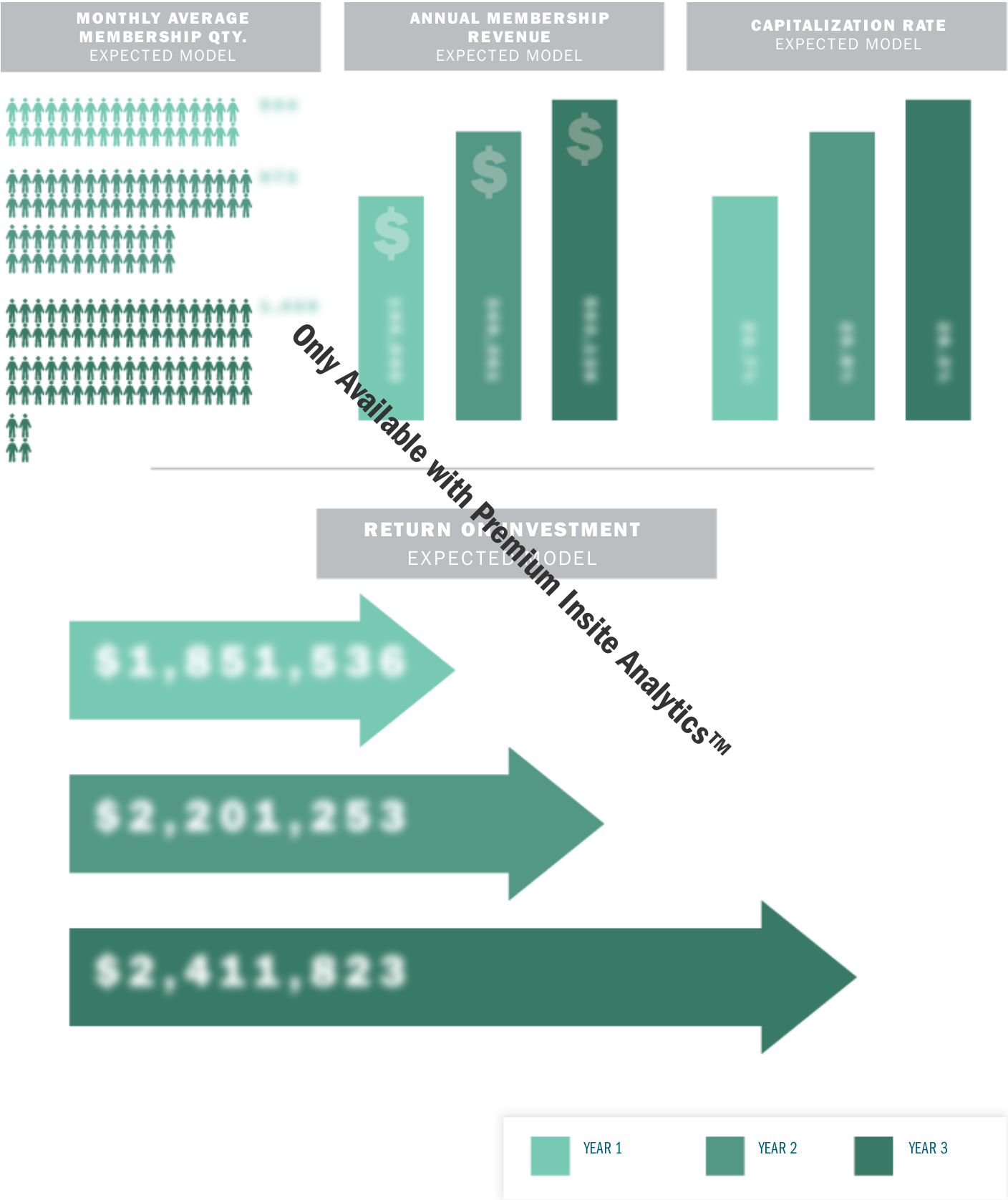


Expected
Model



Aggressive
Model

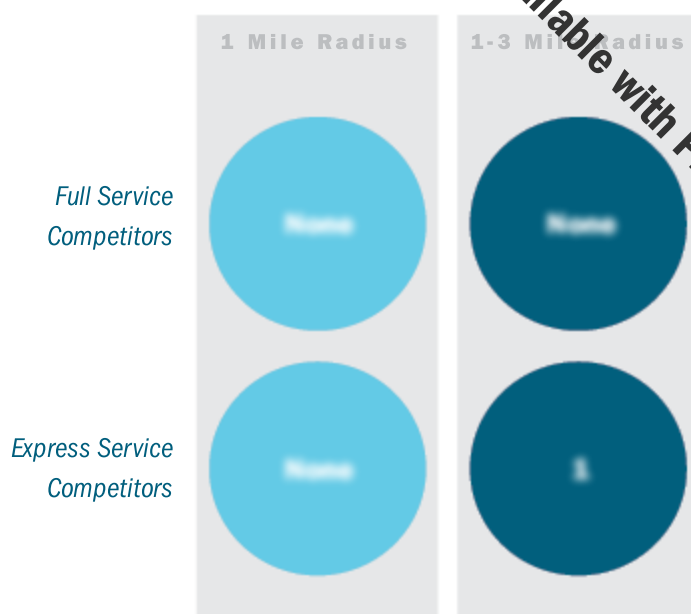
MEMBERSHIP KEY PERFORMANCE INDICATORS



SITE-SPECIFIC INFORMATION



COMPETITION



PACKAGE PRICING

RETAIL

Package 1	\$18
Package 2	\$18
Package 3	\$18
Package 4	\$7

MEMBERSHIP

Package 1	\$18
Package 2	\$18
Package 3	\$18
Package 4	\$18

VOLUME CAPACITY CONSIDERATIONS

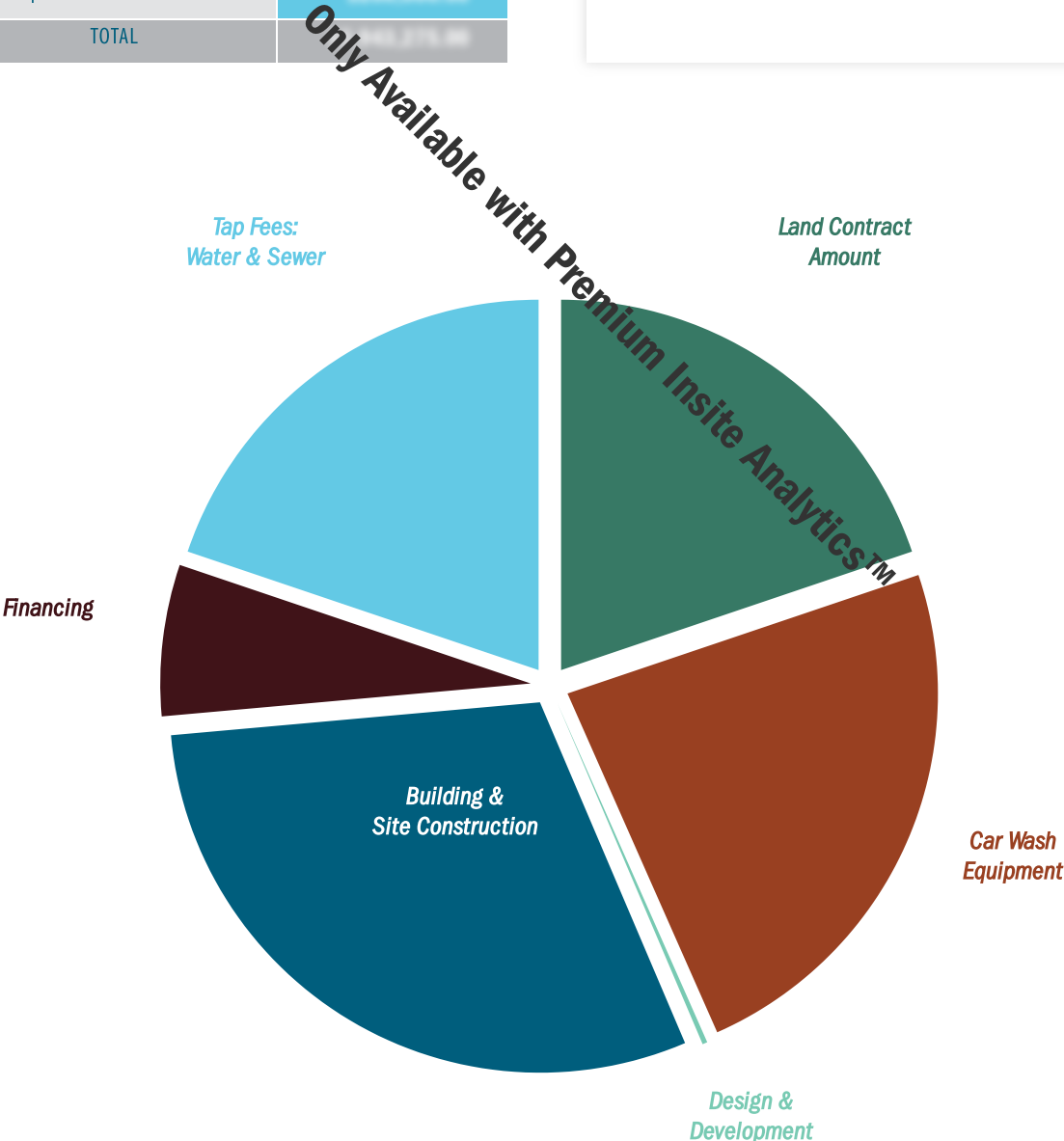


CAPITAL EXPENDITURE PROJECTION

Land Contract Amount	\$1,025,000.00
Building & Site Construction	\$2,400,000.00
Car Wash Equipment	\$1,100,000.00
Contingency Funds (Overages)	\$100,000.00
Startup Working Capital	\$100,000.00
Bank Loan Fees	\$15,000.00
Development	\$10,000.00
Architectural & Engineering	\$40,000.00
Construction Interest	\$38,275.00
Tap Fees: Water & Sewer	\$200,000.00
TOTAL	\$5,928,275.00

Notes on the Break Even Proforma

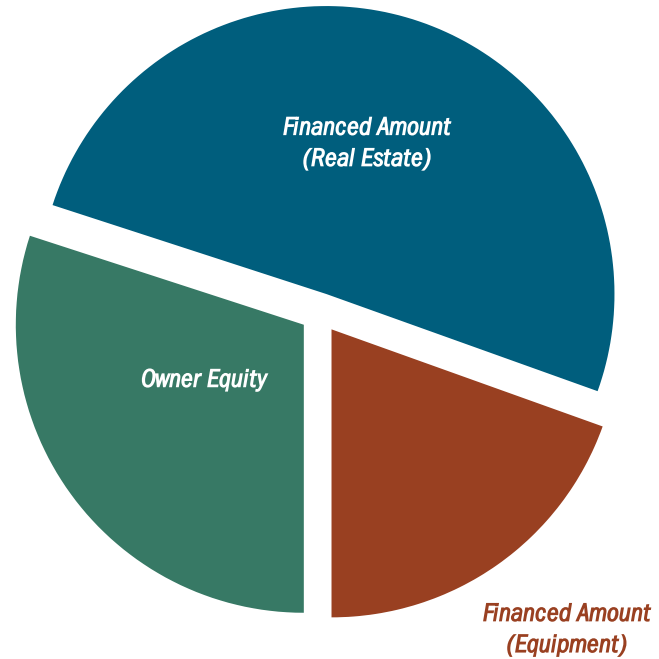
The purpose of the Break Even Analysis is to demonstrate the amount of revenue required in order to be neutral on a project year one after the loan payment and all expenses are paid. Lending institutions focus on risk for underwriting loans, which requires the Break Even analysis for evaluation.



FINANCIAL PROJECTIONS

FINANCIAL DATA

Owner Equity	35%	\$1,342,940
Financed Amount (Real Estate)		\$1,996,290
Financed Amount (Equipment)		\$779,990
Total		\$3,949,220



DEPRECIATION

Total Subject to Depreciation

\$2,600,000

Years to Depreciate

20

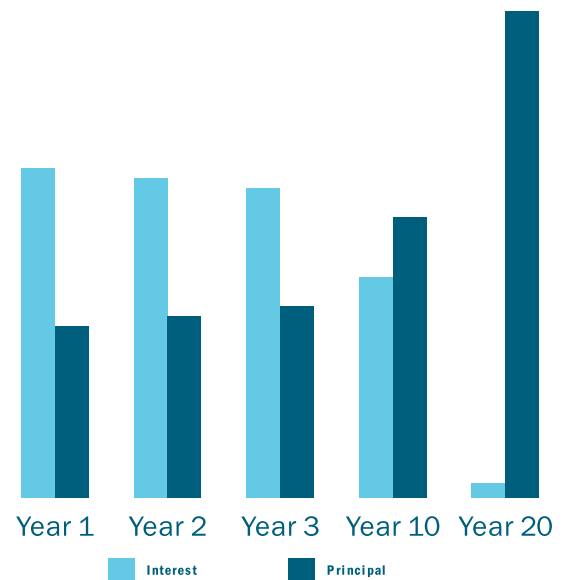
Annual Depreciation Amount

\$130,000

LOANS & MORTGAGE

Monthly Mortgage	\$18,990
Interest Rate	5.50%
Loan Term	20

Annual Mortgage Year 1	Interest	\$1,046,876
	Principal	\$771,940
	TOTAL	\$1,818,816
Annual Mortgage Year 2	Interest	\$1,046,876
	Principal	\$802,940
	TOTAL	\$1,849,816
Annual Mortgage Year 3	Interest	\$1,046,876
	Principal	\$833,940
	TOTAL	\$1,880,816

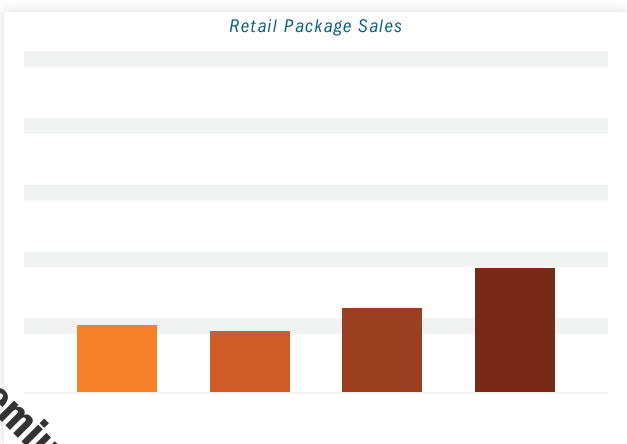


VEHICLE WASH VOLUMES BY CATEGORY

	RETAIL	MEMBERSHIP
Daily Average	285.38	55.47
Monthly Average	\$1,709.42	\$1,667.58
Annual Average	\$46,797.42	\$63,945.25
TOTAL Volume	\$108,952.84	

REVENUE BREAKDOWN - RETAIL

	Package Price	% Sold	Daily Washes / Package	Daily Retail Revenue
Package 1	\$18.99	28%	77	\$1,461.83
Package 2	\$15.99	18%	54	\$864.81
Package 3	\$12.99	28%	77	\$1,000.23
Package 4	\$7.99	27%	142	\$1,134.78
Package 5	\$5.99	9%	8	\$47.92
TOTALS			358	\$4,710.57
Retail Ticket Average			\$13.16	



**MONTHLY GROSS
RETAIL REVENUE**

\$139,417.79

**ANNUAL GROSS
RETAIL REVENUE**

\$1,673,013.50

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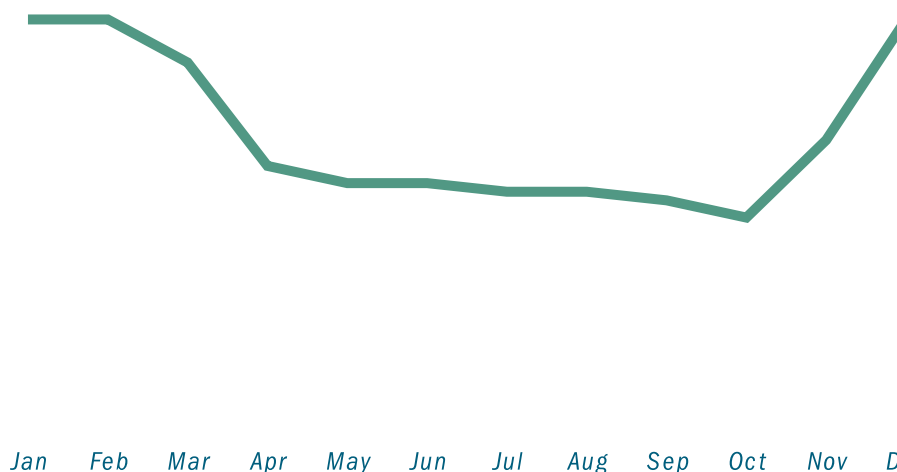
REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	546
	Expected Washes/Member	5.1
	Total Wash Count	2,787
	Ticket Average	\$29.95
	Revenue	\$214,296.55
Annual	Ticket Average/Member	\$29.95
	Ticket Average/Wash	15.95
	Member Wash Count	26,246.22
	Member Revenue	\$219,595.56

REVENUE BREAKDOWN - MEMBERSHIP

Opening Campaign Sign-Ups	2100
Daily Average Membership Adds	1.99
Monthly Average Growth	60.62

Membership Sign-Ups by Month



VEHICLE WASH VOLUMES BY CATEGORY

	RETAIL	MEMBERSHIP
Daily Average	403.87	95.88
Monthly Average	12,095.79	2,914.28
Annual Average	145,190.80	34,971.40
TOTAL Volume	180,162.21	

REVENUE BREAKDOWN - RETAIL

	Package Price	% Sold	Daily Washes / Package	Daily Retail Revenue	MONTHLY GROSS RETAIL REVENUE
Package 1	\$18.00	20%	80	\$1,440.00	\$149,715.72
Package 2	\$15.00	18%	72	\$1,080.00	
Package 3	\$12.00	20%	80	\$960.00	
Package 4	\$7.00	17%	58	\$406.00	
Package 5	\$5.00	5%	8	\$40.00	
TOTALS			404	\$4,926.00	ANNUAL GROSS RETAIL REVENUE
Retail Ticket Average			\$12.19		\$1,796,588.60

REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	979
	Expected Washes/Member	3.0
	Total Wash Count	2,938
	Ticket Average	\$129.95
	Revenue	\$381,113.40
Annual	Ticket Average/Member	\$129.95
	Ticket Average/Wash	\$43.32
	Member Wash Count	34,971.40
	Member Revenue	\$1,519,280.79

REVENUE BREAKDOWN - MEMBERSHIP

Opening Campaign Sign-Ups	3780
Daily Average Membership Adds	1.79
Monthly Average Growth	54.36

VEHICLE WASH VOLUMES BY CATEGORY

	RETAIL	MEMBERSHIP
Daily Average	403.87	95.88
Monthly Average	12,094.79	2,914.28
Annual Average	145,138.40	34,971.40
TOTAL Volume	180,099.21	

REVENUE BREAKDOWN - RETAIL

	Package Price	% Sold	Daily Washes / Package	Daily Retail Revenue	
Package 1	\$18.00	20%	80	\$1,440.00	MONTHLY GROSS RETAIL REVENUE \$154,184.28
Package 2	\$15.00	10%	40	\$600.00	
Package 3	\$12.00	20%	80	\$960.00	
Package 4	\$7.00	10%	40	\$280.00	
Package 5	\$5.00	5%	20	\$100.00	
TOTALS			404	\$1,850,211.32	ANNUAL GROSS RETAIL REVENUE \$1,850,211.32
Retail Ticket Average			45.80		

REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	1,400
	Expected Washes/Member	2.9
	Total Wash Count	4,060
	Ticket Average	\$37.50
	Revenue	\$151,875.00
Annual	Ticket Average/Member	\$37.50
	Ticket Average/Wash	\$13.28
	Member Wash Count	48,719.79
	Member Revenue	\$648,129.40

REVENUE BREAKDOWN - MEMBERSHIP

Opening Campaign Sign-Ups	1000
Daily Average Membership Adds	5.79
Monthly Average Growth	174.00

REVENUE

	YEAR 1	YEAR 2	YEAR 3
Retail Volume - Annual	146,787.42	151,399.81	155,618.75
Retail Increase		3,263.28	4,389.96
Retail Sales - Annual Gross	\$1,875,813.58	\$1,796,388.88	\$1,898,211.32
Membership Volume - Annual	26,346.29	24,994.48	48,718.75
Membership Pass Quantity - Average Monthly	219.55	208.28	4,059.81
Membership Revenue - Annual Gross	\$195,388.88	\$148,388.75	\$885,126.48
Annual Gross Revenue	\$1,898,202.46	\$1,944,777.63	\$2,783,337.80
Annual Gross Revenue % Increase		2.93%	4.39%

EXPENSE

Operating Expenses (Average)	52.80%	52.80%	52.80%
Annual Operating Expense Amount	\$1,004,359.82	\$1,026,382.85	\$1,464,311.48
Annual Depreciation Expense	\$138,000.00	\$138,000.00	\$138,000.00
Annual Loan Interest Expense	\$148,476.75	\$148,476.81	\$148,823.95
Total Expenses	\$1,290,836.57	\$1,312,860.66	\$1,751,135.43

PROFITABILITY

Annual Net Income (Before Tax)	\$893,845.82	\$621,916.78	\$1,322,026.32
Debt Service (Cash Out)	\$171,982.87	\$182,381.51	\$187,828.47
Add Back Depreciation (non-cash expense)	\$138,000.00	\$138,000.00	\$138,000.00
Actual Cash Flow (Before Tax)	\$860,862.95	\$567,535.27	\$1,272,197.85

RETURN ON INVESTMENT SUMMARY

ORIGINAL INVESTMENT AMOUNT

\$1,182,982.50

ROI - STANDARD

	YEAR 1	YEAR 2	YEAR 3
Annual Net Income (Before Taxes)	\$614,339.42	\$746,342.45	\$844,311.48
ROI (Net Income/Equity)	52.7%	63.4%	71.4%
3-Year Average ROI	58.8%		

ROI - CASH ON CASH (CCR ADDS BACK DEPRECIATION)

	YEAR 1	YEAR 2	YEAR 3
Annual Net Income (Before Taxes)	\$604,377.18	\$736,342.45	\$834,311.48
CCR ROI (Actual Cash Flow/Equity)	51.9%	62.3%	70.6%
3-Year Average CCR	58.3%		

CAPITALIZATION RATE

	YEAR 1	YEAR 2	YEAR 3
Net Operating Income	\$604,429.12	\$1,115,842.97	\$1,115,129.43
Value of Property	\$1,149,275.00	\$1,149,275.00	\$1,149,275.00
Cap Rate	52.7%	97.4%	97.0%

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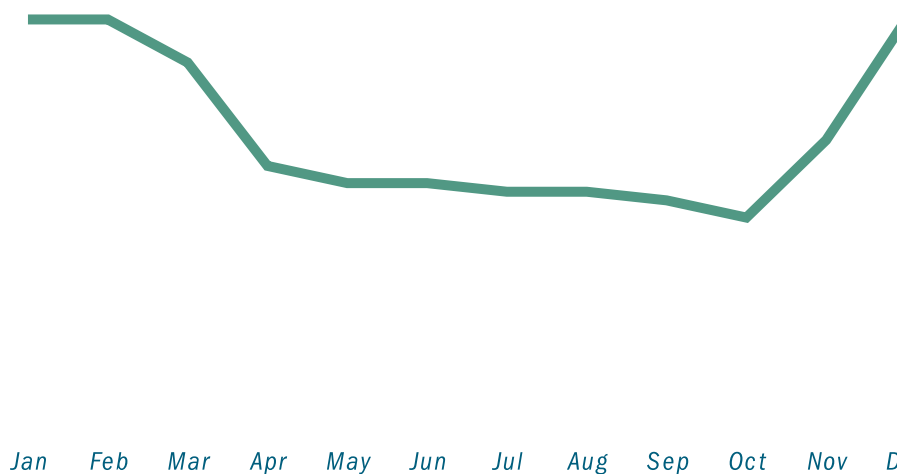
REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	490
	Expected Washes/Member	3.2
	Total Wash Count	1,568
	Ticket Average	\$29.95
	Revenue	\$46,948.80
Annual	Ticket Average/Member	\$29.95
	Ticket Average/Wash	29.95
	Member Wash Count	14,209.75
	Member Revenue	\$174,809.56

REVENUE BREAKDOWN - MEMBERSHIP

Opening Campaign Sign-Ups	200
Daily Average Membership Adds	1.79
Monthly Average Growth	54.56

Membership Sign-Ups by Month



VEHICLE WASH VOLUMES BY CATEGORY

	RETAIL	MEMBERSHIP
Daily Average	2863.79	1226.12
Monthly Average	85,879.86	3,693.76
Annual Average	1,030,558.36	44,325.08
TOTAL Volume	1,074,883.75	

REVENUE BREAKDOWN - RETAIL

	Package Price	% Sold	Daily Washes / Package	Daily Retail Revenue	MONTHLY GROSS RETAIL REVENUE
Package 1	\$18.99	20%	75	\$1,424.25	\$134,744.15
Package 2	\$15.99	18%	75	\$1,199.25	
Package 3	\$12.99	20%	75	\$974.25	
Package 4	\$7.99	27%	128	\$1,022.72	
Package 5	\$9.99	9%	8	\$79.92	
TOTALS			375	\$4,700.49	ANNUAL GROSS RETAIL REVENUE
Retail Ticket Average			\$12.59		\$1,616,929.74

REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	875
	Expected Washes/Member	3.8
	Total Wash Count	3,325
	Ticket Average	\$129.95
	Revenue	\$431,291.25
Annual	Ticket Average/Member	\$129.95
	Ticket Average/Wash	\$34.20
	Member Wash Count	31,494.96
	Member Revenue	\$1,077,429.88

REVENUE BREAKDOWN - MEMBERSHIP

Opening Campaign Sign-Ups	3750
Daily Average Membership Adds	1.79
Monthly Average Growth	54.36

VEHICLE WASH VOLUMES BY CATEGORY

	RETAIL	MEMBERSHIP
Daily Average	3863.76	1226.12
Monthly Average	115,676.88	37,683.76
Annual Average	1,388,140.66	452,405.08
TOTAL Volume	1,840,545.74	

REVENUE BREAKDOWN - RETAIL

	Package Price	% Sold	Daily Washes / Package	Daily Retail Revenue	MONTHLY GROSS RETAIL REVENUE
Package 1	\$18.99	20%	77	\$1,462.23	\$138,765.85
Package 2	\$15.99	18%	77	\$1,239.23	
Package 3	\$12.99	20%	77	\$1,000.23	
Package 4	\$7.99	27%	142	\$1,133.78	
Package 5	\$9.99	9%	9	\$89.91	
TOTALS			284	\$4,924.68	ANNUAL GROSS RETAIL REVENUE
Retail Ticket Average			\$17.38		\$1,665,190.19

REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	1,200
	Expected Washes/Member	2.9
	Total Wash Count	3,480
	Ticket Average	\$129.90
	Revenue	\$452,405.08
Annual	Ticket Average/Member	\$129.90
	Ticket Average/Wash	\$112.90
	Member Wash Count	37,683.76
	Member Revenue	\$4,262,813.81

REVENUE BREAKDOWN - MEMBERSHIP

Opening Campaign Sign-Ups	3700
Daily Average Membership Adds	1.79
Monthly Average Growth	54.36

VEHICLE WASH VOLUMES BY CATEGORY

Notes on the Break Even Proforma

The purpose of the Break Even Analysis is to demonstrate the amount of revenue required in order to be neutral on a project year one after the loan payment and all expenses are paid. Lending institutions focus on risk for underwriting loans, which requires the Break Even analysis for evaluation.

	RETAIL	MEMBERSHIP
Daily Average	46.72	46.92
Monthly Average	1,401.60	1,407.60
Annual Average	16,819.20	16,891.20
TOTAL Volume	33,710.40	

REVENUE BREAKDOWN

	Package Price	% Sold	Daily Washes / Package	Daily Retail Revenue
Package 1	\$18.00	20%	17	\$306.00
Package 2	\$15.00	20%	15	\$225.00
Package 3	\$12.00	20%	12	\$144.00
Package 4	\$7.00	27%	35	\$245.00
Package 5	\$5.00	9%	9	\$45.00
TOTALS			88	\$965.00
Retail Ticket Average				\$10.85



**MONTHLY GROSS
RETAIL REVENUE**

\$29,915.08

**ANNUAL GROSS
RETAIL REVENUE**

\$358,980.94

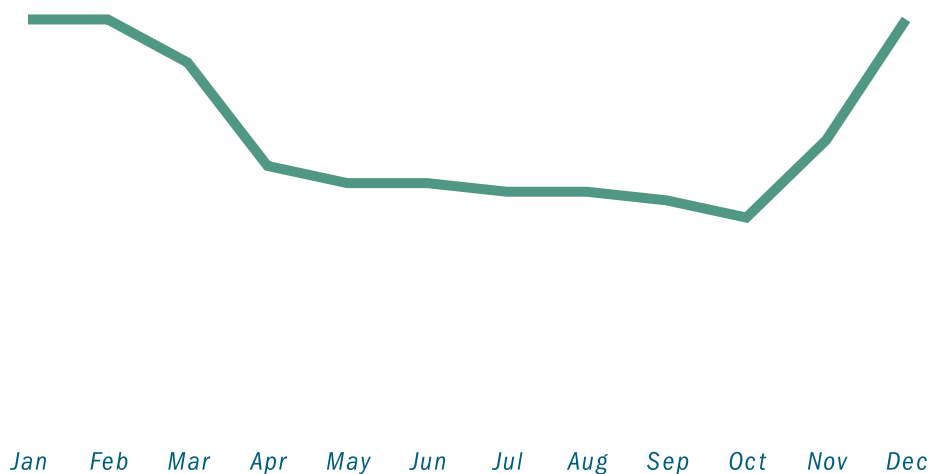
REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	400
	Expected Washes/Member	3.2
	Total Wash Count	1,280
	Ticket Average	\$29.95
	Revenue	\$38,336.00
Annual	Ticket Average/Member	\$29.95
	Ticket Average/Wash	35.00
	Member Wash Count	14,226.75
	Member Revenue	\$17,990.06

MEMBERSHIP STATISTICS

Opening Campaign Sign-Ups	200
Daily Average Membership Adds	2.75
Monthly Average Growth	84.56

Membership Sign-Ups by Month



REVENUE SUMMARY: YEAR 1 ONLY, ANNUAL AMOUNTS

RETAIL		MEMBERSHIP	
Volume - Vehicles Washed	26,375.8	Average Quantity	100.8
Ticket Average	\$20.29	Ticket Average/Member	\$20.29
Retail Revenue	\$535,016.49	Membership Revenue	\$476,895.36

ANNUAL GROSS RETAIL REVENUE

\$535,016.49

EXPENSES		PROFIT SUMMARY	
Operating Expenses (Average)	\$17.75	Operating Expenses (Average)	\$17.75
Annual Operating Expense Amount	\$467,500.00	ROI (Net Income / Equity)	5.0%
Annual Depreciation Expense	\$126,000.00	Debt Service (Cash Out)	\$77,940.47
Annual Loan Interest Expense	\$146,895.75	Add Back Depreciation (non-cash expense)	\$126,000.00
Total Expenses	\$740,395.75	Actual Cash Flow (Before Tax)	\$129,395.36
		"CCR" ROI (Actual Cash Flow / Equity)	5.0%
		Capitalization Rate (CAP Rate)	5.0%

Only Available with Premium Insite Analytics™

Term Definitions for this Site Analysis

Revenue/Gross Income	The total earnings or gross income before expenses are deducted.
Net Income/Profit	The amount remaining from revenue after expenses have been deducted.
Return on Investment (ROI)	A relative comparison of the Net Income divided by the equity invested. Example: \$1,000,000 invested by owner realized a \$100,000 Net Income for a 10% ROI.
Cash on Cash Return on Investment (CCR)	The actual cash flow reflects an adjusted net income that adds back non-cash expenses. Depreciation is an expense which reduces the "Net Income" shown for accounting purposes but does not reduce cash on hand.
Capitalization Rate (CAP Rate)	The yield of the investment over a 12-month period assuming the entire project is funded by cash. Debt Service, interest expense and depreciation expense are not considered. The net operating income (NOI) is calculated by deducting operating expenses from revenue and dividing that amount by the market value of the project.

There is **SO** much more to this report.

For a FULL site assessment and consultation with the experts [click here](#) or email sales@ncswash.com

NCS PARTNERS IN PROFIT

PREMIUM INSITE ANALYTICS

FREE!

Description:

When you join our Partners in Profit Program, you'll get unlimited access to the tool at no cost, with faster service and pricing incentives.

Commitment:

Sign up with NCS as your Exclusive Partner on your next car wash project. **Required 3 year supply chain agreement** and a **\$10,000 deposit** that will be applied to your equipment package.

of Reports:

Unlimited Per Project w/ Signed Supply Chain Agreement

Time to Obtain Report:

3 Business Days Per Report

FULL

INSITE ANALYTICS REPORT

\$15,000 Cost for Reports

(non-refundable, non transferable, cannot be applied to equipment purchase)

Full report available to those who do not wish to sign up to NCS Partners in Profit. You will have to pay for your report.

No Commitment

3 Reports

4-6 Business Days Per Report

CLASSIC

PROFORMA ANALYSIS

\$0

NCS offers a classic Proforma analysis of your site, which is what we have been using traditionally in the industry. This standard Proforma is comparable to what is currently being offered in the market by other competitors. This report will provide you with a basic analysis of your site. There is a Petroleum/C-Store version of this report.

No Commitment

3 Reports

7-10 Business Days Per Report

