

# SITE ANALYSIS REPORT



FREEMIUM Version



YOUR CARWASH EXPERT



*Prepared for*

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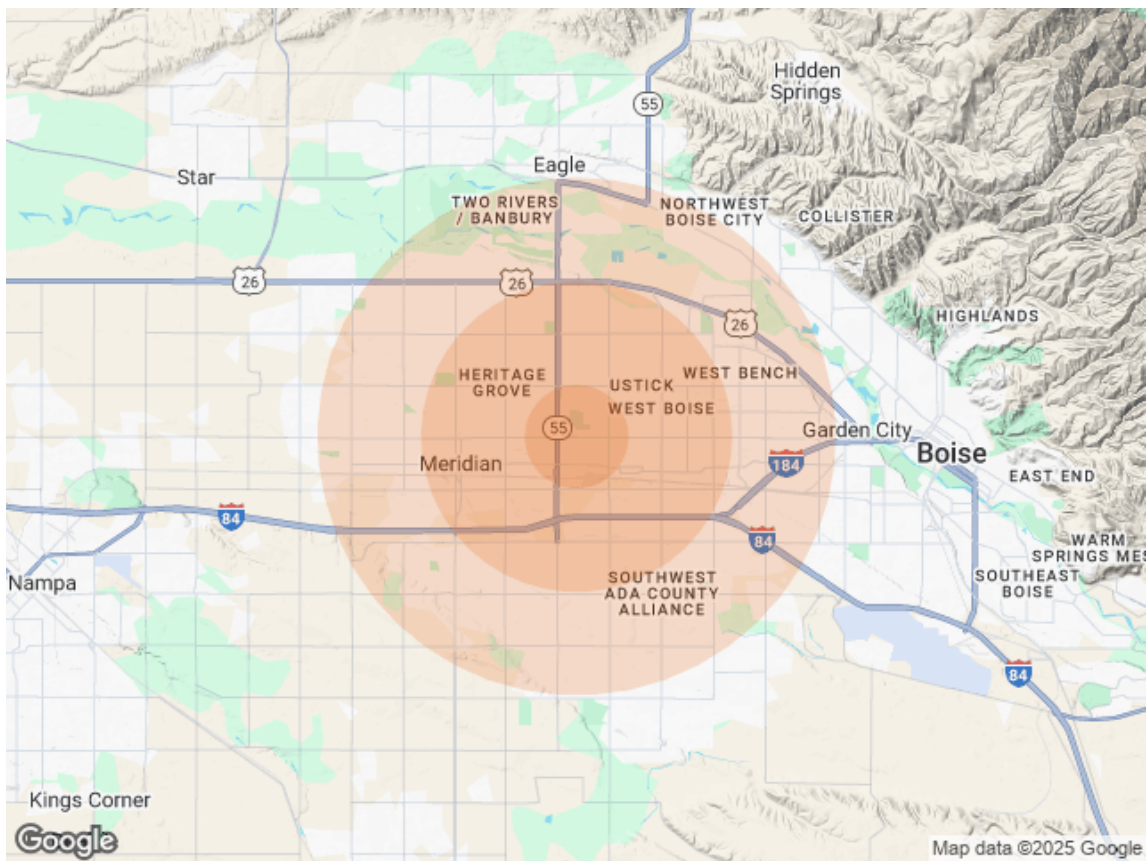
John Doe

3800 E Fairview Ave,  
Meridian, ID 83642, USA

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2020-03-25

## YOUR SITE



## 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

Only  
Available  
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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)

Only  
Available  
On Premium

### Site Accessibility & Queuing

Commuter/Local Travelers, Immediate Practical Speed (mph)

Only  
Available  
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### Vacuum Space Quantity

Allowing for Adequate Peak Volume Processing

Only  
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### Competition Levels

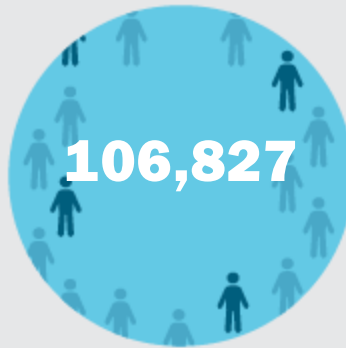
Relative Levels of Express and Full-Serve Washes, 3 mile radius

Only  
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## DEMOGRAPHIC BREAKDOWN

*Population*

**3 Mile Radius**

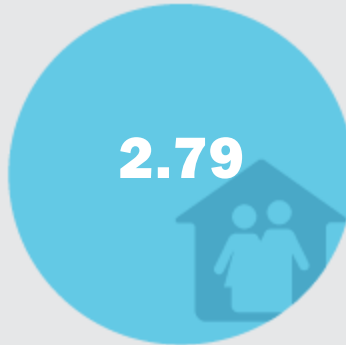


**5 Mile Radius**



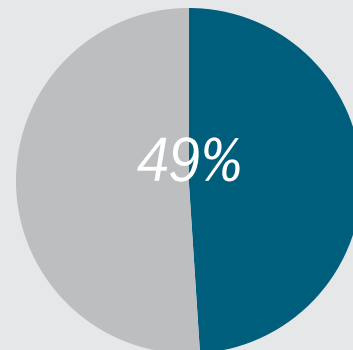
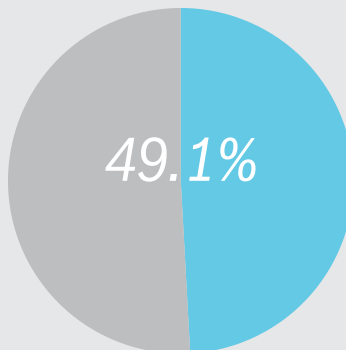
*Average  
Household Size*

*\* Target size > 2.1*



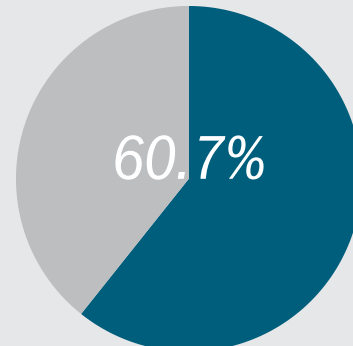
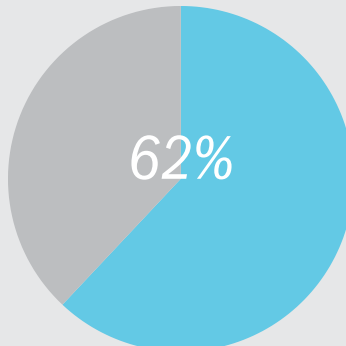
*Population %  
Age 25-65*

*\* 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



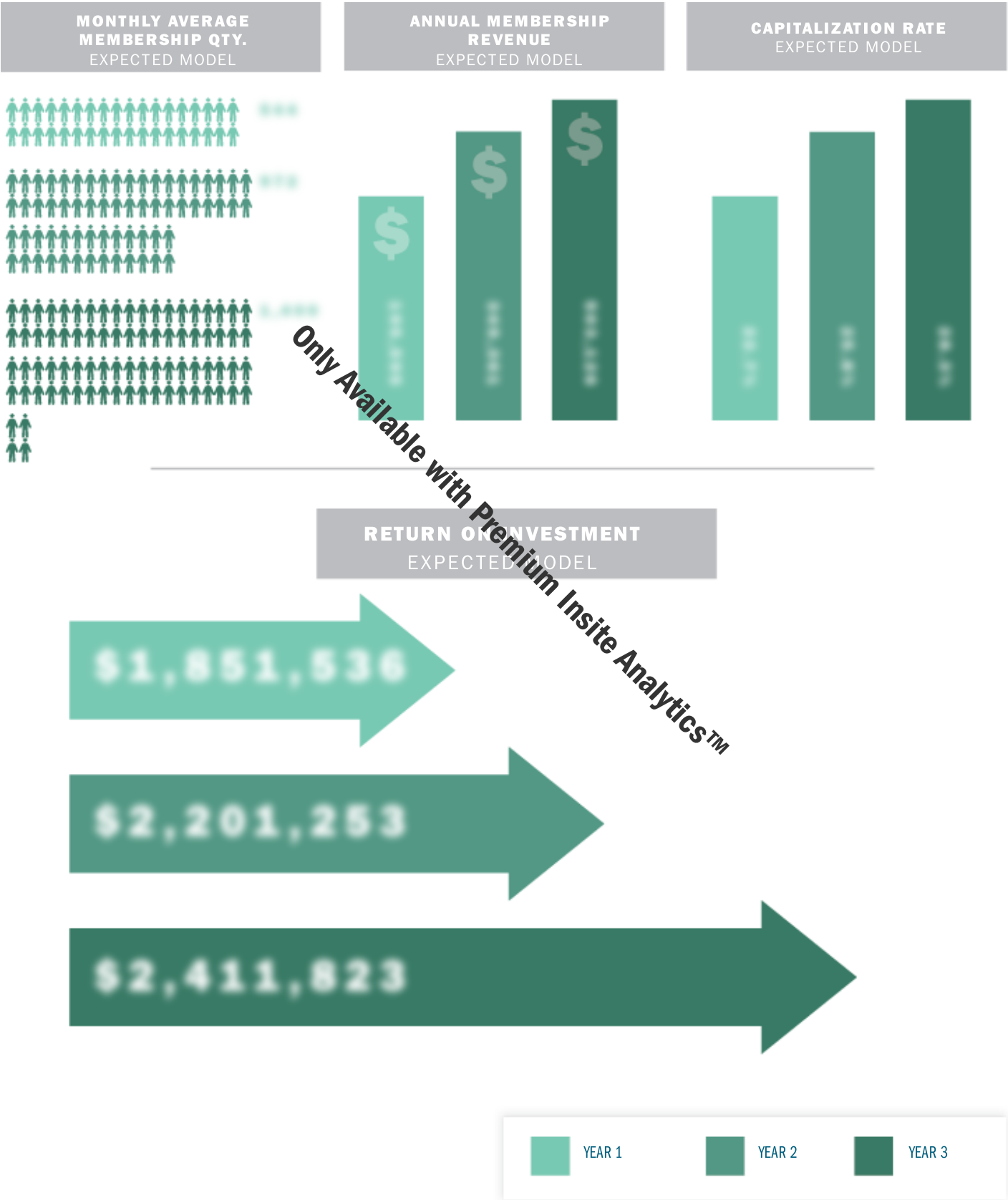
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TOTAL NET INCOME  
3 YEARS



Conservative Model Expected Model Aggressive Model

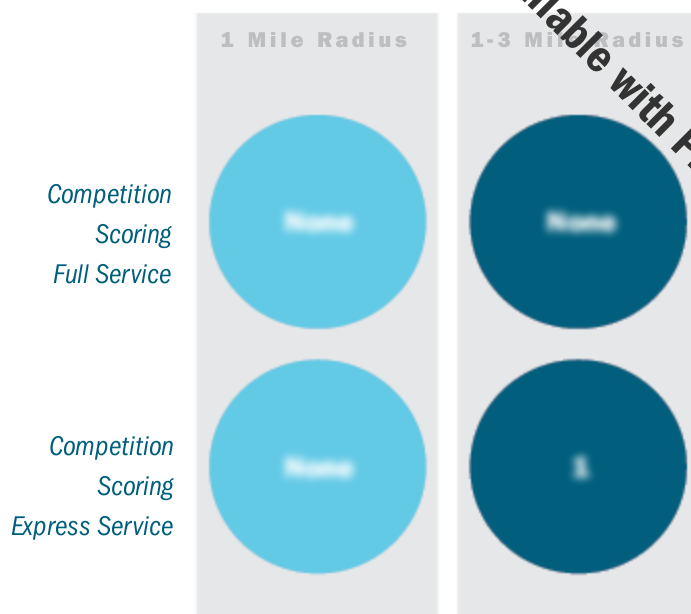
MEMBERSHIP KEY PERFORMANCE INDICATORS



## 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 / 18

## VOLUME CAPACITY CONSIDERATIONS



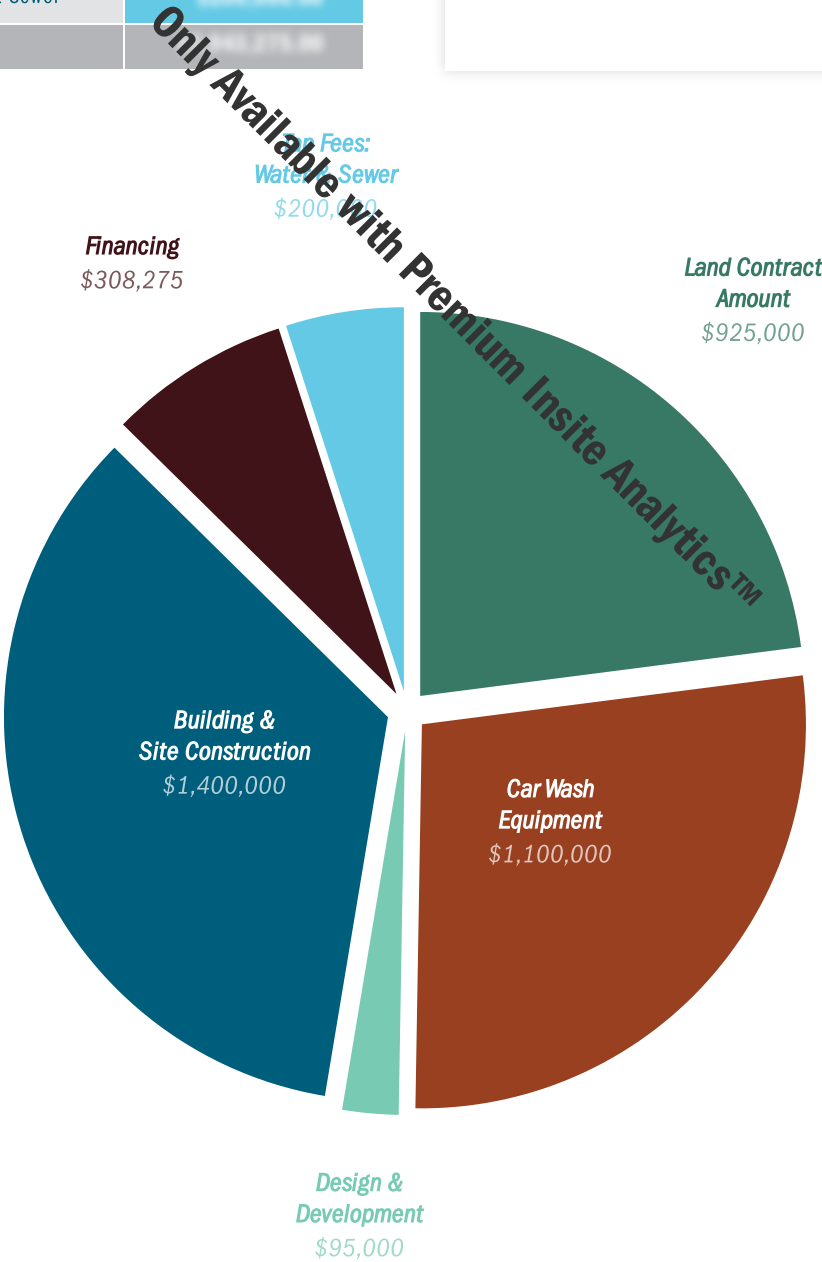


CAPITAL EXPENDITURE PROJECTION

Land Contract Amount	\$925,000.00
Building & Site Construction	\$1,400,000.00
Car Wash Equipment	\$1,100,000.00
Contingency Funds (Overages)	\$100,000.00
Startup Working Capital	\$100,000.00
Bank Loan Fees	\$115,000.00
Development	\$100,000.00
Architectural & Engineering	\$100,000.00
Construction Interest	\$308,275.00
Tap Fees: Water & Sewer	\$200,000.00
TOTAL	\$5,278,275.00

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.

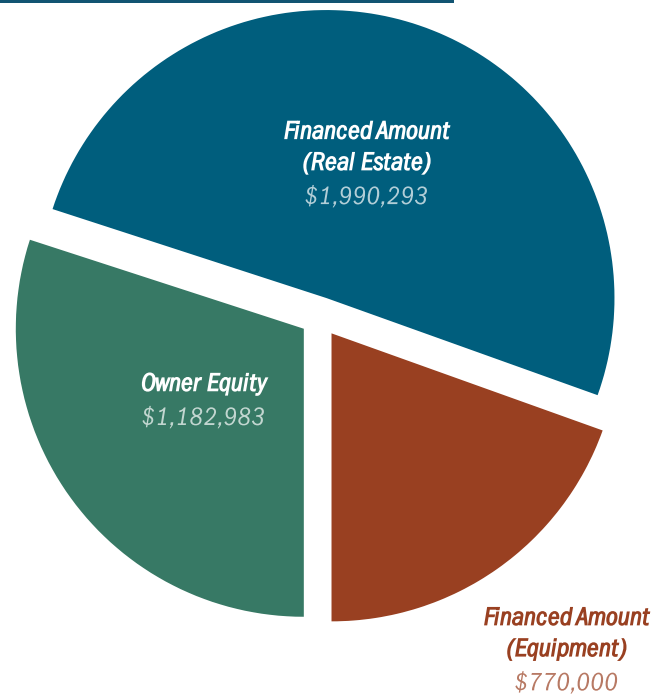




## FINANCIAL PROJECTIONS

### FINANCIAL DATA

Owner Equity	30%	\$1,182,983
Financed Amount (Real Estate)		\$1,990,293
Financed Amount (Equipment)		\$770,000
<b>Total</b>		<b>\$3,943,276</b>



### DEPRECIATION

Total Subject to Depreciation

**\$2,600,000**

Years to Depreciate

**20**

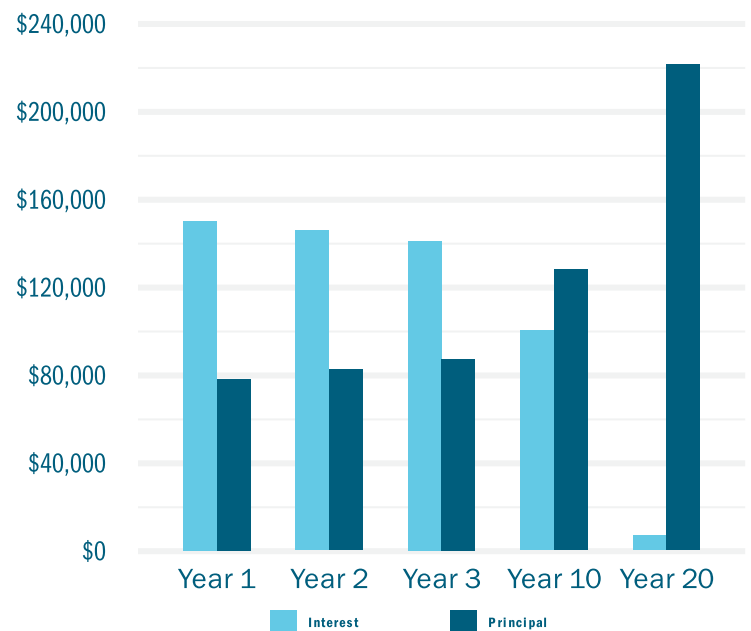
Annual Depreciation Amount

**\$130,000**

### LOANS & MORTGAGE

Monthly Mortgage	\$18,992
Interest Rate	5.50%
Loan Term	36

Annual Mortgage Year 1	Interest	\$1,046,875
	Principal	\$171,983
	TOTAL	\$1,218,858
Annual Mortgage Year 2	Interest	\$1,046,875
	Principal	\$182,983
	TOTAL	\$1,229,858
Annual Mortgage Year 3	Interest	\$1,046,875
	Principal	\$187,983
	TOTAL	\$1,234,858

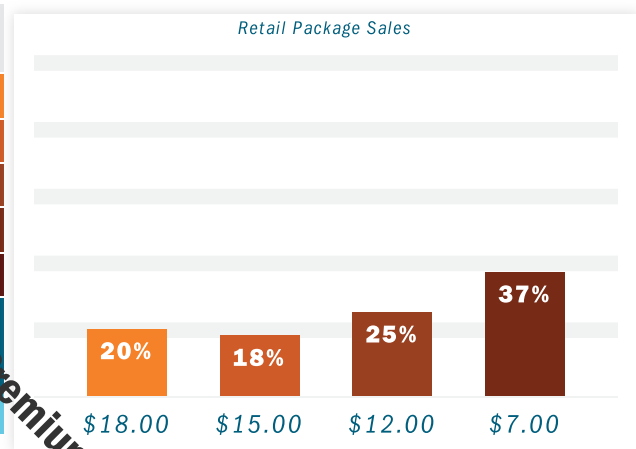


## VEHICLE WASH VOLUMES BY CATEGORY

	RETAIL	MEMBERSHIP
Daily Average	386.56	95.47
Monthly Average	11,795.68	2,867.16
Annual Average	149,787.42	38,445.23
<b>TOTAL Volume</b>	<b>188,232.66</b>	

## REVENUE BREAKDOWN - RETAIL

	Package Price	% Sold	Daily Washes / Package	Daily Retail Revenue
Package 1	\$18.00	20%	77	\$1,387.80
Package 2	\$15.00	18%	96	\$1,440.00
Package 3	\$12.00	25%	96	\$1,152.00
Package 4	\$7.00	37%	140	\$980.00
Package 5	\$0.00	0%	0	\$0.00
<b>TOTALS</b>			<b>309</b>	<b>\$4,959.80</b>
Retail Ticket Average				<b>\$16.05</b>



**MONTHLY GROSS  
RETAIL REVENUE**

**ANNUAL GROSS  
RETAIL REVENUE**

**\$139,417.79**

**\$1,673,013.50**

Only Available with Premium Insite Analytics™

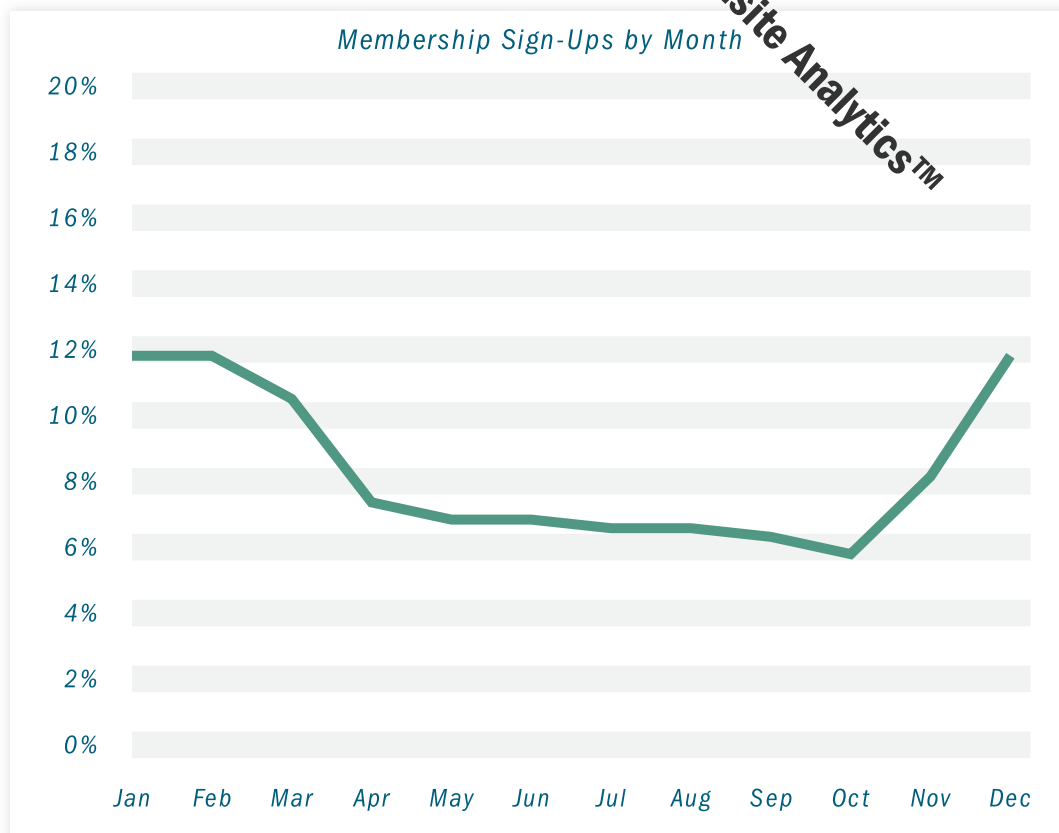
## REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	544
	Expected Washes/Member	5.5
	Total Wash Count	2,992
	Ticket Average	\$25.95
	Revenue	\$114,296.80
Annual	Ticket Average/Member	\$25.95
	Ticket Average/Wash	\$5.00
	Member Wash Count	28,246.25
	Member Revenue	\$1,412,311.25

## REVENUE BREAKDOWN - MEMBERSHIP

Opening Campaign Sign-Ups	1700
Daily Average Membership Adds	1.99
Monthly Average Growth	60.62

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## VEHICLE WASH VOLUMES BY CATEGORY

	RETAIL	MEMBERSHIP
Daily Average	413.87	95.88
Monthly Average	12,416.75	2,876.28
Annual Average	153,000.92	34,514.40
<b>TOTAL Volume</b>	<b>187,515.32</b>	

## REVENUE BREAKDOWN - RETAIL

	Package Price	% Sold	Daily Washes / Package	Daily Retail Revenue	
Package 1	\$18.00	20%	83	\$1,440.00	<b>MONTHLY GROSS RETAIL REVENUE</b>  <b>\$149,715.72</b>
Package 2	\$15.00	10%	41	\$607.50	
Package 3	\$12.00	20%	83	\$984.00	
Package 4	\$7.00	37%	156	\$1,092.00	
Package 5	\$5.00	5%	9	\$45.00	
<b>TOTALS</b>				<b>\$4,168.50</b>	<b>ANNUAL GROSS RETAIL REVENUE</b>  <b>\$1,796,588.60</b>
Retail Ticket Average				<b>\$11.28</b>	

## REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	979
	Expected Washes/Member	3.0
	Total Wash Count	2,936
	Ticket Average	\$129.95
	Revenue	\$380,113.40
Annual	Ticket Average/Member	\$129.95
	Ticket Average/Wash	\$43.30
	Member Wash Count	34,514.40
	Member Revenue	\$1,496,385.76

## REVENUE BREAKDOWN - MEMBERSHIP

Opening Campaign Sign-Ups	378
Daily Average Membership Adds	6.79
Monthly Average Growth	20.36

## VEHICLE WASH VOLUMES BY CATEGORY

	RETAIL	MEMBERSHIP
Daily Average	429.22	122.47
Monthly Average	12,867.26	3,699.72
Annual Average	154,407.15	44,396.76
<b>TOTAL Volume</b>	<b>198,803.91</b>	

## REVENUE BREAKDOWN - RETAIL

	Package Price	% Sold	Daily Washes / Package	Daily Retail Revenue	
Package 1	\$12.00	20%	85	\$1,020.00	<b>MONTHLY GROSS RETAIL REVENUE</b>  <b>\$154,184.28</b>
Package 2	\$12.00	10%	43	\$516.00	
Package 3	\$12.00	20%	85	\$1,020.00	
Package 4	\$7.00	20%	85	\$595.00	
Package 5	\$5.00	5%	21	\$105.00	
<b>TOTALS</b>				<b>3,566.00</b>	<b>ANNUAL GROSS RETAIL REVENUE</b>  <b>\$1,850,211.32</b>
Retail Ticket Average				<b>\$11.28</b>	

## REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	1,400
	Expected Washes/Member	2.9
	Total Wash Count	4,060
	Ticket Average	\$125.95
	Revenue	\$511,827.26
Annual	Ticket Average/Member	\$125.95
	Ticket Average/Wash	\$119.22
	Member Wash Count	44,714.76
	Member Revenue	\$534,129.46

## REVENUE BREAKDOWN - MEMBERSHIP

Opening Campaign Sign-Ups	1500
Daily Average Membership Adds	5.79
Monthly Average Growth	174.36

## REVENUE

	YEAR 1	YEAR 2	YEAR 3
Retail Volume - Annual	146,787.82	151,096.81	156,616.75
Retail Increase		28,263.28	4,509.96
Retail Sales - Annual Gross	\$1,873,813.96	\$1,796,595.46	\$1,898,211.32
Membership Volume - Annual	26,245.25	24,994.48	46,714.75
Membership Pass Quantity - Average Monthly	218.71	208.28	3,893.81
Membership Revenue - Annual Gross	\$195,095.96	\$146,346.75	\$565,126.46
<b>Annual Gross Revenue</b>	<b>\$1,968,909.92</b>	<b>\$1,942,942.21</b>	<b>\$2,463,337.78</b>
Annual Gross Revenue % Increase		14.56%	9.56%

## EXPENSE

Operating Expenses (Average)	\$2.89%	\$2.89%	\$2.89%
Annual Operating Expense Amount	\$575,179.99	\$1,136,096.46	\$1,216,262.35
Annual Depreciation Expense	\$136,000.00	\$136,000.00	\$136,000.00
Annual Loan Interest Expense	\$146,479.75	\$146,479.91	\$146,421.95
<b>Total Expenses</b>	<b>\$857,659.74</b>	<b>\$1,418,576.37</b>	<b>\$1,500,684.30</b>

## PROFITABILITY

Annual Net Income (Before Tax)	\$1,111,250.18	\$524,365.84	\$962,653.48
Debt Service (Cash Out)	\$171,962.47	\$42,361.51	\$47,826.47
Add Back Depreciation (non-cash expense)	\$136,000.00	\$136,000.00	\$136,000.00
<b>Actual Cash Flow (Before Tax)</b>	<b>\$1,075,287.71</b>	<b>\$717,994.33</b>	<b>\$1,050,827.01</b>

## RETURN ON INVESTMENT SUMMARY

ORIGINAL INVESTMENT AMOUNT

**\$1,182,982.50**

### ROI - STANDARD

	YEAR 1	YEAR 2	YEAR 3
Annual Net Income (Before Taxes)	\$614,558.82	\$746,242.95	\$844,311.48
ROI (Net Income/Equity)	52.7%	62.8%	71.8%
3-Year Average ROI	62.8%		

### ROI - CASH ON CASH (CCR ADDS BACK DEPRECIATION)

	YEAR 1	YEAR 2	YEAR 3
Annual Net Income (Before Taxes)	\$648,577.35	\$776,446.35	\$887,242.81
CCR ROI (Actual Cash Flow/Equity)	54.8%	65.8%	75.8%
3-Year Average CCR	65.8%		

### CAPITALIZATION RATE

	YEAR 1	YEAR 2	YEAR 3
Net Operating Income	\$696,425.52	\$1,015,492.97	\$1,115,126.43
Value of Property	\$1,943,275.00	\$1,943,275.00	\$1,943,275.00
Cap Rate	35.9%	52.3%	57.4%

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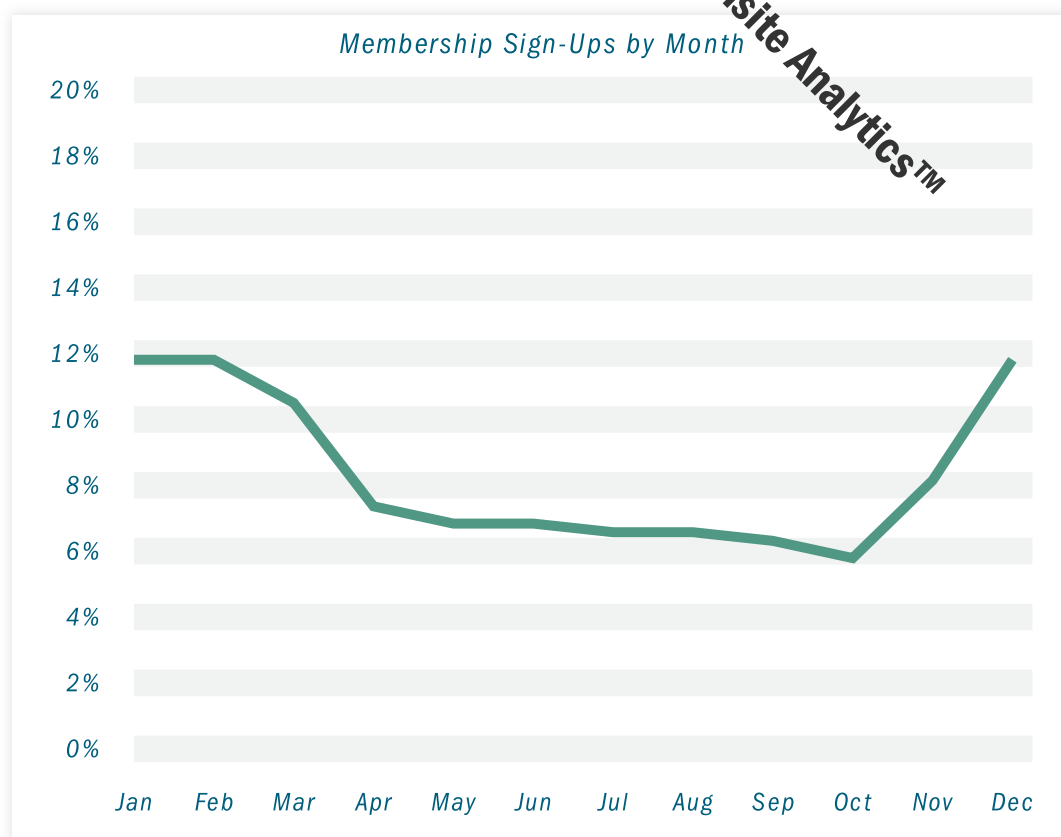
## REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	4000
	Expected Washes/Member	3.3
	Total Wash Count	13,200
	Ticket Average	\$275.00
	Revenue	\$3,630,000.00
Annual	Ticket Average/Member	\$275.00
	Ticket Average/Wash	\$20.90
	Member Wash Count	16,200.75
	Member Revenue	\$3,386,000.00

## REVENUE BREAKDOWN - MEMBERSHIP

Opening Campaign Sign-Ups	1000
Daily Average Membership Adds	1.79
Monthly Average Growth	54.56

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## VEHICLE WASH VOLUMES BY CATEGORY

	RETAIL	MEMBERSHIP
Daily Average	3863.79	1296.12
Monthly Average	115,876.86	39,488.76
Annual Average	1,390,520.44	473,865.36
<b>TOTAL Volume</b>	1,864,385.79	

## REVENUE BREAKDOWN - RETAIL

	Package Price	% Sold	Daily Washes / Package	Daily Retail Revenue	
Package 1	\$118.00	20%	75	\$8,850.00	<b>MONTHLY GROSS RETAIL REVENUE</b>  <b>\$134,744.15</b>
Package 2	\$115.00	10%	30	\$3,450.00	
Package 3	\$112.00	20%	60	\$6,720.00	
Package 4	\$7.00	37%	136	\$952.00	
Package 5	\$8.00	5%	8	\$64.00	
<b>TOTALS</b>				<b>14,036.00</b>	<b>ANNUAL GROSS RETAIL REVENUE</b>  <b>\$1,616,929.74</b>
Retail Ticket Average				<b>\$11.43</b>	

## REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	879
	Expected Washes/Member	3.8
	Total Wash Count	3,340
	Ticket Average	\$175.95
	Revenue	\$586,290.00
Annual	Ticket Average/Member	\$175.95
	Ticket Average/Wash	46.30
	Member Wash Count	11,484.00
	Member Revenue	\$2,014,404.00

## REVENUE BREAKDOWN - MEMBERSHIP

Opening Campaign Sign-Ups	379
Daily Average Membership Adds	5.79
Monthly Average Growth	174.00

## VEHICLE WASH VOLUMES BY CATEGORY

	RETAIL	MEMBERSHIP
Daily Average	3863.79	1296.12
Monthly Average	115,876.86	3,888.76
Annual Average	1,390,520.44	46,665.08
<b>TOTAL Volume</b>	1,437,185.75	

## REVENUE BREAKDOWN - RETAIL

	Package Price	% Sold	Daily Washes / Package	Daily Retail Revenue	
Package 1	\$118.00	20%	77	\$9,184.00	<b>MONTHLY GROSS RETAIL REVENUE</b>  <b>\$138,765.85</b>
Package 2	\$115.00	18%	66	\$7,590.00	
Package 3	\$112.00	20%	86	\$9,584.00	
Package 4	\$7.00	37%	140	\$980.00	
Package 5	\$8.00	9%	9	\$72.00	
<b>TOTALS</b>				396	<b>ANNUAL GROSS RETAIL REVENUE</b>  <b>\$1,665,190.19</b>
Retail Ticket Average				\$11.26	

## REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	1,296
	Expected Washes/Member	2.9
	Total Wash Count	3,854
	Ticket Average	\$129.95
	Revenue	\$501,704.48
Annual	Ticket Average/Member	\$129.95
	Ticket Average/Wash	\$112.00
	Member Wash Count	37,704.48
	Member Revenue	\$492,813.81

## REVENUE BREAKDOWN - MEMBERSHIP

Opening Campaign Sign-Ups	396
Daily Average Membership Adds	1.79
Monthly Average Growth	54.56

## 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	46.52
Monthly Average	1,391.86	1,391.86
Annual Average	16,702.34	16,702.71
<b>TOTAL Volume</b>	<b>46,412.56</b>	

## REVENUE BREAKDOWN - RETAIL

	Package Price	% Sold	Daily Washes / Package	Daily Retail Revenue
Package 1	\$18.00	20%	17	\$306.00
Package 2	\$15.00	18%	15	\$225.00
Package 3	\$12.00	25%	21	\$252.00
Package 4	\$7.00	37%	35	\$245.00
Package 5	\$6.00	9%	9	\$54.00
<b>TOTALS</b>			<b>97</b>	<b>\$1,082.00</b>
Retail Ticket Average				<b>\$11.15</b>



**MONTHLY GROSS  
RETAIL REVENUE**

**\$29,915.08**

**ANNUAL GROSS  
RETAIL REVENUE**

**\$358,980.94**

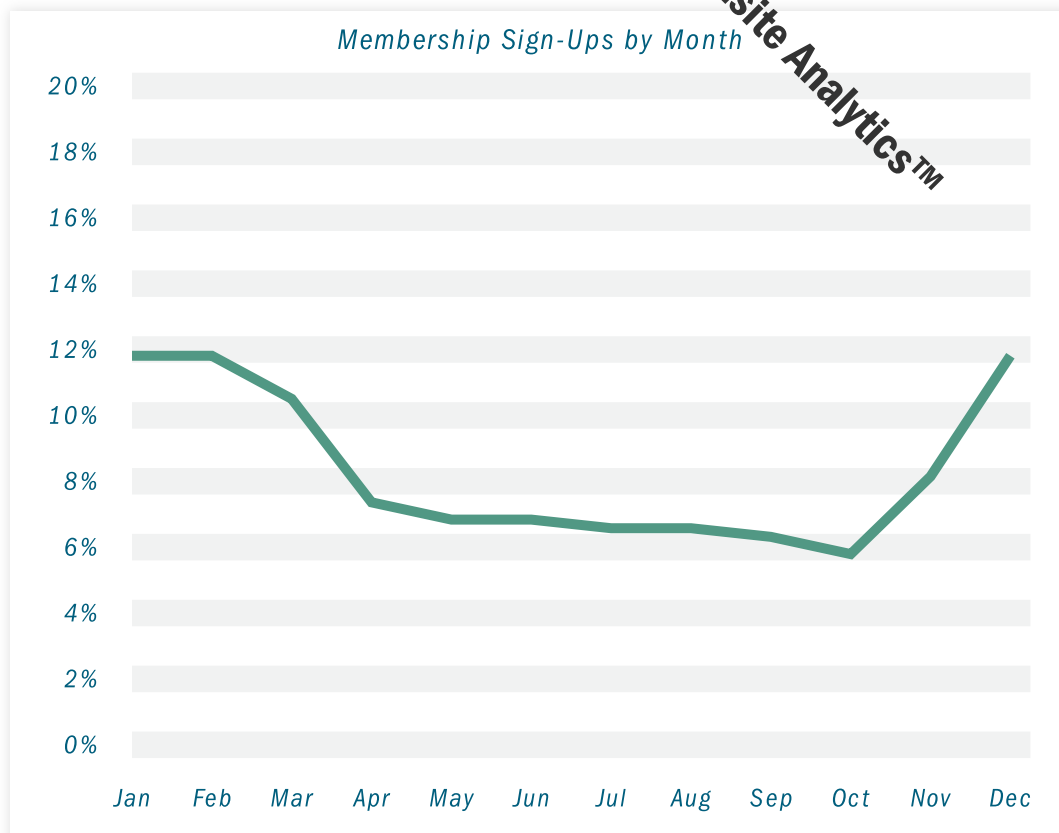
## REVENUE BREAKDOWN - MEMBERSHIP

Monthly	Average Member Accounts	4000
	Expected Washes/Member	3.3
	Total Wash Count	13,200
	Ticket Average	\$275.00
	Revenue	\$3,630,000.00
Annual	Ticket Average/Member	\$275.00
	Ticket Average/Wash	\$20.91
	Member Wash Count	168,000.00
	Member Revenue	\$3,512,160.00

## MEMBERSHIP STATISTICS

Opening Campaign Sign-Ups	1000
Daily Average Membership Adds	1.79
Monthly Average Growth	54.56

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## REVENUE SUMMARY: YEAR 1 ONLY, ANNUAL AMOUNTS

RETAIL		MEMBERSHIP	
Volume - Vehicles Washed	36,375.8	Average Quantity	100.8
Ticket Average	\$14.69	Ticket Average / Member	\$129.95
Retail Revenue	\$535,016.49	Membership Revenue	\$4,750,895.56

## ANNUAL GROSS RETAIL REVENUE

**\$535,016.49**

EXPENSES		PROFIT SUMMARY	
Operating Expenses (Average)	\$12.34	Operating Expenses (Average)	\$12.34
Annual Operating Expense Amount	\$444,000.00	ROI (Net Income / Equity)	1.0%
Annual Depreciation Expense	\$125,000.00	Debt Service (Cash Out)	\$175,000.00
Annual Loan Interest Expense	\$145,000.00	Add Back Depreciation (non-cash expense)	\$125,000.00
Total Expenses	\$714,000.00	Actual Cash Flow (Before Tax)	\$125,000.00
		CCR" ROI (Actual Cash Flow / Equity)	1.0%
		Capitalization Rate (CAP Rate)	1.0%

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## 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](mailto: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

