

COIN-OP WASHLINE



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Best Practices:

TIPS TO MOTIVATE EMPLOYEES

Keeping employees happy and motivated will promote a professional and pleasant first impression for customers, and create a great work environment for your staff.

1 Set a good example. Employees watch you and use your example as the model for how to behave towards their job and towards your customers. Be a good role model by exhibiting a good work ethic, being pleasant, dressing neatly, and treating customers like gold. (Continued)

► Back to School Raffle

Buy several backpacks and fill them with school supplies. Post pictures of raffle winners with their backpacks on your store's social media and on your bulletin board.

► Dryer Maintenance

Daily - Clean lint traps at least once a day.
Weekly - Use shop vac for deeper cleaning of accumulated lint.
Monthly - Check belts and drums. Clean air intake areas and exhaust fans.
Annually - Have air vents professionally cleaned.



WHY CHOOSE RHONDA?

Because Stats Count

- Average Closing Prices Above Industry Comps
- Average Listing to Final Contract Just 90 Days
- Hundreds of Laundries Sold
- 100% ★★★★★ Google Reviews

GUIDELINES FOR COIN LAUNDRY ADVERTISING

Make your ads easily recognizable. Develop a logo or format that is unique to your laundry, and use it in every single ad. Eventually, people should recognize your ads without needing to read every word. Repetition works! (Continued)



Use a simple layout. Don't try to overload your ads with too much information.

Use one dominant element in every print ad. This can be an illustration or a well-placed block of type. This will draw the reader's eye into your advertisement.

Tailor your ads to your particular demographics. Located in a lower income neighborhood? Focus on price, promotions, coupons. Feature convenience, drop off services, pick up and delivery and washing comforters in more affluent areas.

Don't try to be too clever. If you decide to use humor in your ads, be certain that it is easy to understand, and that it is not used at someone's expense. Nothing political, ever.

LEARN TO EARN

Podcasts for Laundry Owners

- ▶ **The Laundry Resource Podcast**
<https://www.laundromatresource.com/podcast/>
 Hosted by laundry owner Jordan Berry
- ▶ **Laundromat Millionaire**
<https://laundromatmillionaire.com/podcast/>
 Hosted by laundry owner Dave Menz
- ▶ **State of the Laundry Industry**
<https://www.curbsidelaundries.com/podcasts/>
 Hosted by Curbside Laundries
- ▶ **Laundry Nerd (formerly Laundromat Insights)**
<https://laundromatinsights.podbean.com/>
 Hosted by Speed Queen

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 by Rhonda McLane, Owner/Broker
 of Florida Laundry Brokers.
 What's your laundry worth?
 Reach Rhonda at 954-261-4907 or
Rhonda@coinlaundrysales.com to discuss.

COMMERCIAL ACCOUNTS PRIMER

When thinking of ways to increase your laundry's bottom line don't overlook going after accounts .

Potential commercial accounts can be any organization that uses linens, rags or uniforms. A few ideas -

- Uniforms for school's sports teams
- Linens for catering companies
- Towels and sheets for Airbnb's and small hotels
- Towels for hair salons and gyms
- Rags for cleaning companies and mechanics
- Front of the house linens and back of the house rags for restaurants

MOTIVATE EMPLOYEES, CONTINUED

2 Effective training is a must to show new employees their basic responsibilities, as well as the standards you expect them to maintain. **Train a new employee yourself for several days** before leaving them on their own, or have your best employee handle this important function.

3 Provide financial incentives. Money is a good motivator if used to encourage your staff to submit effective ideas for improving productivity at the laundry. **Offer a bonus for the best idea of the month.** Or, set a standard amount given for any usable idea that improves customer service, increases traffic during slow times, etc. Remember, your employees are "on the front line" every day and probably have some good ideas, if they are encouraged to share what they know.

4 Give employees the power to make on-the-spot decisions. After establishing parameters upfront, allow each employee to **do whatever it takes to resolve a customer complaint, on-the-spot.** This is good employee relations, and good customer service.

5 Remember to give compliments. Evaluate and discuss each employee's performance on a regular basis. As part of this process, include both positive and negative input if needed. Suggest ways to improve their performance, win bonuses and meet their goals. Ongoing, **don't be stingy with compliments** for punctuality, professionalism, having a great attitude, keeping the laundry spotless, etc.

Tips 6-10 in next edition.