

## Eco Wash Site Summary:

### Location:

**1192 Michigan Ave. E. (Michigan Business Route 94),  
Battle Creek, MI 49014**

### Property Details:

- Lot Size: 2.125 acres, providing ample space for both current operations and potential expansions.
- Lot Type: Corner lot, offering enhanced visibility and accessibility, making it a prime location for high customer traffic.
- Utilities: Fully serviced with essential utilities, including water, sewer, natural gas, and three-phase power, ensuring a seamless operation.
- Zoning: Zoned as General Commercial with a special use permit for a 24-hour car wash operation, offering flexibility in business hours and services provided.

### Financials: Upon request

- Asking Price: To be determined.

Over the period from 2020 to 2023, the car wash property has had significant revenue growth, marking an overall gross revenue increase of 53.25%. With year-over-year growth rates of 13% in both 2021 and 2022, followed by 20% in 2023, 2024 is in-line with the same rate. The sustained sales growth and financial performance position this car wash as an attractive investment opportunity, offering substantial growth potential and a compelling value proposition for prospective buyers in the competitive automotive service industry.

### Facility Overview and Amenities:

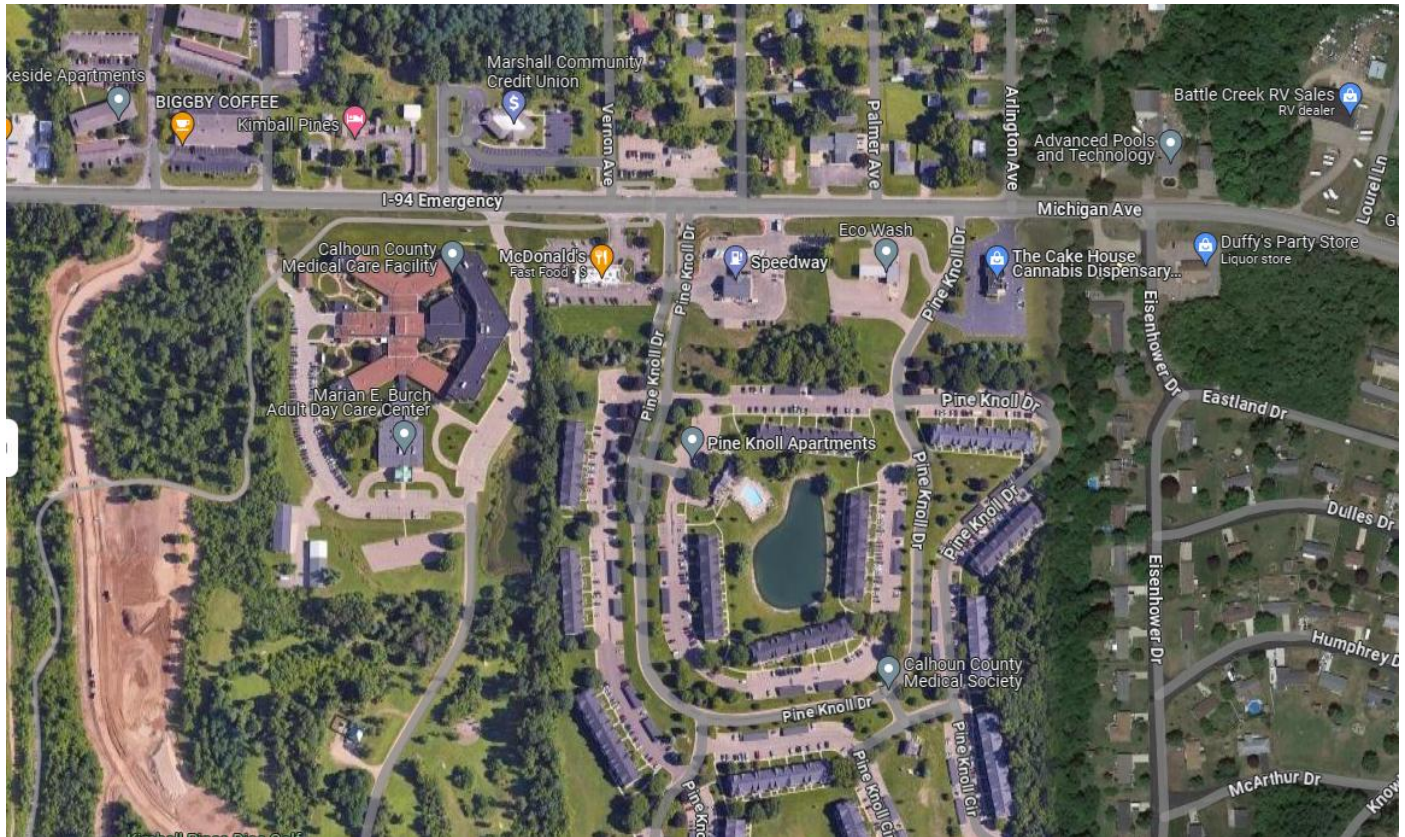
- Structure and Size: The car wash facility encompasses a 3,000 square foot building constructed in 1998, featuring an office space and a bathroom for convenience and administrative purposes.
- Utility Infrastructure: It is fully equipped with essential utilities, including a 2" city water line, sewer services, three-phase electrical power, and natural gas, ensuring a high operational capacity and efficiency.
- Self-Serve Bays: The facility boasts four self-serve bays, which were upgraded in 2019 to include CryptoPay systems with tap-to-pay functionality. Each bay is designed with in-floor heating and hot water systems to enhance the washing experience, accommodating vehicles up to 11' in height and 12' in width.
- Automatic Wash: A state-of-the-art Laser Wash 360+ unit was installed in June of 2022, featuring advanced payment options such as CryptoPay and tap-to-pay for customer convenience.

- Vacuum Stations: There are four vacuum stations available for customer use, including two regular vacuums and two shampoo vacuums, catering to a variety of cleaning needs.
- Signage: An 8'x8' raised, lighted sign provides prominent visibility to attract customers both day and night.
- Vending Machines: The site includes two snack-type vending machines, offering refreshments and convenience items to enhance the customer experience.
- Additional Storage: A 22x24 pole building located at the rear of the lot serves as additional storage space, offering flexibility for operational needs or expansion opportunities.

This comprehensive configuration, combined with the facility's modern amenities and strategic upgrades, positions the car wash as a fully equipped and attractive business opportunity for potential buyers.

### Site Map-





**Environmental:**

The property had a phase one assessment completed in 2018, outlining no risk of environmental history. This report is available to potential purchasers.

**Traffic Volume:**

Michigan Ave experiences significant traffic flow, with an Average Annual Daily Traffic (AADT) count of 14,084 vehicles per day in 2022. Weekday volumes were even higher in 2021, at 17,367 vehicles per day, demonstrating the site's high visibility and accessibility. The nearest traffic light, located just 300 feet away, often results in traffic backing up to the wash, further increasing exposure to potential customers.

This strategic positioning next to key amenities and thoroughfares, combined with the dense population and high traffic volumes, positions the car wash as a prime business opportunity with a captive audience and consistent customer flow.

List View

All DIRs

Report Center

Record 1 of 1 Goto Record

Location ID	13-0004	MPO ID	
Type	SPOT	HPMS ID	
On NHS	Yes	On HPMS	No
LRS ID	3130975	LRS Loc Pt.	2.349131
SF Group	Urban	Route Type	IS BL_M Rte
AF Group	South	Route	094,096
GF Group	Urban	Active	Yes
Class Dist Grp	3_094_008	Category	Primary
Seas Class Grp			
WIM Group			
QC Group	Default		
Funct'l Class	(3) Other Principal Arterial	Milepost	
Located On	I-94BL MICHIGAN		
Loc On Alias	I 94 BL		
EAST OF	Columbia Ave E		
More Detail			

**STATION DATA**

Directions: **2-WAY**

**AADT**

Year	AADT	DHV-30	K %	D %	PA	BC	Src
2022	14,084 <sup>3</sup>		9	54	13,324 (95%)	760 (5%)	Grown from 2021
2021	13,876	1,210	9	54	13,126 (95%)	750 (5%)	
2020	11,743 <sup>3</sup>		11	54	11,227 (96%)	516 (4%)	Grown from 2019
2019	14,697 <sup>3</sup>		11	54	14,050 (96%)	647 (4%)	Grown from 2018
2018	14,771	1,567	11	54	14,120 (96%)	651 (4%)	

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**VOLUME COUNT**

Date	Int	Total
Tue 5/18/2021	15	17,367
Mon 5/17/2021	15	16,833
Tue 6/5/2018	15	18,751
Mon 6/4/2018	15	18,888
Wed 5/20/2015	60	18,936
Tue 5/19/2015	60	18,586
Wed 11/5/2014	60	16,798
Tue 11/4/2014	60	16,673
Mon 11/3/2014	60	17,178
Tue 8/21/2012	60	17,804

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**VOLUME TREND**

Year	Annual Growth
2022	1%
2021	18%
2020	-20%
2019	-1%
2018	-14%
2017	1%
2016	3%
2015	15%
2014	-5%
2013	1%

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### **Population Density:**

The surrounding area's population density presents a lucrative opportunity for the car wash business, with a growing potential customer base illustrated by the following figures:

- Within 1 Mile: 3,132 residents
- Within 2 Miles: 8,560 residents
- Within 3 Miles: 23,884 residents, highlighting a substantial increase in population density.
- Within 4 Miles: 38,586 residents
- Within 5 Miles: 55,651 residents

Notably, the car wash's proximity to other car wash facilities, with the nearest self-serve wash at 2.1 miles away and the closest tunnel wash at 3.8 miles, positions it advantageously within a densely populated and underserved market segment. <https://www.freemaptools.com/find-population.htm>

### **Adjacent Amenities:**

The car wash benefits from a prime location adjacent to a high-traffic Speedway LLC gas station, with which it shares an easement and an interurban agreement, enhancing customer convenience and accessibility. It is also prominently situated at the entrance of Pine Knoll Apartments, a sizable complex housing over 300 middle-class residential units ([Pine Knoll Apartments](#)), further boosting its visibility. The vicinity boasts a robust mix of businesses that draw significant traffic, including:

- **Speedway:** A bustling gas station that increases the area's traffic flow.
- **McDonald's:** A popular fast-food chain that attracts a steady stream of customers.
- **Marshall Community Credit Union:** Provides financial services to local residents.
- **The Cake House (Dispensary):** A dispensary that contributes to the diversity of retail offerings in the area.
- **Bigby Coffee:** A favorite coffee spot that adds to the location's appeal for customers seeking convenience.

### **Exciting Development Nearby:**

The Blue Oval (Ford) has unveiled plans for a monumental 1900-acre mega battery facility, positioned less than a 5-minute drive from our car wash location. Strategically located on the primary route connecting the site with Battle Creek, our car wash stands as the closest service of its kind to this mega site, with the exception of those in Marshall. Learn more about this groundbreaking project here: [Blue Oval Battery Park Michigan](#).

**Competitive Landscape:**

In the Battle Creek area, there are four tunnel car washes in operation, with the closest located 3.8 miles away on Michigan Ave. Notably, our site enjoys a unique advantage as there are no tunnel washes on the east side of M-66 (194), marking a significant gap in the market. While there is a self-serve car wash on the east side of M-66, situated 2.1 miles away, it is hindered by outdated equipment. Importantly, there's a noticeable absence of a subscription-based car wash service on the east side of M-66, despite a strong demand as evidenced by numerous inquiries we've received.

**Additional Features:**

The property is equipped with five BigBelly solar-powered compacting trash cans, enhancing operational efficiency and environmental sustainability. Security is a top priority, as evidenced by the state-of-the-art Lorex 4K camera system, which allows for remote monitoring via cell phone or tablet. This ensures that the entire site, including the Laser Wash, can be overseen from any location, offering peace of mind and ease of management.

**Opportunities:**

Upon acquiring this car wash business, the new owner has a prime opportunity to reassess and potentially revise the current pricing model to ensure competitiveness and maximize profitability. The existing pricing for self-serve bays begins at \$2.00, with an incremental \$0.75 per minute charge. A thorough review and adjustment of these rates could align more closely with market demands and enhance revenue. Similarly, the automatic wash service employs a tiered pricing strategy, with options available at \$6, \$8, \$10, and \$12. This structure offers a broad spectrum of choices to customers, yet there is potential to fine-tune these prices based on customer preferences and industry trends to optimize earnings.

Another significant area for enhancement involves the current limited on-site presence, which is confined to less than ten hours weekly across three days. Expanding on-site hours would not only augment customer service but also improve operational oversight, ensuring the maintenance of service quality.

Furthermore, introducing monthly wash plans could serve as a cornerstone for sustainable revenue growth. This subscription model would encourage regular customer engagement, fostering loyalty and ensuring a steady income stream. Tailoring subscription levels to match diverse customer needs can provide added value and convenience, thereby enhancing overall customer satisfaction.

In essence, the proposed strategic initiatives—refining the pricing structure, increasing on-site management, and launching monthly wash subscriptions—offer a comprehensive approach for the prospective buyer to elevate the business's market position, sales performance, and operational efficiencies. These opportunities, if executed effectively, could lead to significant advancements in customer satisfaction and business profitability.

