



**DOWN 2.0**

**CAR WASH LAND AQUISITION**

Getting Started in

# CAR WASH LAND ACQUISITION

Use this packet to find and score car wash land opportunities using the Four Pillars, site criteria, and submission steps.

## 4 PILLARS

*These are required qualifiers*

### Population

- 30,000+
- No more than 1 car wash competitor in a 1-mile radius of site

### Traffic

- 13,000+
- On true arterial
- Near retail is best

### Parcel

- 0.5 - 1 Acres
- Zones as permitted use
- C-2, B-2, etc. based on zoning code in your location

### Medium Income

- \$50K+

# Getting Started in SCORE YOUR LAND OPPORTUNITY

CATEGORY	CRITERIA	POINTS
Population	30,000+	1
Competition	0-1 car wash competitors within 1-mile radius	1
	2+ competitors within 1-mile radius	0
Household Income (Median)	\$50K-\$75K	1
	\$75K+	2
Annual Average Daily Traffic (AADT)	13K-15K	1
	15K-25K+	2
Going Home Side	Is the site on the “going home” side of traffic flow?	1
Multifamily Adjacent	Is the land adjacent to a multifamily property?	1
Speed Limit	25-35 MPH	1
	35+ MPH	0
Retail Adjacent	Is the land adjacent to retail?	1
Size	0.5-0.75 acres	1
	0.75-1 acre	2
	1+ acre	0
Frontage	65-100 ft	0
	100+ ft	1
Price	\$0-\$500K	2
	\$500K-\$1M	1
	\$1M+	0

Your Total Score [See Key On Next Page]

16

SCORING KEY		
Best	12-16 points	Strong candidate for acquisition
Better	8-11 points	May need review or additional factors
Good	0-7 points	Likely not suitable for development

# STANDARD OPERATING PROCEDURE

## SUBMITTING A LAND OPPORTUNITY

### STEP ONE:

#### Identify a Potential Site

- Look for **½ to 1-acre commercial parcels zoned for car wash use (C2/B2 or similar).**
- Confirm it meets the Four Pillars

### STEP TWO:

#### Preliminary Contact

- Call or email the **broker or property owner** to introduce yourself.
- Use this script: “Hi, I’m working with a development team that builds car washes and is actively acquiring land.”
- **Do not negotiate or sign anything.** Just “warm up” the conversation.

### STEP THREE:

#### Submit the Site

- Submit the site to [\*\*this portal\*\*](#).
- Pace’s team will review, score, and respond with next steps.

# STANDARD OPERATING PROCEDURE

## INTERNAL HANDLING BY PACE'S TEAM

Once a site is approved for next steps.

ZD/OC Member's Role After Submission	Pace's Team Responsibilities
<p>Submit land opportunities to <a href="#">the portal</a>.</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Be <b>available for follow-ups</b> (e.g., local site photos, attending zoning/town meetings if requested).</li><li><input type="checkbox"/> Do <b>not negotiate or provide proof of funds</b>—Ryan's team handles that.</li><li><input type="checkbox"/> You may later act as <b>boots on the ground or a passive owner</b> depending on site involvement</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Draft and submit <b>Letter of Intent (LOI)</b> directly to the broker/seller.</li><li><input type="checkbox"/> Negotiate <b>terms, pricing, inspection period</b>.</li><li><input type="checkbox"/> Oversee <b>due diligence, site plan submittals, and municipal approvals</b>.</li><li><input type="checkbox"/> Manage <b>contract execution and development timeline</b>.</li></ul>

# STANDARD OPERATING PROCEDURE

## SCORING & EVALUTION CRITERIA

Using criteria on previous page

### PHASE ONE:

#### Initial Review (Four Pillars Check)

- If it meets population, traffic, zoning, and income thresholds → moves forward.
- If not, the submission ends there.

### PHASE TWO:

#### Bonus Point Scoring

Used to prioritize between qualifying sites:

- **Competition:** Fewer than 2 competing tunnel car washes nearby = higher score.
- **Retail Adjacency:** Next to a Walmart, Target, or other retail traffic driver = bonus.
- **Speed Limit:** 25-45 mph optimal for visibility and spontaneous turn-ins.
- **Price Range:** Ideal \$200K-\$1M per acre (higher-priced land only considered if exceptional).
- **Lot Size:** 0.5-1 acre preferred; larger lots only accepted if subdividable.
- **Existing Use:** Sites with an old/dilapidated car wash (zoning already approved) =  acceptable.

# STANDARD OPERATING PROCEDURE

## DEAL FLOW & TIMELINE

STAGE	DURATION	RESPONSIBLE PARTY	DELIVERABLE
Site identification & submission	Ongoing	ZD/OC Member	Site form submission
LOI Drafting	1-2 Weeks	Pace's Team	LOI sent to seller
Inspection/Due	120 Days	Pace's Team / City	Zoning confirmation
Diligence		Pace's Team	Pre-application
Contract Execution	Post-LOI	Pace's Team / Legal	PSA finalized
Pre-Development Approvals	2-3 months	Pace's Team / Contractors	Site plan approval
Construction	6-9 months	Pace's Team / Contractors	Car wash build-out
Post-Completion	Ongoing	ZD/OC Member & Pace's Team	Site maintenance oversight (minor issues, graffiti, landscaping, etc.)

## MUST HAVE LINKS

- [\*\*Car Wash Land Training Question Submission Form\*\*](#)
- [\*\*Submit Your Land Opportunities Here\*\*](#)