Full Service Car Wash + Real Estate

High Performing Car Wash

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21 COMMERCIAL

OFFERING SUMMARY

Location

Mendocino Car Wash

2700 Mendocino Ave
Santa Rosa CA 95403

Offering Summary

Price	**$6,490,000**
Building Size	4,944 SF
Lot Size	42,253 SF
Year Built	1987 upgraded over the years
Tunnel	140 ft approximately

High Performing Car Wash

Annual revenue well over $1.8 million in 2024
2025 slightly lower due to ICE worksite enforcements

Flex Car Wash or Express Car Wash possible

Check with your advisor and the city for requirements

INVESTMENT HIGHLIGHTES

Executive Summary

The opportunity to acquire **Mendocino Avenue Car Wash**, a well-established full-service car wash located in the thriving city of **Santa Rosa**, the largest city in Sonoma County and a major economic center in Northern California's Wine Country.
The property benefits from a prime high-traffic location along Mendocino Avenue, one of the city's primary commercial corridors. The business has demonstrated strong operating history, making it a high-performing asset with significant upside potential.

The property also presents strong repositioning potential, including the possibility of converting the facility into Flex Car Wash a combination of a Full Service and an Express Car Wash or an Express Tunnel Car Wash, subject to buyer verification and city approvals.

Investment Highlights

- High Performing Full-Service Car Wash Operation
- Annual Revenue well Over $1.8 Million in 2024
- Located on Major Commercial Corridor
- Traffic Count: Over 28,000 Vehicles Per Day
- Household Income: Over $115,000 within 5-mile radius
- Population: Over 200,000 within 5 miles
- Prime Candidate for Flex or Express Car Wash Conversion
- Located in Northern California's Wine Country Region
- Semi-Absentee Ownership. Great potential with hands on operator and experienced staff

Business Overview

The business has served the local community for over 20 years, offering a comprehensive range of car wash and detailing services.
Room to add high-end detailing and additional services

Location Overview

Santa Rosa is the largest city in Sonoma County and the economic hub of California's wine country.
It is the 5th largest city in the San Francisco Bay Area region, providing strong demographics and a diverse economic base.

Area Highlights

- Regional hub of Sonoma County
- Strong tourism driven by wine country
- Major retail and service corridors
- Growing residential population
- Strong traffic exposure on Mendocino Avenue

Market Opportunity

The car wash industry continues to experience strong demand due to:

- Growth in vehicle ownership
- Water conservation regulations favoring professional car washes
- Ability to upgrade facilities to express tunnel models

This property provides an investor the opportunity to maintain the existing profitable operation or reposition the site into a modern express car wash model.

AREA DEVELOPMENTS

1. Mendocino District Downtown Development

Downtown Santa Rosa (~2 miles)
Proposed two 24-story residential towers • Approximately 862 housing units
10,000 SF retail including grocery and childcare • Located in the Downtown Station Area Priority Development Zone
This would be one of the tallest and largest developments in Santa Rosa history, dramatically increasing downtown residential density.

2. Humboldt Street Apartment Development

Downtown Santa Rosa (~2 miles)
7-story residential project • Approximately 309 apartment units Includes amenities and mixed-use elements • Designed to support downtown urban density goals
The project is part of the city's strategy to revitalize the downtown core and add housing near transit and jobs.

3. The Felix Apartment Project

420 Mendocino Ave (~2 miles)
8-story luxury apartment building • Rooftop amenities, coworking space, fitness center 168 residential units • Currently one of the tallest residential buildings in downtown Santa Rosa
Currently one of the tallest residential buildings in downtown Santa Rosa. This project signals strong demand for urban housing in Santa Rosa.

4. Sonoma County Government Campus Expansion

Administration Drive (~3 miles)
$308 million new county headquarters • 5-story administrative building. Mixed-use residential and commercial components planned
This project will consolidate county government operations and bring significant employment to the area.

5. Sonoma County Courthouse Development

Downtown Government Campus (~3 miles)
$204 million courthouse project • Six-story justice facility • Construction expected completion around 2025. This is one of the largest public infrastructure investments in Santa Rosa.

6. Mark West Springs Medical Expansion

Near Mark West Springs Rd (~6 miles)
Medical campus improvements by Sutter Health • $10 million renovation
Expanded specialty clinics and outpatient capacity. Expands regional healthcare services for Sonoma County residents.

7. Casa Roseland / Tierra de Rosas Development

Roseland District (~5 miles)
75-unit affordable housing development • Part of larger Tierra de Rosas mixed-use project, Includes civic space and 10,000 SF marketplace. Expected completion 2026.

8. Hearn Community Hub Project

Southwest Santa Rosa (~6 miles)
$33 million civic development • New library, fire station, and community center. Phase 1 construction beginning around 2025, Designed to serve the rapidly growing Roseland area.

Major Regional Growth Drivers (within ~10 miles)

Additional growth factors supporting development demand:
Santa Rosa Junior College campus expansion projects. Downtown Station Area Plan targeting ~7,000 new housing units by 2040
Airport corridor housing proposals near the Sonoma County Airport, Continued wine tourism and hospitality investment in Sonoma County

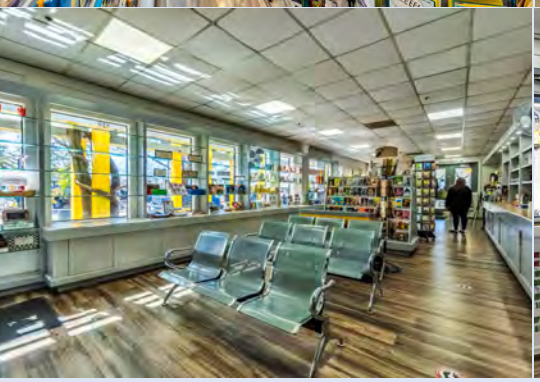
☑ Total Housing Pipeline Nearby (major projects):

Approximately 1,400 – 2,000+ residential units planned or under construction within the Santa Rosa core and surrounding neighborhoods.

Information has been secured from several sources. All viewers are advised they must verify with their own advisors, experts, consultants and resources for accuracy and up to date information. We make no representations or warranties, express or implied as to the accuracy of the information. Viewers bear all risk for any inaccuracies

EXTERIOR VIEWS

INTERIOR - EXTERIOR VIEWS



EXTERIOR VIEWS

INTERIOR VIEWS

AERIAL OVERVIEW

AERIAL OVERVIEW

AERIAL OVERVIEWS

DEMOGRAPHICS

		3 miles	5 miles	10 miles
POPULATION				
	2024 Population	117,244	200,554	317,654
	Median Age	41.4	41.3	42.5
	Bachelors' Degree Higher Education	31%	31%	32%
INCOME				
	Average House Income	$112.021	$115,038	$118,865
HOUSING				
	Median Home Value	$727,217	$726,956	$742,014
	Median Home Year Built	1979	1980	1980
HOUSEHOLDS				
	2025 Households	44,970	73,995	119,726
	Average Household Size	2.5	2.6	2.6
	Average Household Vehicles	2	2	2
HOUSING OCCUPANCY				
	Owner Occupied Households	54%		
	Renter Occupied Households	46%		
DAYTIME EMPLOYMENT				
	Employees	62,263	86,717	135,822
	Businesses	9,745	12,975	19,873
TRAFFIC				
	Collection Street	Cross Street	Traffic	Year
	Mendocino Ave	Russel Ave NW	28,322	2025
	Mendocino Ave	Schurman Dr SE	24,526	2025
	Bicentennial Way	Ventura Ave W	22,584	2025
	Redwood Hey	Steele Ln S	123,000	2025

SNAPSHOT

200,554

POPULATION 5 mile

$115,038

INCOME 5 mile

$726,956

HOME VALUE 5 mile

28,322

TRAFFIC Vehicles Per Day

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AREA OVERVIEW

Santa Rosa and surrounding areas

Santa Rosa (Spanish for "Saint Rose") is a city in and the county seat of Sonoma County, in the North Bay region of the Bay Area in California. It is the largest city in California's Wine Country and Redwood Coast. It is the fifth most populous city in the Bay Area after San Jose, San Francisco, Oakland, and Fremont; and the 25th-most populous city in California. Santa Rosa, the heart of Sonoma County, California, is a vibrant hub offering urban amenities alongside easy access to wine country, redwoods, and scenic parks.

Regional Overview

- Located in the heart of Wine Country, about 55 miles north of San Francisco.
- Largest city in Sonoma County with a population of approximately 175,000+ residents.
- Serves as the economic and commercial hub for Sonoma County and surrounding North Bay communities.
- Strong regional accessibility via U.S. Route 101, connecting the city to the Bay Area and Northern California.

Economic Drivers

Major industries supporting the local economy include:

- Wine & Tourism Industry – proximity to Napa Valley and Sonoma Valley draws millions of visitors annually.
- Healthcare – major employers include Kaiser Permanente, Providence Health & Services, and Sutter Health.
- Education – anchored by Sonoma State University.
- Agriculture & Food Production – vineyards, dairy farms, and specialty food producers.
- Technology & Advanced Manufacturing growing in the North Bay region.

Tourism & Attractions

Santa Rosa is a gateway to some of Northern California's most popular destinations:

- Charles M. Schulz Museum and Research Center
- Russian River
- Spring Lake Park
- Annadel State Park
- Numerous wineries throughout Healdsburg, Sonoma, and Napa
- Luther Burbank Center for the Arts
- Safari West
- Tourism generates billions in annual economic activity for the region.

Nearby Cities & Economic Corridors

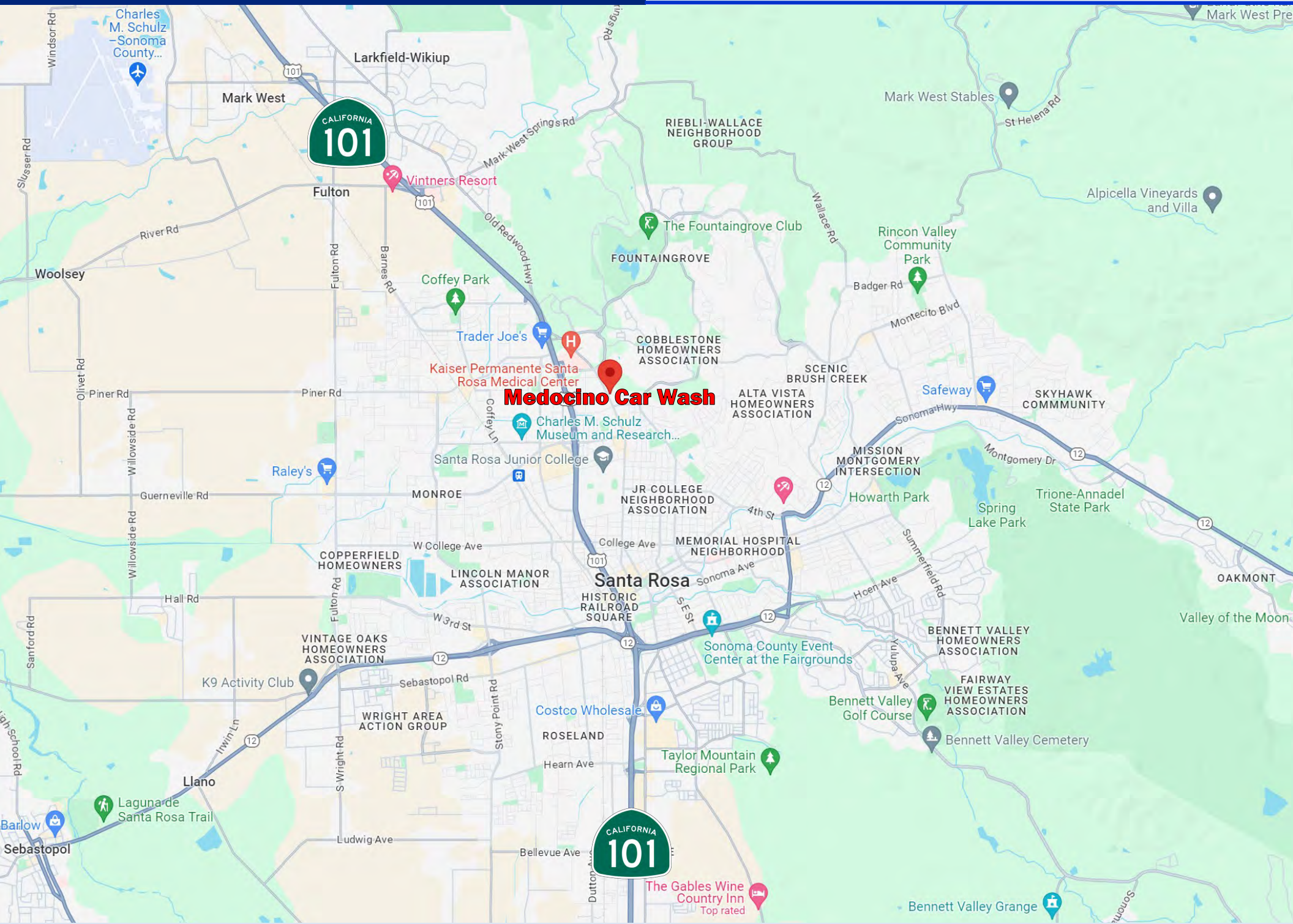
- Important nearby communities within the regional market:
- Rohnert Park • Petaluma • Windsor • Healdsburg • Sebastopol • Napa

These cities form a large North Bay economic corridor with strong retail, tourism, and residential growth.

THINGS TO SEE & DO

IN THE CITY AND VACINITY

REGINAL MAP


Medocino Car Wash
Charles M. Schulz –Sonoma County...
Windsor Rd
Larkfield-Wikiup
Mark West
CALIFORNIA 101
Vintners Resort
Fulton
Mark West Springs Rd
RIEBLI-WALLACE NEIGHBORHOOD GROUP
Mark West Stables
St Helena Rd
Alpicella Vineyards and Villa
Slusser Rd
River Rd
Woolsey
Old Redwood Hwy
The Fountaingrove Club
FOUNTAINGROVE
Wallace Rd
Rincon Valley Community Park
Badger Rd
Montecito Blvd
Coffey Park
Fulton Rd
Barnes Rd
Trader Joe's
COBBLESTONE HOMEOWNERS ASSOCIATION
Kaiser Permanente Santa Rosa Medical Center
SCENIC BRUSH CREEK
ALTA VISTA HOMEOWNERS ASSOCIATION
Safeway
SKYHAWK COMMMUNITY
Olivet Rd
Piner Rd
Coffey Ln
Charles M. Schulz Museum and Research...
Sonoma Hwy
Willowside Rd
Santa Rosa Junior College
MISSION MONTGOMERY INTERSECTION
Montgomery Dr
Raley's
Guerneville Rd
MONROE
JR COLLEGE NEIGHBORHOOD ASSOCIATION
Howarth Park
Spring Lake Park
Trione-Annadel State Park
4th St
W College Ave
College Ave
MEMORIAL HOSPITAL NEIGHBORHOOD
Summerfield Rd
COPPERFIELD HOMEOWNERS
LINCOLN MANOR ASSOCIATION
Santa Rosa
Sonoma Ave
OAKMONT
Hall Rd
HISTORIC RAILROAD SQUARE
Hoen Ave
W 3rd St
S E St
Valley of the Moon
Sanford Rd
VINTAGE OAKS HOMEOWNERS ASSOCIATION
Sonoma County Event Center at the Fairgrounds
BENNETT VALLEY HOMEOWNERS ASSOCIATION
K9 Activity Club
Sebastopol Rd
Yulupa Ave
FAIRWAY VIEW ESTATES HOMEOWNERS ASSOCIATION
Bennett Valley Golf Course
WRIGHT AREA ACTION GROUP
Stony Point Rd
Costco Wholesale
ROSELAND
Bennett Valley Cemetery
Irwin Ln
S Wright Rd
Hearn Ave
Taylor Mountain Regional Park
Llano
Laguna de Santa Rosa Trail
Barlow
Sebastopol
Ludwig Ave
Bellevue Ave
Dutton Ave
The Gables Wine Country Inn
Top rated
Bennett Valley Grange

Presented By:

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C21 COMMERCIAL

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Each party is advised to consult their own advisors, consultants, experts to conduct its own independent investigation and due diligence

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CALIFORNIA 2019

RE/MAX 100% Club Award

RE/MAX Platinum Club Award

C21 COMMERCIAL

YEARS 50 EXPERIENCE

Business Owner, Operator, Innovator, Investor, Developer, Consultant, Built Car Washes with Gas Stations

Developed and Turned Closed, NON performing Car Washes into the Highest and Best Operating Car Washes in the Car Wash industry

Member of: ICA, WCA, ICSC NAR, C.A.R, RIAOC, RCAOC

WESTERN CARWASH ASSOCIATION

BUY - SELL - LEASE - INVEST

Call now for Consultation and Professional Representation

All types of Business Sales, Purchases, Commercial Properties, Investments and Leases

- Car Washes - Gas Stations
- Truck Wash and Stops
- Car Lots - Land - Vacant Lots - Warehouses
- Restaurants - Fast Foods
- Franchise Businesses
- Liquor Stores and Convenience Markets
- Retail Shopping Centers
- Auto Service Centers
- Service - Technical based Businesses
- Apartments-Hotels-Motels
- Investment Properties
- Retail Stores, or Any Business that you own

Top MARKET CENTER GCI EARNER Bashir Tariq kw SOUTHERN CA REGION COMMERCIAL 2023 KELLERWILLIAMS REALTY

2024 THE MILLION DOLLAR CLUB Bashir Tariq Where Entrepreneurs Thrive kw SOUTHERN CA REGION KELLERWILLIAMS REALTY

I can help you Sell any Business that you own or help you Purchase the dream business you been waiting for

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KW AWARD TOP COMMERCIAL INDIVIDUAL UNITS CLOSED BASHIR TARIQ

KW AWARD TOP COMMERCIAL INDIVIDUAL FASTEST TO CAP BASHIR TARIQ

KW AWARD TOP COMMERCIAL INDIVIDUAL Quadruple Platinum BASHIR TARIQ

KW AWARD TOP COMMERCIAL INDIVIDUAL SALES DIRECTOR BASHIR TARIQ

KW AWARD TOP COMMERCIAL INDIVIDUAL Quadruple Gold BASHIR TARIQ

KW AWARD TOP COMMERCIAL INDIVIDUAL GCI AWARD BASHIR TARIQ

#1 Top REGIONAL GCI EARNER Bashir Tariq 2024 KELLERWILLIAMS REALTY kw SOUTHERN CA REGION COMMERCIAL

#2 Top REGIONAL CLOSED UNITS Bashir Tariq 2024 KELLERWILLIAMS REALTY kw SOUTHERN CA REGION COMMERCIAL

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