

Pacifica Laundry, San Diego, CA



How sustainable is a laundromat?



Pacifica Laundry is very well located but is only 1,500 Sq. Ft. in space. The laundry was introduced to me in 2001 by a customer that later, with his family had purchased several more laundries and also built new ones. We retooled the Laundry with larger equipment and

achieved the anticipated results. When Andy, the current owner came into the project, about 12 years later. He was looking for a business he could retire into. By this time the business had been neglected for a couple years and the income was no longer impressive, but the lease rate was very low compared to the plan we had and we were successful in obtaining a 20 year lease term. The location and demographics are very good, with ample nearby parking, easy ingress & egress and a popular local hispanic market as the anchor.

We started with only doing partial retools of this laundry and over a span several years had done added retool work, each time making the capacity bigger and profit margins higher.

When Covid came, Andy invested heavily to add staff time and demonstrate their excellent cleaning policy. People responded, so he was able to increase his prices. Since then, staffing has continued to be increased and the business had nearly doubled since before Covid times.

How sustainable is a laundry investment? Ask Andy.

But you have to do it right.

.....

HERE IS ANOTHER SAN DIEGO PROJECT: This laundry Project was done for the property owner who was frustrated about not getting the rent he needed from prospective buyers in 2011. We developed this for the landlord and operated it for the first year. The laundry rapidly exceeded the original projections and we brought in a buyer who paid a very large price for the business. The lease was no longer an issue as it had diminished through growth to well below model levels. The laundry continued to prosper and well rewarded the buyer.

And for the earlier prospective buyers who chose to pass on this, well.....

