



CUSTOMER SPOTLIGHT

Wash Company - Middletown, New York



"If you want the best of the best, and you want to run at high volumes with no problems, then buy MacNeil"

FAMILY LEGACY GROWS

As a third generation car wash owner, Glen Sheeley has professional car washing in his blood. His interest was fueled at the young age of 12 while attending his first Car Wash Show with a family friend and fellow operator. While his parents were networking at the show, Glen saw MacNeil's helix arch in operation for the first time and at that moment, one thing became clear: he had to incorporate MacNeil equipment in the family business to reach a new level of success.

- **Bright and airy 160' express exterior tunnel with 13' ceilings**
- **Sits on 6.2 acres of land and includes a 4,000 sq ft laundromat**
- **22 free vacuums**
- **Unlimited Wash Club**
- **Glen's Formula for Success: great location, great curb appeal, great equipment**



TRUST: THE FOUNDATION FOR SUCCESS

The Sheeley family, together with the help of MacNeil, took their car wash wish list, accumulated over many years of industry experience, to build a new, extra-wide, 160-foot express exterior tunnel. "MacNeil's equipment is second to none: not only is it gentle on the car, but customer service was key to our success," explains Glen. Because the Sheeley family has deep-roots in the industry, they completed most of the installations themselves, calling on MacNeil, who responded quickly to their calls for assistance during the installation.

"There was never a reason for worry," said Glen, when asked about the support he received from MacNeil during installation process. "I can call or text MacNeil at any time, and there is seamless communication." Over one long weekend, Glen decided to perform an installation himself, casually mentioning the work to his technical support teammate at MacNeil. "I got a call that Sunday from tech support - just to check in with me to make sure everything was OK. I was blown away," he adds.

IF YOU BUILD IT, THEY WILL COME

Glen's new car wash, Wash Company, is built on a busy corner where on average, 46,000 cars pass by. Across the street is a gas station, and nearby, a new car dealership. The town is home to a college-age population, and boasts middle-income residents. He knew that by offering a long, open tunnel with wash packages ranging from \$6-\$18, free vacuums, and a laundromat, he would be successful.



Glen's customers praise the wash for the great job it does and the gentleness on the vehicles. One customer, who left a 5 star review on Yelp, said, "[It's the] Best car wash...[because of] the latest equipment, soft foam that won't damage your new car like some other car washes. We prefer the Works Unlimited package [because it] is affordable since we wash pretty frequent. [The car wash] has friendly service and the guys working there are always pleasant and ready to help."

Wash Company's customers also appreciate a clear visual through the tunnel. "It's not a black hole that you're driving

into like other car washes," said Glen. Customers drive in, feel the openness of the tunnel, the brightness of the interior, flooded with natural light, and they "leave feeling happy," adds Sheeley.

The one piece of equipment Glen can't live without is the Gloss Boss, simply because "the result is unbeatable. When my customers come out of the wash, they're happy - and so am I - it looks like a hand application," said Sheeley.

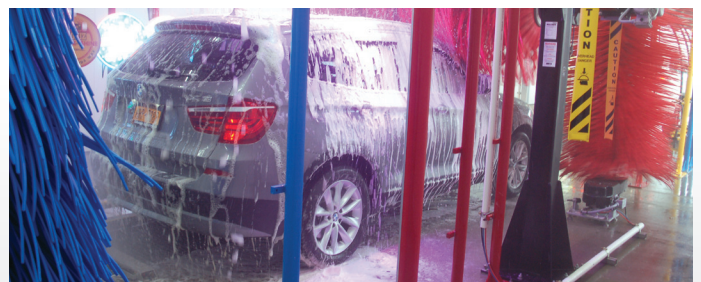
To attract customers and build his base, Glen added large, extra-bright LED signs outside his new car wash, and offers wash packages and discounts when buying a wash in conjunction with the attached laundromat.



A LOOK TO THE FUTURE

The future is bright for Wash Company, and new locations are planned for the future. When Glen builds again, his equipment manufacturer of choice will be MacNeil. "Hands down, I know I did the right thing by selecting MacNeil as my equipment and service provider. I've never been let down and have no customer complaints," explains Sheeley.

"When I'm approached by other operators either looking to upgrade, renovate, or build a new wash, I always recommend MacNeil," said Glen, adding, "If you want the best - the Rolls Royce of car washing equipment - MacNeil is your only choice."



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