



CUSTOMER SPOTLIGHT

Big River Car Wash - Selma, Alabama

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IDEAL TOWN FOR BIG RIVER

When the Henry Brick company opened Big River Car Wash in October of 2017 in Selma, Alabama, their vision was clear—to build an eye-catching, high-quality wash that could serve an unmet need with the added benefit of creating jobs within the town. Seizing the opportunity to keep patrons' needs met right within the town, the Henry Brick company created Big River Car Wash as Selma's own high-quality car wash solution for residents. "The goal was to reinvest into the community and build something beautiful and stunning at the same time," explains Big River Manager, Desmond Looney.

- **Easily accessible and visible location**
- **110 ft tunnel**
- **22 free vacuums**
- **Offering cash or card lane with a greeter**
- **Memberships available with private lane**



Denson Henry,
Co-owner

Desmond Looney,
Manager

UPSCALE LODGE MEETS WATERPARK

Averaging an impressive six-thousand cars a month, Big River Car Wash is located in an easily accessible and highly visible spot on North Broad Street in Selma. At first glance, the building is “upscale lodge meets waterpark” with its craftsman style structure, exterior trusses and animated “Big River” sign. This space is a perfect family-friendly environment and boasts a 110 ft. tunnel and a steel canopy housing twenty-two MacVac vacuums all resting on a beautifully landscaped acre lot. Upon arrival, you’re welcomed with two entry lanes: one is a cash or card lane with a greeter and the other is designated for members.



A FIRST-RATE CAR WASH OPTION

It’s no surprise that within the first days of Big River’s grand opening, their competitors reduced their prices in an effort to distinguish themselves as the affordable option in the area. However, Big River stuck to its guns and maintained the belief that offering patrons superior quality service warrants a reasonably higher price point. The results proved them right and Big River decidedly focused on two clear value propositions: customer attention and high-end quality. The way in which Big River has implemented these values into their business is a huge contributor to their success. Paying attention to the customer, for instance, is not an empty promise. There are customer accounts of receiving rewashes for even the slightest oversight. “We strive for zero customer complaints so with bugs and road grime prevalent, we sometimes offer to rewash a few cars a week. This may be one of the reasons why so many customers have commented on our attention to detail and effective wash results,” says Desmond Looney.



Chemicals and equipment are major factors in producing a quality wash. Big River took meticulous care in choosing top-grade chemicals from CleanTouch. For equipment, they invested in the best that the market has to offer. “The Las Vegas trade show introduced us to different equipment manufacturers and as we learned more it became clear that MacNeil was the gold standard,” remembers Desmond. Following that event, Big River outfitted their wash exclusively with MacNeil equipment. Desmond even has his own favorite MacNeil pieces. “I’m really impressed with the Tech-21 dryers with PowerLocks because being able to time the blowers and control the air flow is essential when washing pick up trucks.” However, his top choice are the Superflex Wraps. “It becomes monotonous removing antennas, bagging rear windshield wipers, and pushing in mirrors in addition to the costs for damage to these items. With the Superflex 701 these steps are no longer necessary.” Desmond recognizes the significance of having the best equipment in your business. “There’s no doubt that the combination of quality chemicals and MacNeil equipment results in an unparalleled car wash experience.”

ADVICE FOR ASPIRING CAR WASH ENTREPRENEURS

Big River Car Wash has made its own bit of history in an already historic town. When asked what advice he has for aspiring car wash owners, Desmond offered this: “Practice honesty, good character and integrity in everything you do with your business. Your management style influences each of the employees so be respectful of your customers’ needs. It’s worked for us!”

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