

# Maintain Your Revenue Regardless Of The Weather.



*The new SiteWatch® Automatic Recharge Module automatically renews monthly passes by billing customer credit cards.*

The weather is unpredictable, but your carwash revenue doesn't have to be... The SiteWatch Automatic Recharge Module (ARM) makes it easy and practical to sell monthly passes, so your business is less weather-dependent.

- Automatically charges customer credit cards to renew monthly pass plans. This simplifies bookkeeping and eliminates confusing paperwork, while providing tight control.
- A variety of pass plans can be offered, from unlimited to restricted, such as one-wash-per-day.
- For maximum control, passes can be tied to specific vehicles using

FastPass windshield tags and the SiteWatch Xpress Pay Terminal.

- Saves customers time and frees them from worrying about having enough "cash on hand." A recent survey found that 84% of consumers who use automatic payment options like ARM are "very satisfied" with them.

## A Growing Trend

More than half of all households in the US now use some form of automatic recharge payments.

## Satisfied Customers

Cruz Thru Express Carwash in Bakersfield, CA has enrolled over 3,600 customers in the automatic recharge monthly pass plan at its five sites. The dropout rate in this monthly pass program is only about 1.5%. No



wonder owner Raymond Roselle says, "Automatically recurring monthly passes have been a very

popular customer convenience. I think every carwash will have to offer this feature in the next 5-8 years due to customer demand, just as service stations have pay at the pump.

From our perspective, automatic recharge has given us a steady, predictable income base that helps us plan and manage our business throughout the year."

**What Next?** Learn how a monthly pass program can work for your carwash by contacting DRB Systems at [www.drbsystems.com](http://www.drbsystems.com) or call **1-800-336-6338**.



**DRB Systems, Inc.®**