

SiteWatch®

Automatic Recharge Module®

Do unlimited pass customers ever downgrade their wash?

Lenny Elbaum, owner of Red Carpet Car Wash in Manhattan Beach, CA, offers his customers two types of unlimited monthly passes:

1. Full service car wash for their top package, and
2. Exterior car wash package.

With the top full service monthly pass (Elite Unlimited Club), the customer can get any wash they want that is equal or lower priced at no charge. For example, the full service package runs \$49.99 per month, and the customer can choose any full service or exterior car wash. (The unlimited exterior package runs \$19.99 per month, and Red Carpet only offers one exterior wash type.)

Lenny feels this has a nice marketing ring to it, as he is offering his customers their choice of “anything on the menu for one low monthly price”. However, with that comes the question of how often folks will choose something other than the top wash.

Before looking at that specific question, we looked at some general statistics provided by the “ARM Plan Analysis Report” that is available in the SiteWatch Site Manager:

- Members of the Exterior Unlimited Club wash an average of 2.60 times a month, which equates to an average dollar per wash of \$7.99. The normal price for an exterior wash is \$6.99.
- Members of the Elite Unlimited Club (full service) wash an average of 2.73 times a month, which equates to an average dollar per wash of \$18.94. The normal price for the top wash is \$21.99.

Based on these statistics, the Exterior Unlimited Club is a good deal for those members. Assuming that these club members would still wash as frequently as they do now if they were not members, they are getting a 20-38% discount on each wash. It’s not a bad deal for Red Carpet, as they have locked in those folks as customers.

When members of the Elite Unlimited Club get the top “Premier” wash package, they are getting a 14% discount. That is also a good deal for both the customer and Red Carpet (who locks in those “top customers” spending \$600 or more a year).

Back to our question of whether the unlimited customers ever downgrade their wash...

For a three month period that we analyzed, 1,399 washes were redeemed under the Elite Unlimited Club. Of those, 1,353 (96.7%) claimed the top full service wash package. Of the remaining washes, 34 (2.4%) went with a lower priced full service wash, and 12 (0.9%) claimed an exterior wash.

While it may provide a nice marketing ring to offer customers “any wash you want for one low monthly fee”, it is clear that customers nearly always opt for the top wash. Perhaps that is a way to let the customers feel they are “taking advantage of the system”.



Harold Guthrie, denizen of the digital world, is the DRB Systems numbers guy.

A graduate of the University of Akron with a degree in mathematics, Harold toiled for IBM before he came to our company in 1994.

A consummate numbers guy, he has conducted numerous engineering studies on a wide variety of SiteWatch products. When it comes to figuring out the meaning of figures, Harold is clearly our number one choice. He can be reached at 800-336-6338.