



FLEET ACCOUNTS

Pre-Paid Washes

House Accounts

Unlimited Memberships

2023

FLEET ACCOUNTS | OVERVIEW

2023



OVERVIEW:

- Fleet Accounts offer customers looking to wash multiple vehicles, a quick, convenient and affordable way with one of our three Fleet options; Prepaid Washes, Unlimited Membership Plans or House Accounts.
- Depending on the needs of the Fleet, these options provide a bulk washing solution for all customers at affordable rates for their local business, organization, municipality and more. Whether they are washing the same cars every time or different vehicles each day, our Fleet Accounts can work for any potential customer.

Prepaid Washes

Our biggest discount - prepay for washes in blocks of \$250, \$500 and \$1000. We can either auto-reload via credit card or invoice customers depending on their preference.

ACH OR CREDIT CARD

UNLIMITED MEMBERSHIP PLANS

Best value - our Unlimited Membership Plans offer fleets with 10 or more vehicles the ability to wash the same vehicles any time at any location through auto-billing monthly via a credit card or monthly invoicing. \$6 off each plan per month.
CREDIT CARD or ACH

House Accounts

A great option for dealerships, municipal and government fleets, businesses and more. This option provides a convenient and simple way of washing all the vehicles in your fleet with easy monthly tracking and billing. \$50 activation fee required, no minimum.
ACH OR CREDIT CARD

HOW TO SELL:

- If you have a customer who is interested in our Fleet options, ensure that you speak to the decision maker at the company to discuss their options and select their preferred option. If you have questions about our options, discuss with your RD / AD or Marketing.
- Once you have validated that the customer wants to purchase and understands our billing options, please complete the Fleet Lead Generation Form located on intranet under Marketing/Branding. It is important to have the accurate phone and email for the customer.
- If the customer is being billed via Credit Card, Devann / Deena will call the customer within the next 24 hours if a weekday / within 72 hours if a weekend to take the credit card info and mail the FastPass tags / request IT send the barcodes via email.
- If the customer is being invoiced, Accounting will generate the invoice. IT will send the barcode / Deena will ship the FastPass tags depending upon the customer preference.

FLEET INQUIRY FORM

Fleet Sign Up
To be completed when signing up a new Fleet account.

Location:

Completed By Employee: Employee Email:

Contact Name:

Customer Company Name:

Customer Contact Name:

Customer Phone Number:

Customer Billing Email:

Business Type (Select One):

Billing Address:

City: State: Zip:

Fleet Offering Selected:

House Account:

House Account Discount:

Barcode Method:

Barcode Text:

Notes:

QUESTIONS/COMMENTS: Email: marketingteam@whitewatercw.com



STORE GOALS:

- Each store should aim to submit **12** fleet submissions by the end of September of qualified customers who have indicated they are ready to buy. At an 80% close rate, that implies **~10** active customers.
- If we can generate 10 customers per location, that can represent an additional 5-7% of sales per month per location.

LEAD GENERATION:

- To help provide more guidance to potential Fleet customers and get them into the right Fleet package, consider a few key questions as you discuss their fleet:
 - **How many vehicles do you have in your Fleet?**
 - *Any number of vehicles qualify for a House Account or Prepaid Washes. 10 or more vehicles are required for Bulk Membership Plans.*
 - **Are they always the same vehicles or are they different?**
 - *If they are always the same vehicles, then any Fleet option is available. If they are always different vehicles (say rental cars, dealership service centers, etc.) then they qualify for a House Account or Prepaid Plans.*
 - **Are you able to pay by Credit Card or ACH / Direct Debit?**
 - *A credit card or ACH / Direct Debit is required for all Fleet Accounts.*
 - *We do not accept cash or checks for any Fleet option.*
 - **Do you want to hand out wash coupons to customers / employees?**
 - *If barcodes / FastPass tags do not work for you, we can provide physical wash books.*
 - *We can also provide individual barcodes for print distribution.*

OVERVIEW:

- To support the Fleet program, we will have promotional messaging on our website, social media, and email support. This support will increase awareness of our Fleet Accounts outside of the stores to generate additional customer leads.
- We will provide additional tri-folds with our new options over the next few weeks.
 - Website Support**
 - Top Navigation Bar & Dedicated Page w/ Lead Forms
 - Social Media**
 - Facebook Posts & Instagram Stories
 - Email Campaign**
 - Monthly Email Distribution

PRE-PAID WASHES

For any business looking to save with pre-paid washes, this provides a simple & affordable solution for any size fleet.

Select Your Wash Quantity

- Credit Card or ACH Payment
- No Employee Expense
- Vehicle Flexibility

WASH PACKAGE	Regular Price	PRE-PAY \$250	PRE-PAY \$500	PRE-PAY \$1,000
Rapid	\$8	42 Washes \$21.00 PER WASH	100 Washes \$5.00 PER WASH	250 Washes \$4.00 PER WASH
WhiteWater	\$11	32 Washes \$34.00 PER WASH	72 Washes \$15.00 PER WASH	107 Washes \$10.30 PER WASH
Class V	\$15	23 Washes \$65.00 PER WASH	56 Washes \$26.79 PER WASH	143 Washes \$10.49 PER WASH
Ceramic	\$22	17 Washes \$129.00 PER WASH	39 Washes \$71.50 PER WASH	91 Washes \$24.17 PER WASH

Wash Books Available
Contact: fleet@whitewatercw.com to request.

Pre-Pay & Cost Control. No Recurring Expense. No Expiration. ACH or Credit Card Payment Only. No Refunds.

UNLIMITED MEMBERSHIPS

For fleets of **10 or more vehicles**, these plans offer unlimited washes at a great price with easy monthly auto-billing.

Select Your Wash Level

- Credit Card or ACH Payment
- No Employee Expense
- Unlimited Washes

WASH PACKAGE	Regular Price	YOU PAY
Class V	\$20.99 PER MONTH PER VEHICLE	\$20.99 PER MONTH PER VEHICLE
Carnauba Gold	\$26.99 PER MONTH PER VEHICLE	\$26.99 PER MONTH PER VEHICLE
Ceramic Platinum	\$33.99 PER MONTH PER VEHICLE	\$33.99 PER MONTH PER VEHICLE

Monthly Auto-Billing. Wash Flexibility. No Employee Expense. Requires Vehicle Tagging. 20 Vehicle Minimum. No Contract. Credit Card or ACH Payment. No Refunds.

HOUSE ACCOUNTS

Great for **dealerships, municipalities, large corporations & more!** A convenient way to affordably wash all your vehicles with easy monthly billing.

Select Your Package

- \$50 Activation Fee
- No Employee Expense
- Vehicle Flexibility

WASH PACKAGE	REGULAR PRICE	YOUR PRICE
Rapid	\$8.00 PER WASH	\$6.00 PER WASH
WhiteWater	\$11.00 PER WASH	\$8.00 PER WASH
Class V	\$15.00 PER WASH	\$11.00 PER WASH
Ceramic Platinum	\$22.00 PER WASH	\$18.00 PER WASH

ACH or Credit Card Payment Only. Payments Due Within 7 Days of Receipt. Accounts Terminated 30 Days After Non-Payment. 30 Days Notice Required for Cancellations or Modifications to be Applied to the Following Month. No Refunds.

UNLIMITED SPEED CLUB
FIND A LOCATION
MANAGE MY MEMBERSHIP

Locations & Pricing
Promotions
Community
About Us
Careers
Contact Us

FLEET ACCOUNTS

Make washing all your vehicles **quick, convenient** and **affordable** with a WhiteWater Express Fleet Account. A clean car is the best way to make a first impression! Choose the program that works best fits your wash needs.

Explore our Fleet options.

House Accounts

CONVENIENT WASHING WITH VEHICLE FLEXIBILITY FOR DEALERSHIPS, MUNICIPALITIES, LARGE BUSINESSES & MORE.

Unlimited Plans

ONE MONTHLY CHARGE AND RFID TRACKING GIVE YOUR BUSINESS CONVENIENCE WHEN MANAGING YOUR FLEET.

Pre-Paid Wash Books

THE CONVENIENCE OF PRE-PAID WASHES AT VOLUME DISCOUNTS.

*Special fleet programs for municipalities and government vehicles.

whitewatercw.com/fleet

Fleet Tri-Fold

QUESTIONS/COMMENTS: Email: marketingteam@whitewatercw.com

FAQs:

- **Who qualifies for a Fleet?**
 - Any company, organization or individual, etc. looking to wash vehicles at a bulk discount.
- **Who is responsible for generating Fleet leads?**
 - Managers as well as all employees. Ultimately managers should be prepared to discuss details with customers and should rely on their AD/RD to answer any questions.
- **What is a House Account?**
 - A fleet option that gives a discount per wash based on a required monthly minimum spend (\$250, \$500 or \$1,000). House Accounts receive one wash barcode unique to their business from WhiteWater corporate that is scanned each time one of their vehicles comes through and is totaled at the end of the month for billing. We can also provide FastPass tags to identify specific vehicles.
- **What is the \$50 Activation Fee for House Accounts?**
 - It is a one-time, non-refundable activation fee to set up the house account for the customer. It is not applied to any bill. The invoice is generated through WhiteWater corporate and sent directly to the customer via email.
- **What type of payment method is needed for a Fleet Account?**
 - Credit Card or ACH/Direct Debit
 - NO FLEET options accept cash or checks.
- **How can we track Fleet Account usage?**
 - At the manager station you can look up the amount of redemptions by plan
- **Who manages Fleet Accounts?**
 - The corporate office sets up and manages all Fleet accounts - fleet@whitewatercw.com. IT provides barcodes, Accounting sends invoices and Marketing takes payment information / makes changes to plans.
- **What if an existing Fleet customer wants to make changes or cancel?**
 - Changes to a House Account or Bulk Unlimited Membership Plan are made by the corporate office and will take effect the following month.
- **Do all cars in a Fleet Account get the same wash?**
 - Yes, all cars in a House Account or Bulk Unlimited Membership Plan will be for the same wash.
- **What if my location has ICS?**
 - We offer Bulk Unlimited Membership Plans and gift cards at ICS stores.