

INTERVIEW COMPENSATION OVERVIEW

STORE MANAGER / GENERAL MANAGER



Three Sources of Income

At WhiteWater, we give every team member, at every level, the opportunity to earn money through three methods. Through the efforts of the team, and the Spartans that make up that team, everyone can directly affect the amount of money they make each paycheck. Each member of the management team can directly impact their pay through interacting with customers and providing exceptional customer service, maintaining our equipment and ensuring we deliver a high-quality product, and ensuring customers are informed about all the great things WhiteWater has to offer. Additionally, as a manager pay can also be impacted by monitoring and controlling labor costs, effectively developing team members, achieving store goals and benchmarks, and consistent performance of all duties and responsibilities. Now, let's review the three streams of income for the Store Manager and General Manager positions.

Membership Bonus

The membership bonus program rewards management team members for both the growth and retention of Unlimited Speed Club members. Each month, the store will receive a monetary bonus based on the number of active members at the store when the year began. The base bonus remains the same throughout the year, but by retaining members throughout the current year, we are able to increase our membership base bonus for the next year.

The base bonus begins at \$500 once the store reaches 500 members. From there, the bonus increases at 1,000 members to \$750. After 1,000 members, the base bonus increases at 1,000 member intervals. So, for every thousand members added and retained each year, the base bonus amount will increase in the following year.

In addition to the base bonus, stores also receive the growth bonus of \$1.50 for every incremental member added during the calendar month. So, the more memberships sold by the store team each month, the higher the bonus amount will be.

CPLH Bonus

Cars per labor hour, or CPLH, provides insight into the effectiveness of labor usage. This labor usage metric compares the number of labor hours to the total number of cars washed for a specific period. Managing labor effectively ensures we always have the appropriate number of team members, at the appropriate times. Through the use of the static schedules and making location-specific adjustments to account for average hourly volume, weather and other factors, labor can be effectively managed.

The CPLH bonus is calculated biweekly based on the CPLH for that period. The number of cars washed and the CPLH achieved in a period will determine the bonus amount per car. The bonus amount per car is then multiplied by the total cars washed in the period which results in the biweekly bonus amount.

Base Pay

Base pay is the gross annual compensation earned by management team members. Base pay is determined by a number of factors including tenure, store performance, market, team member development and promotion, quarterly evaluations, and more.