



Fleet Accounts

NEW OFFERS & DETAILS

Prepaid Washes

Q3 2024



FLEET | NEW Prepaid Washes

Q3 2024



OVERVIEW:

To continue evolving our Fleet program, we are updating our offer and process to increase conversion and simplify your pitch and sale. Our updated Fleet program makes washing any company's vehicles quick & easy with prepaid washes at incredible savings!

NEW!

PREPAID WASH OPTIONS:

- Fleet customers can now buy washes for only \$5 per wash, with a minimum of 100 washes, saving 66% with every wash.

\$5

Per Wash
Class V Washes

100

Wash Minimum
Sold in Increments of
100 Washes

\$500

Minimum Spend
100 Washes = \$500
200 Washes = \$1,000
300 Washes = \$1,500

66%

Savings Per Wash
Regular \$15/Wash

WASH DELIVERY & USAGE:

- DIY Digital Delivery** – Washes Emailed to the Customer to Download & Print!
- Fleet Books** – Pre-Printed & Perforated Coupon Books Shipped to the Customer!
- Digital Fleet Card** – A Single Barcode Emailed to the Customer to use as they see fit!

FLEET SUBMISSION:

- To submit a new Fleet prepaid account, employees or customers can complete a purchase through our new Fleet Form via the QR code on the sales sheet or the intranet link. Be sure to complete the form with accurate customer information.
- Submissions should only be entered when the customer is ready to pay. If a customer needs more time or needs to review with their team, you can give them a new Fleet sales sheet to take for reference or additional support if needed.
- Once the form is submitted, an invoice for payment will be sent to the email provided and once that invoice is paid, the DIY Digital Delivery washes or a Digital Fleet Card will be emailed directly to the customer and if a Fleet Book was purchased, marketing will ship to the address provided with UPS tracking.
- Customers can only pay for Fleet accounts with a credit card or ACH, no checks.

FLEET | NEW Prepaid Washes

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OPTION 1 – DIY DIGITAL DELIVERY

Washes Emailed Directly to the Customer to Download & Print!

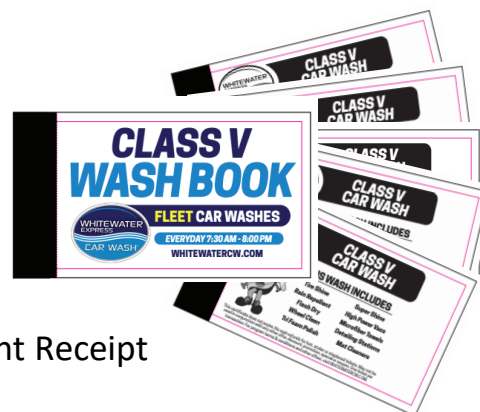
- **Washes:** \$5 Per Wash | Class V Washes
- **Spend:** \$500 Minimum (In 100 Wash Increments)
- **Payment:** Credit Card or ACH via Invoiced
- **Redemption Method:** Single Use Print at Home (8.5x11)
- **Delivery:** Sent via Email Post Payment Receipt



OPTION 2 – FLEET BOOKS

Pre-Printed & Perforated Coupon Books Shipped to the Customer!

- **Washes:** \$5 Per Wash | Class V Washes
- **Spend:** \$500 Minimum (In 100 Wash Increments)
- **Payment:** Credit Card or ACH via Invoiced
- **Redemption Method:** Single Use Pre-Printed Fleet Books
- **Delivery:** Shipped via UPS within 1-2 Business Days Post Payment Receipt



OPTION 3 – DIGITAL FLEET CARD

A Single Barcode Emailed to Distribute as they see fit to Drivers in their Fleet!

- **Washes:** \$5 Per Wash | Class V Washes
- **Spend:** \$500 Minimum (In 100 Wash Increments)
- **Payment:** Credit Card or ACH via Invoiced
- **Redemption Method:** Scan at Pay Station
- **Delivery:** Sent via Email Post Payment Receipt to Print & Wash



FLEET | Checkout Process

Q3 2024



WhiteWater Express Car Wash

Fleet Account Checkout Form

Please complete and submit your Fleet's information below to purchase washes for all your vehicles. For more information, visit whitewatercarwash.com/fleet.

State: City: Location: Submitted By:

Customer Section

Customer Billing Information

Company Name:

Contact Name:

Phone Number: Billing Email:

Billing Address:

City: State: Zip Code:

☒ Shipping address is the same as my billing address

Fleet Offering Selected:

Prepaid Washes - Cart

Item	Quantity	Cost	Total
Digital Fleet Card - Distribute as you see fit to all your vehicles can	<input type="text"/>	\$950.00	\$0.00

Description:

- Digital Fleet Cards provide you with a unique barcode loaded with washes to distribute as you see fit to all your vehicles can wash.
- Class V Washes include Wheel Clean, Super Shine, Tri Foam Polish, Tire Shine, Rain Repellent, & Wash Dry.
- Emailed Directly to You Upon Payment Received

Auto-Renewal

☒ Yes ☐ No

By selecting "Yes" you agree to WhiteWater Express automatically charging your credit card on file after your wash balance is below 10 washes.

Shipping Email: Total: \$0.00

Step 1) Submit Checkout Form

WhiteWater Express Car Wash

Hi Josh McCown \$0 Test,

Welcome to WhiteWater Express Car Wash! A new invoice has been issued on your account: # INV-00768. The balance for the \$1.00 prepaid washes is now due. Once the prepaid invoice is paid we will continue with the set up for your account.

We appreciate your business and look forward to seeing you at the wash.

To pay the invoice, please select view invoice below. Please note: We do not accept checks.

WhiteWater Express Car Wash

[View Invoice](#)

This message was sent by White Water Express Car Wash I, LLC, 106 Vintage Park Blvd, Ste 100, Houston, TX 77070, United States, FEIN: 47-3408344. You are receiving this email because you are a customer.

Step 2) Invoice Emailed to Customer

WhiteWater Express Car Wash

Hi Josh McCown \$0 Test,

We have received your payment for invoice # INV-00768, thank you. Attached is a receipt for your payment.

Received On: Aug 12, 2024 10:34 am
Amount: \$1.00
Payment Method: Credit Card - Mastercard *5172

This message was sent by White Water Express Car Wash I, LLC, 106 Vintage Park Blvd, Ste 100, Houston, TX 77070, United States, FEIN: 47-3408344. You are receiving this email because you are a customer.

Step 3) Payment Submitted & Received

Thank you for your WhiteWater Express Car Wash Fleet purchase! To start washing, click the link below to download your prepaid one-time use barcodes, to print and distribute as you see fit to your fleet!

<https://drive.google.com/drive/folders/1smc9EC1febqX3JrBg7BRHu9yHf-tx>

We appreciate your business and look forward to seeing you at the wash. For questions regarding your fleet account, please contact us at fleet@whitewatercw.com.

WhiteWater Express Car Wash

One attachment • Scanned by Gmail

Josh McCown \$0 ...

[Reply](#) [Forward](#)

Step 4) Fleet Prepaid Washes Sent

QUESTIONS/COMMENTS: Email: fleet@whitewatercw.com

FLEET | Goals & Reporting

Q3 2024



REPORTING:

- To continue providing visibility into the status of fleet submissions, we will be providing reporting that indicates status, total fleets sold, and revenue.
- **Weekly:** Fleet Status Report showing each fleet submitted by location and the status of the accounts.
- **Monthly:** Fleet Monthly Report showing each location and the revenue from fleets. P&L's will continue to include monthly fleet revenue and will display a breakdown of fleet name and type.

GOALS:

- The Goal is for each location to generate \$1,500 of revenue a month in fleet sales with a Go-Get Goal of \$3,000 in Fleet revenue per month. With the new prepaid options, as few as 3 Fleet accounts will help stores hit the monthly revenue goal.
- Locations should strive to gain fleet accounts that generate recurring revenue and opt in for automatic reload.
- To generate \$1,500 a month in revenue, you should strive to reach out to 10 businesses or prospects a month.
- All locations that hit their Go-Get goal by December will win exclusive prizes.
- Digital prepaid accounts have the option to select 'Auto-Pay' for recurring payment. If selected, once the customer is close to depleting their Fleet washes, we can reload their account and auto collect payment. Setting up recurring prepaid plans will help you hit your goals each month.

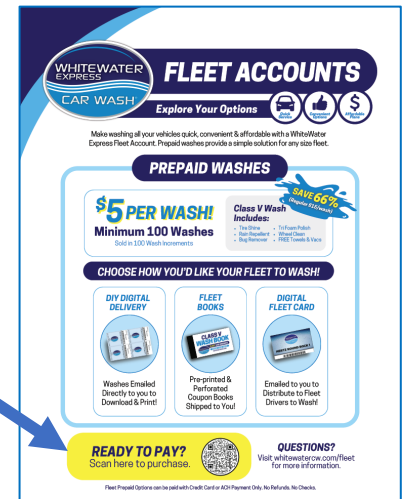
FLEET | Store Support

Q3 2024



COLLATERAL:

- **One-Sheet**: Located on the intranet, locations can access a new sales sheet to provide a quick overview of what we offer for fleet prepaid washes and customers can checkout via the QR code on the page.
- *Intranet > Marketing & Branding > Fleet Information*
- **On-Site Signage**: To increase visibility of our fleet program, locations can order and display pump topper signs, as always-on messaging in the lot area to reach potential fleets. These were shipped to all stores in Q2, but any re-orders that are needed can be submitted through the intranet.
- *Intranet > Marketing & Branding > Store Site Needs*



FAQs:

- **What are some good examples of fleet?**
 - Automotive Repair
 - Car Dealerships
 - Rental Car Centers
 - Businesses with Branded Vehicles
 - Municipalities & Police
 - *Pro-Tip: Use the fleet account list report for lead examples!*
- **Can prepaid be different wash types?**
 - No, each account will be offered the same wash, our Class V for \$5 per wash, sold in increments of 100 washes.
- **What can we provide for wash history?**
 - Upon request, we can provide a wash balance for the DIY Digital Delivery & Fleet Card accounts.
- **What if a customer has changes to their fleet account?**
 - Stores and customers can email fleet@whitewatercw.com for support.