



NEW STORE BONUS PROGRAM

Location Management (LA)

WHITEWATER EXPRESS CAR WASH
(346) 367-2500
106 VINTAGE PARK BLVD, #100
HOUSTON, TX 77070
WWW.WHITEWATERCW.COM

Introduction

WhiteWater Express prides itself on the quality of its leadership and aims to reward leaders with incentive compensation over and above their base salaries. Our leaders help WhiteWater succeed through forward-looking decision-making, disciplined oversight of operations, and consistency. Our incentives are designed to reward our leaders who exemplify those traits. This program will reward our leaders monthly with additional compensation as they work towards, meet, and exceed operational goals.

Part 1: Storewide Member Revenue Bonus

Each newly opened store as well as stores less than 6 months old will receive a monthly member revenue bonus based upon the monthly member recharge / renewal revenue.

Stores will earn a bonus of **3.75%** of total member revenue each month, as well as one-time bonuses earned upon reaching specific member revenue levels:

Member Revenue	One Time Bonus
\$30,000	\$2,000
\$50,000	\$3,000
\$80,000	\$4,000
\$110,000	\$5,000

For the first 2 months of operation, the general manager will earn the greater of his/her actual 3 part location management bonus and \$500 and the store manager will earn the greater of his/her actual 3 part location management bonus and \$350.

Once a store reaches the 12th month of operation, the store management team is eligible for the All Sites Management Bonus Program. The base bonus will be set at the member recharge/renewal revenue for the 12th full month of operation.

Example:

Month	Member Revenue	Actual Bonus	One Time Bonus	Total Bonus	GM Split	SM Split	
1	\$14,000	\$525	\$0	\$525	\$263	\$163	Eligible for Minimum
2	\$17,500	\$656	\$0	\$656	\$328	\$203	Eligible for Minimum
3	\$42,000	\$1,575	\$2,000	\$3,575	\$1,788	\$1,108	
4	\$69,000	\$2,588	\$3,000	\$5,588	\$2,794	\$1,732	
5	\$86,800	\$3,255	\$4,000	\$7,255	\$3,628	\$2,249	
6	\$89,600	\$3,360	\$0	\$3,360	\$1,680	\$1,042	
7	\$92,400	\$3,465	\$0	\$3,465	\$1,733	\$1,074	
8	\$95,200	\$3,570	\$0	\$3,570	\$1,785	\$1,107	
9	\$98,000	\$3,675	\$0	\$3,675	\$1,838	\$1,139	
10	100800	\$3,780	\$0	\$3,780	\$1,890	\$1,172	
11	103600	\$3,885	\$0	\$3,885	\$1,943	\$1,204	
12	112000	\$4,200	\$5,000	\$9,200	\$4,600	\$2,852	
Total Annual Bonus				\$24,267	\$15,045		



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In the first 2 months of operation, the store earned 3.75% of member revenue as its bonus. However, in the third through fifth as well as the twelfth month, the store earned one time bonuses based on reaching member revenue levels above. The total annual bonus paid to the GM was **\$24,267** and SM was **\$15,045**.

The general manager receives 50% of this bonus (**\$1,650**), the store manager receives 31% of this bonus (**\$1,023**) and the area director receives the remainder (**\$627**).

Storewide Member Revenue Bonus Effective Date

The bonus program will be effective beginning on 01/01/2025. The beginning member revenue number will be calculated as of 12/31/2024, and all membership revenue added in January 2025 will apply to the first bonus.

Part 2: Fleet Revenue Bonus

Managers also have the opportunity to earn a monthly bonus based upon their rolling last three months of Fleet Revenue. Fleet revenue must be in the bonus range for each of the last 3 months, and the bonus is paid on the lowest of the 3 months' fleet revenue:

Monthly Fleet Revenue for the last 3 months:				
\$1000-1499	\$1500-2000	\$2000-2500	>\$2500	
\$150	\$250	\$375	\$500	

This bonus is split evenly between the GM and AD.

Example

January Fleet Revenue			\$1,750
February Fleet Revenue			\$2,100
March Fleet Revenue			\$1,800
Fleet Bonus:			\$250
GM	50%		\$125
AD	50%		\$125

In the above bonus, the store generated between \$1,500 and \$2,000 in fleet revenue for 2 months and between \$2,000 and \$2,500 for one month. They earned the bonus for the lowest of the 3 months (\$1,750) which corresponds to the \$1,500 to \$2,000 range above for a total bonus of \$250. The GM earns 50% or **\$125** and the AD earns 50% or **\$125**.

The Fleet bonus will become effective January 1, 2025, and will be calculated based on the last 3 months fleet revenue (e.g. November 2024, December 2024 and January 2025 for the first bonus).

Part 3: Gross Profit % Bonus

The Gross Profit % (GP%) Bonus will be calculated monthly based on the monthly Gross Profit % and the monthly volume for the location. The bonus will be split **60%** to the GM and **40%** to the SM. Bonuses will



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be paid out upon the first paycheck after the completion of month-end financials (i.e. 8 business days into the following month).

Monthly bonuses by GP% and volume are below:

Lower Volume

		Monthly Volume				
		<8,000	8,001-9,000	9,001-10,000	10,001-11,000	11,001-12,500
GP %	80%-82.99%	\$600				
	83%-84.99%	\$1,000	\$800			
	85%-86.99%	\$1,200	\$1,000	\$800	\$400	\$400
	87%-88.99%	\$1,400	\$1,200	\$1,000	\$800	\$800
	89%+	\$1,600	\$1,600	\$1,200	\$1,000	\$1,000

Higher Volume

		Monthly Volume				
		12,501-14,000	14,001-15,500	15,501-17,000	17,001-18,500	>18,500
GP %	85-85.99%	\$400	Evaluate	Evaluate	Evaluate	Evaluate
	86-86.99%	\$600	\$600	Evaluate	Evaluate	Evaluate
	87-87.99%	\$1,000	\$1,000	\$1,000	Evaluate	Evaluate
	88-88.99%	\$1,250	\$1,250	\$1,250	\$1,000	\$1,000
	89-89.99%	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750
	90%+	\$2,250	\$2,250	\$2,250	\$2,500	\$2,500

In this example, the store washed between 14,001 and 15,500 cars and generated a Gross Profit % of 87.0%. The total store bonus was **\$1,750**, and it was split 60% to the GM (**\$1,050**) and 40% to the SM (**\$700**).

Total Volume	15,000
Total Revenue	\$172,500
Gross Profit	\$153,500
Gross Profit %	89.0%
Bonus	\$1,750
GM	60%
SM	40%

Eligibility

All Store Managers (SM) and General Managers (GM) employed by WhiteWater Express who started their employment prior to the start of the first pay period in each month, and who remain employed with



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WhiteWater Express through the respective Paycheck Dates, listed below, shall be eligible to earn the monthly bonuses outlined herein. Monthly bonuses are not earned until the listed Paycheck Dates and employees whose employment ends prior to any respective Paycheck Date shall not be entitled to any corresponding monthly bonus, nor any portion thereof.

Payment Dates:

The Member Revenue and Fleet Revenue bonus will be paid in the first pay period following completion of the prior month. See the calendar below:

Bonus Month	Pay Period End	Paycheck Date
January	02/05/2025	02/13/2025
February	03/05/2025	03/13/2025
March	04/02/2025	04/10/2025
April	04/30/2025	05/08/2025
May	06/11/2025	06/18/2025
June	07/09/2025	07/17/2025
July	08/06/2025	08/14/2025
August	09/03/2025	09/11/2025
September	10/01/2025	10/09/2025
October	11/12/2025	11/20/2025
November	12/10/2025	12/18/2025
December	01/07/2026	01/15/2026

The Gross Profit bonus will be paid in the second paycheck of the following month. See the calendar below:

Bonus Month	Paycheck Date
January	02/27/2025
February	03/27/2025
March	04/24/2025
April	05/22/2025
May	06/18/2025
June	07/17/2025
July	08/28/2025
August	09/25/2025
September	10/23/2025
October	11/20/2025
November	12/18/2025
December	01/15/2026

Note: Member Revenue, Fleet and Gross Profit bonuses will be paid based upon the manager's location at the beginning of the month.