



JOB DESCRIPTION

General Manager

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

Purpose

The General Manager position is responsible for the location's overall performance and operations. These responsibilities include monitoring and managing all day-to-day operational tasks through planning, organizing, leading, and executing all store goals to achieve continuous financial success.

Objectives

1. Develop at least one (1) Shift Leader to be eligible for promotion to Store Manager.
2. Develop at least one (1) Store Manager to be eligible for promotion to General Manager.
3. Average 4.5% conversion rate when not in a membership promotion.
4. Average at least a 6.5% conversion rate during membership promotions.
5. Average a monthly churn rate of 6% or less.
6. Improve the dollar per car for drive-up customers by 1% each quarter.
7. Manage labor based on location volume, cars per labor hour (CPLH) goal, and static schedule.
8. Maintain an average 30-day team member retention rate of 87% or higher.

Scope of Responsibility

This position is responsible for all duties of the Team Leader, Shift Leader, and Store Manager positions, as well as the following:

Culture

- Displaying leadership and working as a team to enable everyone to be a leader.
- Ensuring a great culture is maintained by creating and sustaining a hospitable, fun workplace and ensuring the development of team leaders, shift leaders, store managers, and future general managers to make a positive, customer-focused environment to promote the growth of our teams and our business.

Operations

- Ensuring hourly, daily, weekly, and monthly tasks are completed, including preventive maintenance, tank pumping protocols, store cleaning, wash quality reports, and site standards with your Multi-Site or Area Director.
- Ensuring safety and company policies are always followed, including attending the weekly safety workshops and ensuring all team members complete our online bi-weekly safety training as assigned and before the due date.
- Working with Multi-Site and Area Directors to set, review, and update weekly and monthly volume, membership, labor and sales goals bi-weekly.

Customer Service & Sales

- Assisting customers and educating them on wash products, wash packages, wash books, and membership plans.
- Assisting customers with membership account changes, updates, or issues.
- Developing methods of growing sales to maximize profits, including ensuring each of your team members has completed and signed off on all modules of the Sales Development Program and is regularly practicing their skills via role-play, customer interactions, and coaching.
- Sourcing and communicating with other businesses to educate them on our fleet and multi-car programs.

Development

- Completing all development modules and programs for the General Manager position.



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- Training and development of the Shift Leader and Store Manager positions utilizing our development model, online modules, developer guides, and sign-off forms to complete all tasks as scheduled in the development calendar.
- Monitoring the Store Manager's progress of Team Leader development to ensure all resources are being used appropriately and all Team Members complete all tasks as scheduled in the development calendar.
- Ensuring all new team members are added to the online safety training portal.
- Attending Development Workshops on an ongoing basis, including all required refresh workshops and ensuring all team members regularly participate in Development Workshops available to them to increase their knowledge, skills, and abilities.

Recruiting

- Ensuring adequate store staffing through proactive recruiting, interviewing, and hiring by conducting at least five (5) weekly interviews regardless of staffing needs.
- Utilizing WhiteWater's interview guides to ensure all necessary information is gathered and communicated with the appropriate team members.
- Completing the hiring and onboarding process for newly hired team members.
- Learning how to conduct virtual interviews with external management candidates.

Financial/Accounting

- Performing reviews of daily and weekly KPIs (conversion rate, CPLH, membership growth, volume, Rinsed) with the Managers and Area Director to monitor performance. Discuss underperformance with management and take steps to improve the performance of these locations.
- Reading and interpreting weekly and monthly financial reports focused on the following metrics: wash volume, average dollar per car, memberships, average dollar per member, cars per labor hour, labor cost, water usage, and revenue.
- Reviewing weekly and monthly cars per labor hour (CPLH), unlimited membership, and wash book metrics and goals.
- Monitoring the P&L reports for the store and tracking major expenses like water, labor, chemicals, maintenance, repairs, and facility supplies.
- Ensuring all purchasing invoices for the location are approved and submitted on time and through the proper channels.

Payroll

- Performing payroll tasks, including reviewing and approving hours for all hourly employees and submitting payroll on a bi-weekly basis.
- Ensuring all team members receive the appropriate bonuses based on their hiring terms.

Loss Prevention

- Managing customer and employee issues, including completing and resolving all employee, customer, or vehicle incident reports.
- Holding a rewash percentage of total washes of 1.0%, submitting validation of rewashes daily, and reporting weekly to your Area Director and Regional Director.



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Facilities/IT

- Communicating with Lead Facility and IT Technicians assigned to the location to highlight priorities and collaborate on projects or repairs that can be performed by store personnel, including attendance of weekly facilities and IT calls and workshops.

Physical Requirements

This role demands physical strength, agility, endurance, and a keen eye for detail to ensure high-quality service and safety. Working at an exterior car wash is physically demanding and requires working in various weather conditions. Key physical requirements include:

- Standing/Walking: Most of the shift is spent on feet, moving around the facility or standing at stations.
- Lifting/Carrying: Need to handle equipment like hoses, brushes, and cleaning supplies, including occasionally moving heavy items.
- Bending/Stooping: Frequently required to reach lower parts of vehicles.
- Reaching/Stretching: Necessary for cleaning high areas of vehicles, sometimes using aids like stools or ladders.
- Hand Dexterity: Extensive use of hands for scrubbing, detailing, and operating tools is essential.
- Endurance: Ability to work long periods, particularly during busy times, is needed.
- Weather Tolerance: Work is outdoors, requiring preparedness for all weather conditions.
- Stamina: Must maintain pace during peak hours for efficient customer service.
- Attention to Detail: Essential for thorough cleaning and avoiding vehicle damage.
- Safety Awareness: Must follow safety procedures to avoid accidents and handle chemicals safely.

Schedule Expectations

At WhiteWater, the General Manager is expected to be scheduled for 50 hours per week, which includes a one-hour daily lunch break, resulting in a minimum of 45 onsite working hours. While this schedule serves as a guideline, the General Manager is responsible for adjusting their schedules as needed to ensure proper coverage in the event of staffing shortages based on business demands.

Qualifications for Promotion to Multi-Site Director

- Employed with the company as a General Manager for at least six (6) months.**
- Achievement of all Objectives as outlined above.
- Complete all Development Modules and obtain Development Sign Off on all Multi-Site Director modules and workshops as designated in the WhiteWater Career Path.
- Ability and willingness to travel and/or relocate to a different location.
- Must not be on Final Notice.
- Any active employee counseling reports must be reviewed by the Area Director, Regional Director, Regional Vice President, Vice President of Operations, and HR before a promotion is approved.
- Successful completion of a background check.
- All promotions must be approved by the Area Director, Regional Director and Vice President.

** General Managers hired outside the company are not subject to the General Manager time requirement.