

WHITEWATER  
EXPRESS

CAR WASH®

# OARS OF EXCELLENCE

## GENERAL MANAGER (GM)

### #1. Select, develop, and retain outstanding team leaders

- Identify & coach Shift Leaders and Store Managers to ensure strong leadership at every level.

### #2. Train all positions effectively

- Ensure consistent, high-quality training and validation for all team members using standardized training tools.

### #3. Schedule and manage labor efficiently

- Align labor schedules with location needs to optimize performance and efficiency.

### #4. Deliver a 5 star customer & employee experience

- Foster a safe, service-first environment and ensures consistent excellence from drive-up to drive-out. 100% standards, 100% of the time.

### #5. Achieve revenue and Gross Profit goals

- Drive membership growth and maximize revenue through team coaching and performance tracking.

## AREA DIRECTOR (AD)

### #1. Build and retain a bench of A-level leaders

- Prioritize developing future General Managers and Multi-Site Directors for growth opportunities (Skip Level Management).

### #2. Protect training systems and validations

- Consistent adherence to documentation, training processes and skill development.

### #3. Validate operational standards and systems

- Monitor and uphold safety, cleanliness, and quality standards throughout all locations.

### #4. Ensure a 5 star customer & employee experience

- Empower leaders to consistently deliver outstanding hospitality & respectful workplace.

### #5. Achieve budgeted revenue and E.B.I.T.D.A. goals

- Guide teams to surpass financial targets and optimize operational efficiency.



# REGIONAL DIRECTOR (RD)

## **#1. Build and retain a pipeline of future leaders**

- Focus on developing Area Directors and Multi-Site Directors to sustain long-term growth.

## **#2. Build a culture of training and development**

- Ensure training systems are protected and foster a commitment to skill-building.

## **#3. Hold all departments accountable at an operational level through Respect & Communication**

- Establish clear expectations and ensure every department meets operational, safety, and financial standards.

## **#4. Ensure a safe and 5 star customer & employee experience**

- Oversee operational consistency to deliver excellence in safety and service across all locations.

## **#5. Achieve budgeted revenue and E.B.I.T.D.A. goals**

- Guide teams to surpass financial targets and optimize operational efficiency.



# REGIONAL VICE PRESIDENT (RVP)

## **#1. Select and retain the best talent and maintain a strong bench**

- Recruit, develop, and retain top performers while fostering readiness for future leadership roles.

## **#2. Build a culture of training and development**

- Champion robust training systems and ensure consistent leadership development across the region.

## **#3. Hold all departments accountable at the strategic and organizational level**

- Hold all departments responsible for achieving goals, meeting standards, and maintaining alignment with company values.

## **#4. Ensure a safe & 5 star customer & employee experience**

- Promote operational excellence to deliver consistent safety and service quality across all locations.

## **#5. Achieve budgeted revenue and E.B.I.T.D.A. goals**

- Guide teams to surpass financial targets and optimize operational efficiency.