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# The Ultimate Guide to Selecting the Perfect Property for Your Car Wash Business

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Maxx Builders is a Texas-based, award-winning commercial construction company dedicated to providing exceptional construction services to their clients. With over two decades of experience, Maxx Builders has built a reputation for excellence in the construction industry through their commitment to quality, safety, and innovation.

Led by a team of highly skilled professionals, Maxx Builders has successfully completed numerous commercial projects across Texas, including office buildings, healthcare facilities, retail spaces, warehouses, and more. Their team takes pride in working closely with clients to understand their unique needs and deliver projects that exceed their expectations.

Maxx Builders is committed to using the latest technology and construction techniques to ensure that their projects are completed on time, within budget, and to the highest standards of quality. Their dedication to excellence has earned them numerous awards and recognition, including being named as one of the fastest-growing companies in Texas.

Whether you're looking to build a new commercial space or renovate an existing one, Maxx Builders has the expertise and experience to bring your vision to life.

# Introduction

When it comes to selecting a location for a new car wash, investors should look for the best possible potential site that they can obtain. A car wash is a location-driven service business. Your competition cannot wash cars online. There is no substitute for committing to an A+ property and building a multi-million-dollar facility. Here are some critical components in site selection for a car wash.



# Demographics

Many variables should be used to determine if a property is feasible and will perform at a high volume. At the top of your checklist, review the current demographics of a one-mile radius, a three-mile radius, and a five-mile radius of the property. In our opinion, this is the most important step.

You need rooftops (lots of them) which will create a steady stream of traffic in the community that will patronize and support your car wash. Also, average household income, median income, average age, amount of vehicles in the area, what percentage is under the poverty line and the breakdown of the population are all factors to consider when evaluating a potential site.

# Zoning

What is the current zoning? Is it presently commercial, or will re-zoning be required?

It is difficult, time-consuming, and expensive to get a property rezoned from residential to commercial. Usually, the city or county Will not consider rezoning a property for the use of a carwash.

## Property Size

The property size is extremely important. You want to determine the acreage and actual dimensions. The ideal size for a tunnel car wash is approximately one acre.

Additionally, a minimum of 225 feet will be required in one direction to allow for at least a 125400t conveyor. The best situation places the largest side of the property oriented along the road for maximum visibility to passing traffic.

# Visibility

Visibility and exposure are critical. If it's out of sight, it's out of mind. You may not want to build behind a service station or another type of business. For example, you do not see a McDonald's or a major gas station out of view. Ideally, locate the building out in front and build it parallel to the main street.

If dimensions require the tunnel to be built perpendicular to the street, try to get the building (entrance or exit) close to the street for visibility.

## Traffic Count

Traffic counts are something investors and developers may put a lot of emphasis on. Even though we would rather have higher traffic counts than lower traffic counts, this variable is not nearly as vital as demographics. Keep in mind traffic is coming and going — usually heading to work or returning home — and many drivers do not want to get off of the highway to get their cars washed.

We have seen car washes with extremely high traffic counts not performing the required volume because they did not have the population. On the other hand, we have also witnessed lower traffic counts with a sufficient population performing high-volume counts.

Sometimes, real estate brokers and parties selling their products/services will put importance only on high traffic counts and do not have the experience or know-how to advise if a property should really be considered.



## Traffic Speed

Traffic speed is important. For instance, if the traffic is going 50 miles per hour or more, drivers are usually going too fast to view the facility or to even want to turn in. It is also difficult for vehicles to exit the property into fast-moving traffic. Try to shoot for speed limits less than 45 MPH.

## **THE COMMUNITY - TRAFFIC PATTERNS**

Adjacent surroundings and communities are also noteworthy considerations. You should drive around and observe the businesses, shopping centers, strip malls, office buildings, and residential areas.

Bear in mind if the property is in an industrial area, you may only be privileged to the existing traffic on weekdays. On weekends, when you project your highest volume, streets could be bare and empty of any vehicles.

When driving around the residential areas, you want to view the housing, apartments versus homes, and the types of vehicles parked on the streets. Is the neighborhood deteriorating? Are vehicles so dirty you cannot clearly see their color? Will the neighborhood be willing and able to patronize a car wash regardless of price?

## **TRADE BARRIERS**

Within a 3 mile radius, there may be traffic patterns or "trade barriers" that divide a proposed location and the competition, even though the locations are geographically close to each other. Typical trade barriers may be divided highways, one way roads, rivers, neighborhoods, traffic patterns that favor one shopping center over another.

## **ENTRANCE AND EXIT POINTS**

The ingress/egress, which is the entrance/ exit for the property, has to contribute to producing high volume. Is there a center median where vehicles have to go to the next intersection and make a U-turn? This will reduce the amount of customers Who Will consider patronizing your business.

Is the property on a service road where the vehicle has to leave the main street to enter a service road and then repeat the process of getting back on the main street? All Of this should be taken into consideration in analyzing the ingress/egress. You want it to be as easy as possible to get on and off your site.

## **NEARBY RETAIL AREA**

Business breeds business. If you are near Other retail businesses, then there are additional draws to the area. Try to find an area that has fast food and retail shopping. For example, a successful strategy has been to harness the destination draw from Big Box retail stores and locate a car wash on one of their out-lots.

## NEARBY COMPETITION

Competing car washes in a three mile radius must be seriously considered as a threat or deterrent to your proposed site. Visit all of the local washes that are not service stations or self-serve washes in your 3 mile radius and assess them as a competitor.

If your plan is to build an express exterior wash, can existing full-serves have the possibility of converting to an express or flex-serve? Are there already express locations Within the marketing area?

Remember, whatever the population is in a three-mile radius, divide that into how many tunnel washes, including your potential site, that are in the area. For instance, if the population is 30,000 and you will be the third tunnel wash in the area, that reduces the population to approximately 10,000 for each location.

## **SPACE FOR DIVERSIFICATION**

Is there space for diversified or additional services or sales? A drive-thru fast food restaurant or a quick coffee shop could be compatible with an express exterior model.

## **COST OF PROPERTY OR LEASE**

The cost of property or proposed ground rental on a lease agreement certainly has to be taken into consideration regarding your total investment cost or the monthly expense of your operation.



## REPORTS AND REVIEWS

You certainly want to check with the city or county planning department to determine the required entitlements, permits, setbacks, landscaping requirements, etc. You also want to review a preliminary title report to determine recorded underground easements, existing property liens or encumbrances.

You or your architect do not want to be surprised to discover underground easements where you are planning your improvements. Typically, it is difficult to get utility companies to agree to rerouting existing easements. It is also extremely expensive to do so even with their permission. utility and sewer locations have to be determined because bringing these lines into the proposed site could be expensive.

Your Architect will need a site survey and a topographical survey in order to review your site. Legal boundaries and grades need be reviewed — are the grades too high or too low? If you have to remove or bring in dirt, it adds to the cost Of your development.

## **OFF-SITE IMPROVEMENTS**

The same is true for off-site improvements. If there are no sidewalks, curbs, gutters, or area lighting, this cost could easily run into the hundreds of thousands of extra dollars.

## **UTILITY AND SEWER**

Understanding the location Of incoming utilities is a must. They could determine your specific site layout as well as add unexpected costs to the project. Water and sewer tap fees can have a wide range, from \$10,000 to upwards of \$150,000 or more.

## **LOCAL SIGN ORDINANCES**

Are you planning on having a programmable L.E.D. sign at the street? You better check the local ordinance with city council, because many municipalities do not allow L.E.D. street signs. What size sign are you allowed to have? How high can it be? All are questions you will need to ask and understand moving forward.

## **ENVIRONMENTAL TESTING AND FEASIBILITY**

Your proposed site needs to be tested. It needs to be investigated and tested to ensure that there is no environmental contamination, such as buried fuel oil tanks, or gasoline leaks. If it is contaminated, find out how much will it cost to clean up and remediate the site. Also, a geological report will analyze the soil on the property so the architect and engineer can properly design the building's foundation and determine drainage requirements. Hire local engineering firms who specializing in environmental testing to obtain this information. You need to uncover these potential hidden cost.



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Are you ready to build your dream car wash business? Let our construction company help you bring it to life. With years of experience in building car washes, we provide high-quality construction services that meet your unique needs and specifications. 🏗️💡 From site selection to final construction, we'll guide you every step of the way. Don't settle for less, choose the best. Contact us today and let's build your car wash business together! #CarWashBusiness #ConstructionCompany #SiteSelection #HighQualityConstruction #EntrepreneurLife #SmallBusinessTips #BusinessOwners"



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