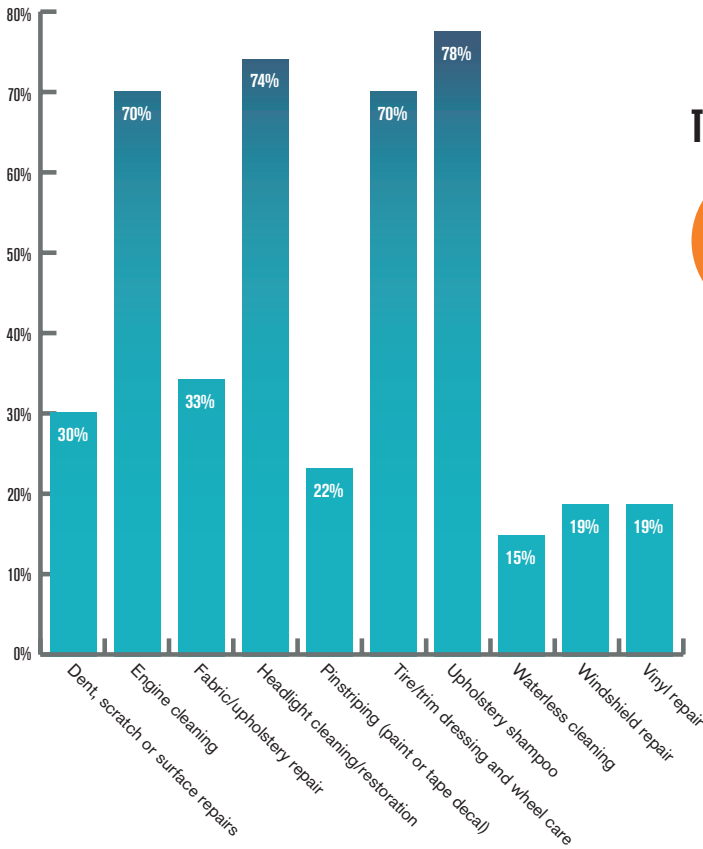


PROFESSIONAL CARWASHING & DETAILING'S

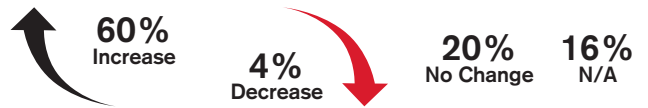
DETAILING SURVEY

ANCILLARY SERVICES

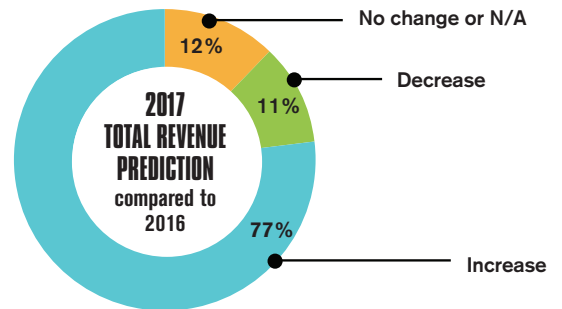
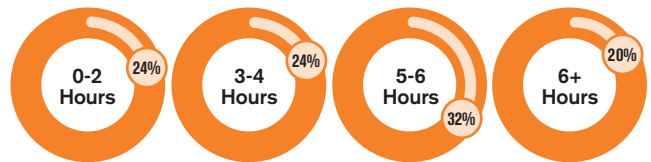
*multiple responses allowed



2016 REVENUE VS. 2015



TIME TO COMPLETE BEST-SELLING PACKAGE



ADVERTISING METHODS

*multiple responses allowed

Direct mail	14%	Networking events	23%
Facebook	64%	Print coupons	23%
Google ads	14%	Print media	32%
Groupon	14%	Radio	9%
Instagram	14%	Referral programs	18%
LinkedIn	9%	Yellow Pages	14%

FAST FACTS

82% of detailers own/operate one business, and 48% have two to four detailing bays.

26% of detailers are mobile detailers.

42% of detailers have best-selling packages priced from \$126-\$200, while 35% have them priced over \$200.

\$14 is the average hourly wage for detailing employees.

77% of detailers have three or fewer competitors within a five-mile radius.

The 2017 survey is made possible by the detailers who took the time to answer the online survey in June 2017. Above is a sampling of the survey.