



Week Prior	Wednesday (T-5)	Thursday (T-4)	Friday (T-3)	Saturday (T-2)
Pre-Startup Checklist Turned in to Tommy's for Controller and POS (Point of Sale) companies. Confirm their flights.	Flush water lines thoroughly before final connections to pods or pump stations. Any sand or debris will cause serious issues with your solenoids.	Last Chance for any parts needed to be shipped out in time for startup.	Detergents should be pumped over into their totes today and dilution tips inserted.	Adjust all brushes for final run, stops, weight, angles. <b>Bump Hydraulics on and test conveyor and brushes.</b>

## Tommy Wash Startup Protocol (Service outlined are for purchase services and may not be included in all packages)

Sunday (T-1) <input type="checkbox"/>	Monday (D Day) <input type="checkbox"/>	Tuesday <input type="checkbox"/>	Wednesday <input type="checkbox"/>	Thursday <input type="checkbox"/>	Friday <input type="checkbox"/>	Saturday <input type="checkbox"/>
Confirm all wiring completed including POS and entrance module. near ready to wash cars. <b>Run Equipment and Conveyor for 20 minutes.</b>	POS rep arrives & Wash Controller Rep Arrive (If startup services purchased) <b>Focus day on final kinks. Goal: Wash a Car</b>	POS & Controller Rep onsite. Wash test Cars, work on timing. <b>Setup remote controller access and user logins.</b>	POS & Controller Rep onsite. Fine tune wash process today. <b>Should be putting out Clean Shiny and Dry test cars. Installers should be clear to leave today.</b>	POS rep onsite. Focus on training on POS system features. <b>Goal: 150 cars total through by now. Wash your friends cars today and maybe some customers.</b>	POS rep onsite. Last day! Come with questions and get your last bit of POS training. <b>Start washing customers cars today slowly.</b>	Congratulations! Turn on the open sign! Soft opening day, <b>take it slow.</b>
Sunday <input type="checkbox"/>	Monday <input type="checkbox"/>	Tuesday <input type="checkbox"/>	Wednesday <input type="checkbox"/>	Thursday <input type="checkbox"/>	Friday <input type="checkbox"/>	Saturday <input type="checkbox"/>
If you haven't ordered our startup coaching program consider this service to assist with opening "excitement" A trained manager will come to your site for 5 days to assist and coach your team.	Tommy Startup Coach Day 1. Prepare for Free Wash mailings.	Tommy Startup Coach Day 2. Spend time in the Blower room. Get an eye for Clean Shiny Dry cars.	Tommy Startup Coach Day 3. <b>Tip: Do not offer a free wash promotion onsite.</b> You will overwhelm the facility and potentially give customers a bad first experience. cont..	Tommy Startup Coach Day 4. Instead you want to mail free washes to give everyone a chance to try it out. This way they can steadily be redeemed.	Tommy Startup Coach Day 5. You may be feeling today like your customers are clueless. <b>Customers will make tons of mistakes the first few months until they learn your facility.</b> It will get better.	You're in the driver's seat!
Sunday <input type="checkbox"/>	Monday <input type="checkbox"/>	Tuesday <input type="checkbox"/>	Wednesday <input type="checkbox"/>	Thursday <input type="checkbox"/>	Friday <input type="checkbox"/>	Saturday <input type="checkbox"/>
Have your chemical supplier make a return visit or review pictures of the finished product if you have any questions. Get chemical cost per car estimate.	Learn how to adjust and manage your timing in the controller. See if any tweaks may be needed to optimize and save cost.	Work on facebook & twitter. Tommy's also offers a social marketing and directory setup service to ensure your "listed" online. (Maps, Yahoo local, etc.)		Now that your getting comfortable and have dialed in equipment and chemistry go ahead and start marketing.	Mail out Free washes. Send the top wash voucher to a 10 mile radius. We suggest 20,000 free washes to start. Shoot for redemption rate of about 5-10%	Remember the busier your wash, the lower your cost per car. Go Big during this critical startup stage. Set a short expiration window on redemption.
Sunday <input type="checkbox"/>	Monday <input type="checkbox"/>	Tuesday <input type="checkbox"/>	Wednesday <input type="checkbox"/>	Thursday <input type="checkbox"/>	Friday <input type="checkbox"/>	Saturday <input type="checkbox"/>
Grease all bearings 3-5 times per week minimum. Do not overgrease. One to two pumps.	If you haven't already, read Tommy's lit pack 5 startup and operations manual.		Did you know, Tommy's has a free 3 day maintenance and operations training class in Michigan. Send your leadership team, it will pay dividends.	Check your brushes for adjustment, as the cloth breaks in you may need to tweak some of the speeds and weight of the brushes.		A Car Wash is a dirty place and requires constant cleaning. Don't let it slide! It's easier to keep up with it daily than it is to make a large project out of it.
Sunday <input type="checkbox"/>	Monday <input type="checkbox"/>	Tuesday <input type="checkbox"/>	Wednesday <input type="checkbox"/>	Thursday <input type="checkbox"/>	Friday <input type="checkbox"/>	Saturday <input type="checkbox"/>
Billboards...Radio...Mailers...and Grass Roots. <b>Give out free wash vouchers everywhere you go. Family, friends, tips at restaurants, etc.</b>		Review your daily checklist procedures and ensure you have implemented a program. Daily bay cleaning and maintenance procedure. Greasing, power washing floors, and cleaning windows.			Depending on your results from the first mailing, feel free to send another batch of free washes to another nearby zip code. Another 20K should not be out of the question.	

The startup services discussed here are paid startup services and may depend on your equipment order and the product lines used for your wash as well as the inclusion of these optional services.

We hope this schedule can assist with smoothing the startup process and ensure your success. Print this guide and use to proactively plan your startup.

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