





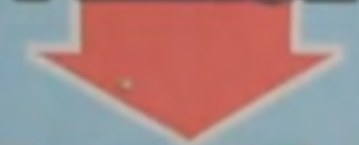
# The Culture of CARE

John Roush, Express Wash Concepts

CULTURE (kəlCHər), v- Cultivate and grow



PLEASE



CAR IN  
NEUTRAL

N

HANDS OFF  
THE WHEEL

TAKE

FEET OFF  
THE PEDAL



INDUSTRY





1. CUSTOMERS

# C.A.R.E.

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**C**onscern

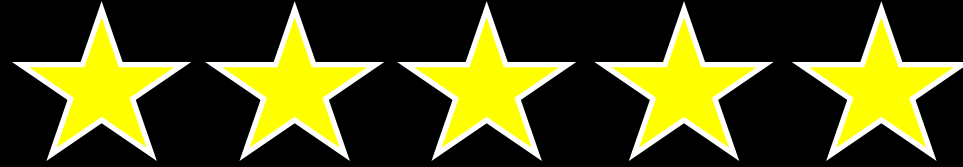
**A**pprologize

**R**eentældyte

**E**ducapte

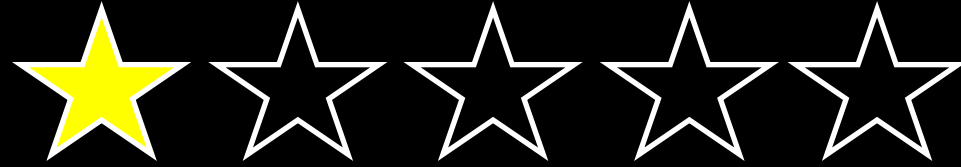






“I feel like a kid again every time I go through.  
How is it they’re still so fun?”

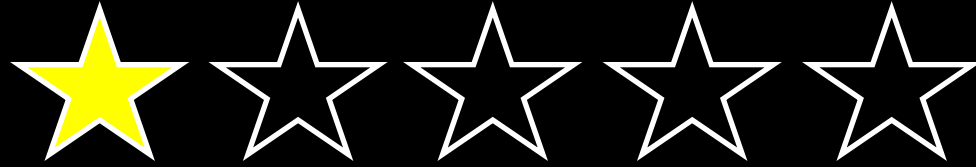
-Google review



“Absolute garbage! Dryers are just awful. Tire shine wasn’t all that good. Vacuum hoses are bad. I want to cancel my membership.”

-Customer survey





“Your GHETTO patrons as well as staff are the reason why you’ll never get my business. I’ll make sure my family and friends NEVER spend a single penny with you.”

-Yelp review



SECRET SHOPPER



CUSTOMERS:

CARE to love and cherish  
them forever and ever!



## 2. OUR PEOPLE











**REVIEW US TODAY!**  
FOR A CHANCE TO  
**WIN A \$100 GIFT CARD**

ma



**FIND GREAT PEOPLE**





IFC





OUR PEOPLE



PEOPLE:

CARE for the soul of our  
business



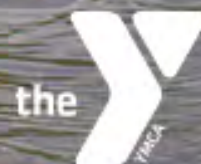




# THANK YOU

MooMoo Express Car Wash for building a better us.

2019 For A Better Us Campaign



Dear Heather,

I want to let you know how happy you have made my grandson, Alex. You made it possible for him to enjoy a week of adventure at Camp Wilson. Immediately after a week at Camp Wilson, he is showing more leadership. He is now taking the lead in conversation and action. He is naturally stepping up to do things without me having to ask. You have provided and excellent service to Alex. Your staff and counselor were excellent. I thank you, and Alex wants to definitely be a counselor in training. Thank you for making it possible.



# POWER OF COMMUNITY





COMMUNITY:

CARE to make a difference





4. BRAND

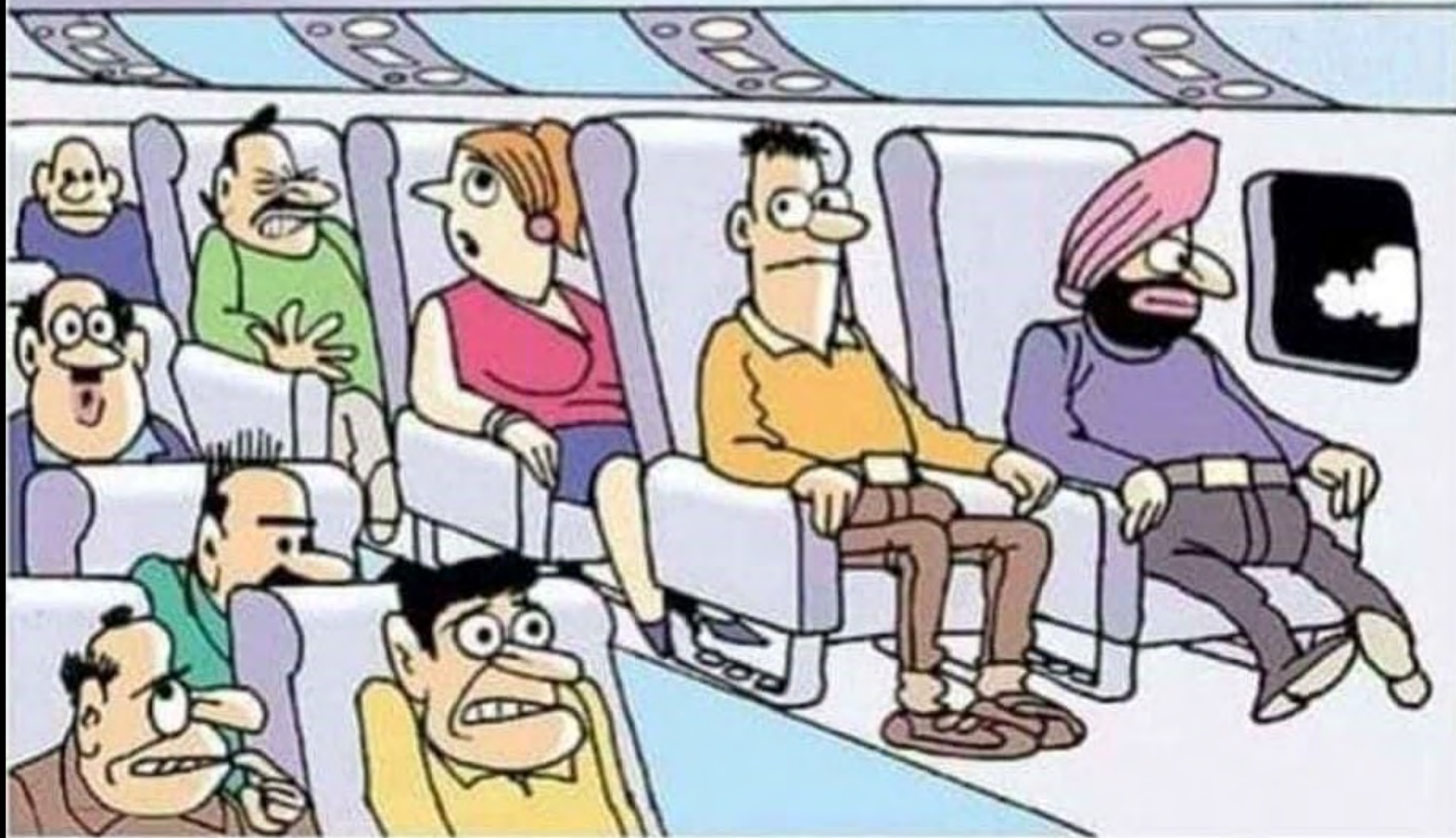




DISNEY PERFECT



This is your pilot speaking.  
I'm working from home today



**BRAND:**

CARE about sweating the details to  
create a perfect experience





5. INDUSTRY





INDUSTRY:

CARE to innovate, mentor,  
and give back

# CARE FOR EVERYONE:

Customers

People

Community

Brand

Industry



JOHN ROUSH

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