**PERSUASIVE SPEECH**

**FOR**

**AG GOLDSMITH**

Hello everyone. I want to thank you for allowing me a few minutes to discuss what I really believe is an opportunity.... for everyone involved, to be in the loop... to get an idea of what it would be like to participate...to be included in, and to step up to, being a part of, we can say, a modern movement.... one that allows your company tremendous trajectory, unprecedented word of mouth, and access to a vast network of potential clients far greater than previously thought possible. I have developed the means to connect to an ever expanding and important environment and it’s time for our industry to get on board.

Mark Cuban has said, “Make your product easier to buy than the competition or you will find customers buying from **them**, not you.” It’s also been said, by experts in the field, that to participate in the tech phenomenon... to include your company, product, service, to have the vast exposure afforded by being a part of an app with the potential to reach an audience far more vast than one might believe, “allows you to harness the power to speak across time, place, and perceived demographics.... and that has the potential to make you extraordinary.”

The Car Wash and Auto Detailing industry has experienced steady growth over the past five years to 2018, as the economy continued to grow and related businesses benefited. Considerable downward trends in oil prices during most of that five-year period have also contributed to finding more consumers driving as lower gas prices translated to a greater amount of car use. As a result, those drivers were more likely to purchase discretionary services such as car washes and auto detailing. Over the five years to 2018, revenue was expected to increase at an annualized rate of 3.6% to $11.4 billion. Continued economic growth will continue to boost industry revenue.

In the same timeframe, the number of industry related businesses has grown by 1.6% and the number of employees has grown by 2.8%. Americans drive more than 253 million cars. More than half get their cars washed professionally on a regular basis and this percentage is growing. In South Carolina, there were an estimated 3.6million registered automobiles in 2016. You know what that means? Cars are on the road. They’re in use. They get dirty... inside and out... and they need to be cleaned. And if we imagine that if even **HALF** of this number get their cars washed professionally, it reveals that there is a **tremendous** market with **huge** potential to be tapped.... and it’s a market that, though seemingly in your own backyard, still needs encouragement, exposure, and connection to your business and its products and services.

A woman named Beth Comstock reminds us, “You can’t **sell** anything if you can’t **tell** anything.” In this day and age.... the age of technology.... “the age of the app,” we saw the trends and we addressed the issues facing our industry, our society, our community, and the way people connect, and we strongly believe that the time has come for the car wash and auto detailing industry to get on board, join the movement, and be a part... to “ride the wave,” to tell the story so that it has the ability to reach an ever expanding audience of potential clients. It’s no secret that mobile apps are a growth enterprise. It has been documented that the average smartphone user actively accesses almost **TWENTY SEVEN** apps each day. Word of mouth recommendations play a big part in this, and it’s estimated that on the iOS platform and the Android platforms, there are a combined total of **OVER** 4 million apps that have already been developed and are currently in use. Some of the reasons experts advise to be a part of the mobile app movement? You create a direct marketing channel, you’re visible to customers at all times... there’s limitless access to your products and services, you build brand recognition and valuable exposure, and you present an opportunity to increase customer loyalty.

You can see that I’ve done the research, I’ve studied the data, and I know the current climate and outlook when it comes to Charleston’s car wash community and its participation in this growing opportunity. Though there are a few car wash apps around the country, they seem not to have a very strong presence in South Carolina as a whole. The few available apps in our market are offering mostly cash rewards and easy payment systems, while there are so many other features which would benefit consumers. These apps in the South Carolina market appear to be “first generation.” We want to show you that being a part of our system will provide even greater opportunities. We already know that 79% of people 18-44 have their smartphones with them 22 hours a day.  A study found that 44% of consumers would like brands to deliver deals and coupons to their mobile devices. Car wash businesses... like **YOURS** need to be interacting with **YOUR** customers on their cell phones.

People are constantly on the go these days. Expectations are high and time is limited. People expect fast service from the businesses and services with whom they interact, no matter if it’s the grocery store, dry cleaners, the bank, fast food restaurants or... yes... the **carwash**. As a result, carwash services have had to shift to meet that demand. What once was a lengthy full-serve carwash experience is now a five-minute or less express wash. Simply put, quick turnaround, prompt service, and perks are what drives customer engagement.

Click a Wash has been developed for **ALL OF US**. In this modern digital age, it’s all about connection, convenience, and commerce. Evolving times and trends demand updated responses and we believe that our app affords almost limitless potential while addressing and minimizing future risk. It’s essential to find the channels through which to speak to your clients and we believe that Click a Wash provides that connection. Henry Ford said, “If everyone is moving forward **together**, then success takes care of itself.” Let’s continue the dialogue and discover just how your company can “ride” this connected, clean car wave. Thank you!