



CASE STUDY: ROBERT GREENE / CAR WASH EXPRESS



“ONLY DENCAR COULD MAKE IT HAPPEN.”

Georgia car wash pioneer had a vision; Dencar had the solution

Robert Greene, the owner of Georgia's Car Wash Express chain, has been in the business since 1998. Known for keen market instincts and staying ahead of trends, he was an early adopter of the membership model, which he brought to his locations nearly 20 years ago. These days, Greene turns to Dencar Technology to help execute his vision for the future.

“I wanted to fully integrate my self-serve bays, my vacuums, and other non-wash services into my memberships,” said Greene. “Only Dencar could make that happen.”

Site Level Memberships

Dencar calls them Site Level Memberships. Using a digital network built on three main parts: (Site Controller, Activation Modules, and Virtual Pay Stations), Dencar seamlessly incorporates any service(s) on a wash property the owner wants to include in a monthly membership.

“It’s a value-add and it differentiates my washes from any other competitors in the market,” said Greene. “My customers can’t find this anywhere else. They have 24-hour access to touch-free or friction washes, self-serve bays, vacuums, and self-serve wash bays. They can ride through tunnel locations on other properties.”



(For more information on Dencar Technology's Site Level Memberships, visit dencartechnology.com/site-level-membership

500 members in less than a year

One of Greene's locations switched to Site Level Memberships in January 2025. In less than a year's time, he had amassed 500 members representing more than 790 vehicles at that location. "All of them were sold completely unattended," said Greene. "Our only advertising was signage on the property, the presence of Virtual Pay Stations on ancillary services, and the automatic upsell of the Dencar S2 Pay Station."

S2 21-inch touchscreen

Greene appreciates the versatility of the S2, with its 21-inch touchscreen. "From that pay station, my customers are able to choose a single wash or monthly pass, whether they want a touch-free or soft-touch wash, and which of our three wash levels they want. Let's see an old three-button pay station do that!"

Plus, with Site Level Memberships, customers are also able to purchase monthly memberships from any Virtual Pay Station attached to an ancillary service. Greene notes that Dencar's tech team even wrote custom software to enable his S2 Pay Station to communicate with his Apex wash system.

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Fraud as a sales tool?

Greene is a big proponent of Dencar's VIA Guard system, which uses license plate reader (LPR) technology to patrol for fraud. Each instance of potential fraud is flagged, and owners can choose to send an automated message to the offending member offering the option to pay for a single wash, excuse the "accident" or add the extra vehicle to an upgraded family plan. "It's a brilliant upsell method," said Greene. "We all know family memberships are super-sticky relationships. VIA Guard actually takes an instance of potential fraud and turns it into a business opportunity."

Unattended and still growing

"The biggest advantage for us with Dencar is that they've given us technology that has reduced our dependency on a human salesperson," said Greene. "It's not that I don't want to employ people; the labor pool simply isn't there. So, by investing in Dencar's technology solutions, I can run unmanned and still sell memberships, grow my business, and keep customers satisfied."

By the end of 2025, Greene expected to have all nine Car Wash Express locations migrated to Dencar Technology. ■



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