

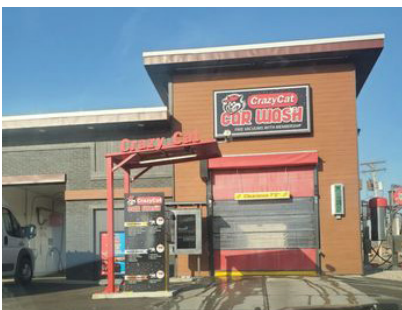


“IT WORKS FLAWLESSLY”

Four-wash Ohio chain CrazyCat uses Dencar to grow membership base.

Steve Chrismer, owner of the CrazyCat Car Wash chain in Southwest Ohio, believes in Dencar Technology. Soon he will have all four of his locations completely converted to the brand.

Why is Dencar so important? “If you’re going to enter the membership game, there’s nothing else out there like Dencar.” said Chrismer. “It means an additional \$200,000 per year in membership revenue. It works flawlessly.”



Easy, unattended sales

He stresses the ease with which Dencar pay stations can make the unattended sale. “Customers pull up to the pay station and are prompted to enter their phone number if they want to join. Then they simply swipe their credit card as normal. They’ll get a text link while they’re in the wash bay to finish setting up the account. It renews every month on the credit card.”

Chrismer appreciates the flexibility of selling memberships, including on his chain’s website, all without needing someone on-site proactively selling.

“Customers love it,” said Chrismer. “Everything can be done in the app, too. There is no sticker they need to have. And I don’t need anyone on site, which is our business philosophy. Keep overhead down, topline up, and focus on net profit. Dencar helps make it happen for us.”

That’s one of the reasons he’s gone all-in with Dencar. “It’s a great pay station with great tech support made by a well-run company with responsive people.”

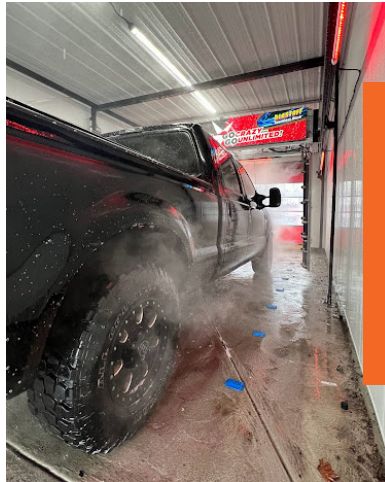


Effectively curbs fraud

He also cites Dencar’s exclusive VIA Guard anti-fraud system, which catches attempted fraudsters by using license plate reader (LPR) technology. If someone tries to use a membership code for a vehicle not connected with the account, VIA Guard flags it. Operators can send a message via text or email giving them the option to pay for a single wash, add the car to a family plan, or ask for one-time forgiveness. Because there’s already a credit card tied to the account, payment is assured.



“Some people will try to pull a fast one,” said Chrismer. “VIA Guard catches them every single time – and the LPR cameras are easy to install.”



“ Moving to monthly plans is the best thing I ever did.”

- Steve Chrismer, owner of CrazyCat Car Wash chain

Built for future growth

Chrismer expects his relationship with Dencar will pay dividends even if he one day sells the business. “A car wash with a built-in membership base and recurring monthly revenue will command a price two to three times that of a similar location with no members,” said Chrismer. “It just continues to add value.”

“If any wash owner is thinking about starting a membership program, all they need to do is talk to any Dencar customer. They’ll tell you to just do it. You won’t regret it.” ■

Scan this QR code to watch the full interview with Steve Chrismer.



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