

northeast carwasher



**NRCC Features Syndicated Weatherman
Joe Bastardi – nrccshow.com**

**Building Brand Loyalty
On a Shoestring**

TV Commercials You Can Afford

**Preparing Your Landscape
For Winter**

**Plow It Yourself vs.
Contract Plowing**

**Enviro Auto Wash Takes
“Green” To The Roof**

*Issue's
Shining
Star!*

**Are You Powered
By Positivity?**

**Venus & Mars
Talk Regrets**

**Tire Shiners and
Snow Blinders**

**Don't Get Stuck
In The Mud**

Shore Clean Car Wash Has Much to Be Thankful For

By Alan M. Petrillo

Shore Clean Car Wash of Mamora, NJ, recently celebrated an expansion with the addition of a Valvoline lube and oil service to its Shore Clean Express Auto Detail Center.

But that wasn't the only celebration. A big part of the happiness in Mamora was the fact that owner Chuck Baker had recuperated from a series of illnesses that left physicians predicting he only had a three percent chance to live.

Nearly two years ago, Baker contracted swine flu, but

didn't know it because he was taking medication for a loss of hearing, which left his immune system low and disguised the swine flu symptoms. After Baker contracted pneumonia on top of the swine flu, he collapsed and was taken to a local emergency room. He immediately was transferred to a hospital in Philadelphia, where he went into septic shock.

Spending two weeks in a coma and three weeks in the hospital, Baker fought through the three percent odds and made a comeback after he was administered an experimental medicine that turned his health around.



A colorful facade keeps things light and fun at the wash.



This attractive wash packs a big punch with its multiple profit centers.



Shore Clean features an unlimited wash option for \$39.95.



Regina Baker, co-owner, and Philadelphia City Councilman Frank Rizzo, Jr. are all smiles.



"It really was a miracle that I made it," Baker said. "But I was a long time coming back – it took about 190 days. And it was difficult to get back to work because I sometimes have trouble breathing from scar tissue on my lungs."

But the celebration of opening the new lube and oil service was a major event for Baker.

Shore Clean Car Wash is a 60-foot exterior tunnel that Baker built 16 years ago. Two years after that, he built a two-bay detail center behind the wash that performs both full and express detailing.

The two-bay lube and oil center with a customer waiting area was built recently after Baker demolished three self-service wash bays that had been on the property.

"We were the first in this township with an automatic carwash, the first with a detail center and the first express oil change," Baker pointed out.

Baker promotes the businesses as a one-stop shop where customers can get all their automotive needs fulfilled at one time.

"We do a lot of different marketing – coupons, billboards, Yellow Pages and television commercials, but we've found that while they all contribute to work together, word of mouth is best," Baker noted.

Baker said he gives a free carwash, vacuum and topping off of fluids for every oil change a customer purchases. Coupons range from five percent off an oil change, to \$5 off an oil change and a free carwash on Sundays, and 10 percent off a detailing if the customer is getting an oil change.

"People are keeping vehicles longer and taking care of them," he said, "which is one of the reasons why we opened the lube and oil change facility."

Shore Clean Car Wash and Shore Clean Express work with an array of area charities, giving out discounts, free carwashes and free oil changes to churches, parent teacher associations, health organizations, schools and children's sports groups.

"Customer service is very important to me," Baker pointed out. "We're in a town of about 12,000 people, so I rely on providing personal service to our customers. We run a very clean and presentable facility and try to get on a first name basis with all our customers. We want to give them a great job at a great price with great service so they won't want to go anywhere else." ■

Alan M. Petrillo is a Tucson, AZ, freelance writer and contributing editor of Northeast Carwasher. He also is the author of the historical mystery, Full Moon, and several books on historical military firearms.

BLOWOUT SPECIAL!!!

Package Includes:

2 LED SIGNS.....\$160
Detail Shop, Car Wash, Oil Change or Open

2 LED MESSAGE BOARDS.....\$160
1 Tabletop & 1 Large Hanging

2 15' SWOOPER FLAG KITS.....\$140
Your Choice!

REGULAR PRICE.....\$460

BLOWOUT PRICE

\$299.00 Plus Shipping

15' SWOOPER SIGN KITS
\$69.99



SUPER BRIGHT LED SIGNS



Rectangle 27"x13" \$79.99 ea.



Oval 21"x13" \$79.99 ea.

SUPER BRIGHT LED MESSAGE BOARD

Customize Daily!!
\$79.99



PLACE YOUR ORDER TODAY!!! INCREASE PROFITS!!!



PHONE: 516.987.4635

FAX: 516.944.5150