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AUTOMATED LAUNDRY SYSTEMS



INVESTING IN  
LAUNDROMATS



# Investing in Laundromats



## Why Invest in the Laundromat Business?

### A Basic Introduction to Laundromats

Automated Laundry Systems has been helping investors be successful in the Laundromat business for over two decades. Based in Burbank, California, Automated Laundry Systems is the premier builder of Laundromats in Southern California. The following information is a summary of what we have learned and believe you need to know before making that all important decision to invest in this dynamic and rewarding business.

We hope you find this information educational and structured in a manner that allows you to make an informed decision. In the end we want you to be certain that investing in the Laundromat business is the right decision for you.

## Business Trends

In the ever changing world of business there are still opportunities to create a secure source of income for you and your family. One of the most profitable, with returns ranking near the top in comparison to other independent businesses, is the Laundromat or Coin Store business. With a low down payment and the support of industry financing, Laundromat owners have been able to provide themselves with a high rate of return cash income stream.

Automated Laundry Systems has experience in the construction and marketing of successful Laundromats. As distributors for a complete line of commercial grade equipment including washers, dryers, bill changers and high efficiency water heaters, Automated Laundry Systems can turn your most demanding needs into a successful business. Automated Laundry Systems provides operating support with its full line parts department and staff of highly trained service technicians. Automated Laundry Systems is the clear choice for those that want to own and operate their own Laundromat business.

# Laundromat Basics

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## I. Why Invest in a Laundromat

Unlike many other business opportunities a Laundromat addresses one of the basic necessities of living in today's society – clean clothes. Clean clothes are not a luxury that people can do without. Everyone needs to have them and all individuals and families do laundry every week. As a Laundromat owner the question isn't whether customers exist but how to ensure they become your customers. To secure those customers you have to provide a better place to do laundry than your competition. At Automated Laundry Systems we know how to deliver better Laundromats. Our knowledge and experience ensures you are able to successfully compete in your market area.

## II. Laundromat Success Factors

### Laundromat Location and Demographics

Laundromat success starts with location. At Automated Laundry Systems we only look at locations that have the right profile for success. Working class areas with multiple family homes within close proximity to the location ensures that a large potential Laundromat customer base exists. Areas with a large number of apartment rental units also provide a solid customer base for your Laundromat. Most multiple family homes and apartments are equipped with top load washers only capable of handling small loads of clothes. The result is multiple loads of laundry to do and no ability to wash larger items such as blankets and comforters. Add easy access from the street in both directions and ample parking and you have the basics for a successful location. Whether you are looking to purchase a new built Laundromat or refurbish an existing one, location is key to success.



## Laundromat Equipment

Depending on the demographics of the location Automated Laundry Systems will design a store that has the proper mix of fully commercial washers and dryers. Washers in sizes 20, 30, 40, 60, 80 and 100lbs capacity are installed to address the washing needs of

even the most demanding customer. With this range of capacity, customers can wash all of their clothes properly and efficiently, achieving superior results than had they washed elsewhere. High capacity commercial grade dryers are supplied to match the capacity requirements of the washers allowing your customer to complete the task of getting their laundry done easily and cost effectively.



## Commercial Grade Laundry Equipment

All of the washers and dryers supplied by Automated Laundry Systems are fully commercial grade and represent the state of art regarding water and energy efficiency. By employing only front load washers a Laundromat owner can reduce the impact of water and energy costs on their Laundromat revenue. Lower utility bills result in high earnings and higher Laundromat value. Fully commercial washers and dryers are built to last. Properly designed and installed the washers and dryers deliver superior results with reduced service demands further enhancing the Laundromat owner's profitability. As an authorized distributor Automated Laundry Systems ensures that your Laundromat equipment is installed and serviced to the highest standards further enhancing your profitability and success.

### III. Laundromat Ownership Advantages

So the question you may be asking yourself is “Why a Laundromat over another business opportunity”?

#### Laundromat ROI

As discussed earlier the ROI on a successful Laundromat are typically trending at the 25-35% range. With low down payments and equipment manufacturer financing available the Laundromat can deliver ongoing cash flow at rates seldom seen in other sole owner businesses.

#### Recession Resistant

As previously stated, clean clothes are a necessity. In times of recession individuals lack the financial ability to purchase expensive laundry equipment for themselves. They chose instead to “rent” equipment to wash their clothes and they do that by doing their laundry at your Laundromat. While no business is 100% recession proof the Laundromat business is a business that is least impacted by downturns in the economy.

#### All Cash Business

The business model for a Laundromat is very simple. You provide the facility and your customers provide the labor involved in doing their laundry. There are no receivables as the customers pay to use the machines at the time they wash their clothes.

#### Low Labor Costs

With your customers responsible to provide the labor required to load and unload their own clothes from the equipment, most Laundromats can be operated with only a few dedicated attendants. The attendant’s role is to assist your customers to bring their clothes into the Laundromat, help them select the proper machines for their needs and most importantly keep your facility clean. Low labor costs further enhance the net profitability of the business.



## Flexible Hours

All successful businesses are a result of the owner's dedication. With Laundromat ownership the owner has the opportunity to be flexible in the amount of time they spend working at their location. For some owners the initial period of ownership is the equivalent of a second job, overseeing the



Laundromat only on evenings and weekends. With the dedication of Laundromat attendants the Laundromat essentially operates independently with limited direct involvement by the owner.

## Stable Customers

Customer habits dictate that happy customers will be loyal customers. Automated Laundry Systems will ensure that all the factors required for you to be successful in the Laundromat business are in place. Further, we will help you market your Laundromat at opening and provide expertise on proper operation giving you the tools and knowledge to be a successful Laundromat operator.





## IV. Laundromat Ongoing Support

### Laundry Equipment Service Schools

Each month Automated Laundry Systems holds a Service School at our Burbank location. All Laundromat owners and their staff are encouraged to attend. At each school you will learn the proper methods to maintain or repair your laundry equipment. Our goal is to provide you the knowledge and skills to be successful. **To Learn More about our Service School, [click here](#).**

### Laundry Parts

Automated Laundry Systems carries a full inventory of all the parts required to repair your laundry equipment. Open Monday to Friday for pick up at our Burbank location or order on-line from our website at [www.Automated-Laundry.com](http://www.Automated-Laundry.com). Our parts fulfillment e-commerce site, **Laundry Parts Direct**, makes searching for and ordering your parts easy and convenient: [www.laundrypartsdirect.com](http://www.laundrypartsdirect.com)

### Laundry Service

Need assistance to repair your Laundromat equipment? Automated Laundry Systems will dispatch an experienced technician to your site to service any of your laundry equipment. We have the tools, parts, training and experience to repair your equipment right the first time.

# Open for Business



## V. Additional Resources

Want to know more about this exciting business opportunity?

For more information about how to invest in the Laundromat business you are invited to attend one of our Investor Seminars. **To learn more about our next Investor Seminar, [click here](#).**

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