

Insider Info



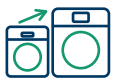
Vended Laundry Solutions
with Tod Sorensen

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Seven Tips for Drawing Renters into Your Laundry

Not all multi-housing laundries are dingy and ill-equipped. Many of today's apartment laundries offer modern machines in up to 40-pound capacities, free WIFI, large screen TVs and convenient payment systems, in addition to arcade games, sofas, folding tables and snack machines. Smart landlords are investing in quality apartment laundries to keep their tenants on site. But as a public laundry owner, you CAN and SHOULD fight for their business. In this article, I offer seven ways to best draw renters out of their apartment laundries and into yours!



Tip #1: Bigger Machines. More Machines. At a vended laundry, customers can bring large, bulky loads and get them done sooner using multiple machines or one or two large machines. That's why 90- and 130-pound capacity washers and complementing large-capacity dryers are a must. Most apartment laundries have single- and double-load machines and can't compete with the machine size or quantity of a vended laundry. Plus, on weekends, apartment laundries are usually packed and there are never enough machines available. So, bring apartment dwellers in the door with larger and more plentiful machines.



Tip #2: High-Speed Washers A vended laundry with high-speed washers gets customers in and out sooner! The high-extract speeds (300-450 G-force) remove more moisture from laundry loads — reducing dry times by up to 60 percent. This allows customers to complete laundry in 60 minutes or less. Everyone wants to save time. High-speed machines will help distinguish your laundry from other vended laundries as well as apartment laundries.



Tip #3: Ozone Disinfection Ozone is a huge differentiator because you just don't see it offered in apartment laundries. Ozone is a gas that is injected into the wash cycle. It effectively sanitizes laundry. If you have washers that are compatible with ozone, like Continental washers, it's simple to add into your mix of offerings. You'll stand out from your competition and draw customers away from their apartment laundries. Ozone will also bring homeowners in the door.



Tip #4 Payment Systems Vended laundries can bring in more apartment tenants by using a payment system that creates loyalty and allows people to pay using a credit card, debit card, cash and payment apps. Once in the door, offer customers an additional \$5 for every \$20 put on their loyalty card. Use their contact information for follow-up emails and offers. Payment systems help get renters in the door and coming back.



Tip #5 Advertising You'll never get apartment residents to visit your laundry without advertising your services and why you stand apart. Bring them in the door with exterior signage that markets a faster wash, larger machines, disinfection and \$25 for \$20 promo offer. If you offer wash/dry/fold, advertise that also. Invest in a website and get active on social media. Get the word out and entice customers in the door. If they come in once, most will come back repeatedly.



Tip #6 Wash/Dry/Fold Some apartment residents won't ever use your laundry for self-service purposes. But they might use it for full-service wash/dry/fold. Consider running a special on wash/dry/fold services, including processing comforters and bags of laundry. Include coupons in packaged wash/dry/fold for patrons to offer to other friends and family.



Tip #7 Safe, Bright, Clean and Attended When it's dark outside apartment residents should not have to worry about leaving their apartment to come to your laundry. A security system and bright lights are critical. Having attendants on hand at all times during open hours also lends to safety and convenience. Unlike an apartment laundry, customers have someone to turn to if something goes wrong with their laundry.

Tod Sorensen is a regional business manager at Girbau North America and vice president of Continental Girbau West, a full-service distributorship serving the Southern California vended, on-premise and industrial laundry markets. He holds more than 20 years of experience in vended laundry development and market analysis. Please contact him with any questions at tsorensen@gnalaundry.com or call 866-950-2449.
