



Why Invest in a Central Multi-Housing Laundry?

If you own or are planning to buy or build a multi-housing property (apartment complex, senior living residential property or university/college dormitory), you'd be wise to seriously consider the addition of a central laundry, even when each living space has its own washer/dryer. When done right, a community on-site laundry does more than boost revenue.



1) Create an Additional Revenue Stream

A central multi-housing laundry creates an added revenue stream and is much less expensive than adding individual in-unit laundries. Property owners can glean revenue from washer/dryer use, as well as laundry soap and vending machine purchases. The good news is that Girbau North America distributors can make this even easier through creative options for buying or leasing equipment. Typically, a leasing option means the distributor/route operator owns and maintains the equipment, while sharing any profit with the property owner. Contact your local distributor/route operator to find out more about their purchase/lease options.

2) Draw & Help Retain Tenants/Residents

An on-site laundry is an added amenity that attracts potential renters and helps increase occupancy rates. Rather than going off property, residents can conveniently do laundry on-site. This tends to improve resident satisfaction and retention. Even when there are in-unit washers and dryers, a central laundry is more convenient for handling larger loads.

3) Improve Property Value

A property with a modern central laundry can increase its resale value and rental rates.

4) Enhance a Sense of Community

Many recently constructed apartment complexes are making their central laundries a focal point — a place where residents can hang out together, do laundry, play a game of pool, watch a football game or surf the web. The laundries are big, feature modern, highly efficient equipment, offer multiple amenities, and are outfitted with comfortable lounge furniture.

5) Save Money

It's cost-effective to create a shared, central laundry than to include a washer/dryer in every apartment or unit. In-apartment machines must be purchased, maintained and repaired, which equates to a lot of money over time, whereas if you lease your **central laundry's machines**, repairs are handled by a skilled laundry solutions distributor at no additional cost to you.

Ed Ziegler, Girbau North America sales manager-Eastern U.S. and Canada, has worked in nearly every aspect of the laundry industry during his 41-year career, including service, sales and distribution. He draws on his valuable experience to offer unmatched expertise and advice to distributors and customers on topics ranging from sales and service support to providing laundry solution recommendations to fit their unique needs. Contact him at eziegler@gnalaundry.com or call 800-256-1073.



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