

The logo features the words "Clean Pro" in a large, blue, cursive script font with a 3D effect. Above the text are two stylized, flowing lines, one white and one blue, that sweep across the top. Below "Clean Pro" is the word "Automotive Detailing" in a bold, white, sans-serif font.

# Clean Pro

## Automotive Detailing

CleanPro

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# Company Description

## **3.1 Mission:**

Everyday we go to work knowing we will do two things: Deliver quality service and achieve our goals. We take pride in offering you the best service experience from any detail company you worked with throughout the years. We take care of your cars appearance so you can focus on what's important. Our mission statement is quality doesn't cost, it pays.

## **3.2 Principal Members:**

Jason Calhoun- Owner

Gina Calhoun- Financial/Marketing

## **3.3 Legal Structure:**

CleanPro Automotive Detailing, LLC in Hernando Beach, Florida

## **3.4 Business Operations:**

While detail companies are not unique in itself, our company is with one of a kind service, experience detail management and staff which provides one-on-one attention to our vendors and customers. The owners are just as hands on as the detailers we employ. We have over 20 years experience in the automotive detailing field with certifications and awards to back up the work we deliver. Our owners are the ones that train every last associate to make sure the work gets delivered perfect every time. CleanPro offers everything from basic car details to full service. We provide automotive knowledge to our vendors so they know exactly what they are getting.

Companies tend to lose themselves and their companies structure the more they grow. We take pride in keeping our companies beliefs strong, no matter how big our company grows.

# Business Needs

## **4.1 Your Company**

CleanPro Automotive Detailing has been detailing cars in the high volume atmosphere of dealerships within the Tampa Bay Area for over 15 years. We have everything you need to give your customers the professional product and service every time. We strive on CSI for the dealerships so that you have nothing to worry about on our end. These are all items that we know you worry about.

## **4.2 Solution**

Our amazing customers and businesses will tell you we aim to please when it comes to service, pricing and all around quality jobs. We truly are focused on your success. With proven methods and proper up to date training, we have an automotive detail company geared towards a cost effective business plan. We allow you not to worry about the detail area. You don't have to worry about the customers over car washes or detailing issues. You will not have to worry about added expenses such as liability, insurance and workman's comp for your detail staff because we have that all covered with our 5 star rated liability and garage keeper insurance.

## **4.3 Objectives**

CleanPro Automotive Detailing manages your detail department so you don't have to. We supply everything. We have amazing trained experienced detailers, owners that will be available anytime for questions, professional grade products, unlimited services, goal oriented employees and so much more.

# CleanPro Automotive Detailing Benefits

## 5.1 Services Offered

- Cradle to grave services (which means only one time charge on the car, no more charges till the car sells)
- Full Details
- New and Used Car Delivery
- PDI
- Service Washes
- Trade in Details
- Body Shop Car Cleaning
- Line Washing
- Front Line Ready Detailing
- Headlight Restorations
- And Much More

## 5.2 Products:

We use quality automotive care products, with sealants that last up to 90 days on a car to keep the vehicles looking like they just were cleaned, through the harsh Florida weather. All products and machines are top of the line professional grade automotive detailing items which we purchase through our vendors. We only use the best products on the market and we make sure of it. CleanPro keeps up to date on all the new products and to make sure you get nothing but the best for your vehicles. This way we can produce outstanding results.

## 5.3 Line Washing:

CleanPro Automotive Detailing offers state of the art customer service and products with our Line Washing. We have partnered with Sundial to offer a Spot Free Wash every time using their RO Water System. We also have a custom detailing set up in our fleets using Ameritech in Tampa, Florida, which specialize in automotive detailing equipment.

## 5.4 Your Business is our priority

We want to be your first and only choice for all your automotive detail needs. We will assist you every step of the way so that this is one less thing you have to worry about. We will assist you make sure your customers and business thrive in the automotive industry. We know you can not do that with vehicles that don't look like they just came off the show room floor.

# CleanPro Automotive Detailing Benefits

## **5.5 Save money/promise value**

CleanPro Automotive Detailing has your best interest at heart. As we stated we know the dealership is your livelihood. That is why we are 100% focused on making you a priority. We focus on the quality and products we produce with certified automotive detailers and staff. We promise to save you money through our contract pricing. These promises are something that we do not take lightly.

## **5.6 Marketing**

CleanPro Automotive Detailing is one of the only detail companies to have someone in house on their staff for marketing. Our marketing team experience has Masters in Internet Marketing, Social Media, and Brand Awareness to drive business. We make sure that our dealerships get to take advantage of this service as well. If you give approval we will have our marketing team promote and advertise your dealership throughout our social media sites and web pages. That is a great way to get your company free exposure in different target markets you normally wouldn't reach.

## **5.7 Quality Repairs**

CleanPro Automotive Detailing focuses on having every employee certified through the company with the products and services we offer. We want you to know that your vehicles and business are in good hands.

## **5.8 Additional Services**

- Management receives free washes at least once a week
- Employees receive discounted rates.

# Implementation Program

Owner and Operator, Jason Calhoun oversees all aspects of his business. Whether he is managing the shop, training employees, or doing follow up check-ins with your dealership, he is unlike any other automotive detail company owner. Jason started in this industry when he was 16 years old. He worked his way up becoming a regional manager of multiple dealerships in the Tampa Bay Area such as but not limited to, Ford, Lincoln, Mercedes, Audi, Bentley and McLaren. He did not just manage but he trained every associate, opened new dealerships, and worked on cars with the rest of his crew every day. Jason has assembled a team of professionals who understand the direction the company is going and they are on board with his plan.

## 6.1 Schedule/Timing

Through experience and training, we are able to approximate the time necessary to complete all vehicle details with great accuracy.

## 6.2 References

Mike Lee

General Manager- Mercedes of Wesley Chapel

813.417.3279

Mike Tarantino

Automotive dealership owner/GM

352.585.6800

Desiree Brusati

Owner- Morris County Collision

727.868.3974

Robert Cullen

Owner- Blue Star Automotive Reconditioning

727.207.2932

Don Fortier

General Manager- Village Cadillac Toyota

352.279.1995

# Cost

We propose reduce rates for the first 12 to 36 months of partnership depending on our agreement. After this time, we can renegotiate depending on the market conditions and fluctuations in pricing for the local area. Terms to be discussed. You are allowed to terminate the contract at anytime during the agreement with a 30 day written notice.

By signing this agreement, you agree to adhere to this pricing for one, two or three year, promise to work out any difference without changing the agreement and show us the same respect we will serve you with because you are now part of the CleanPro Automotive Detail family.

\_\_\_\_\_  
**Owner/Representative**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**CleanPro Automotive Detailing**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Print**

\_\_\_\_\_  
**Print**



# Insurance Information

Appendix A

# Conclusions

CleanPro Automotive Detailing is here to restore our customers faith in the industry with quality work. We facilitate and expedite the detailing process while preserving pride, integrity, and craftsmanship for our customers and dealerships.

Our mission is to be your one and only automotive detail company in the Tampa Bay Area. We strive to consistently be the best every step of the way with the work we produce and the products we use. Our company is here to take the stress off your hands and give you one less thing to worry about because we know you have more important things to focus your time on.

We take the upmost pride knowing our concept of responsive, courteous customer service is alive and well. Our team of dedicated professionals share the same goals of ensuring that each of our customers enjoy an exceptional experience.

CleanPro Automotive Detailing is family owned and operated. We take great pride in what we do. We don't just say that, it actually means something to us. So the question is, don't you want to be a part of our family because we know we want to be a part of yours. The question isn't should we hire them? It is why haven't we yet?

Would you like a quote? Just answer one simple question:

**How many cars does your dealership sell a month new and used?** We can work your proposal now and have it back to you as quick as today.

Thank you from Everyone at CleanPro Automotive Detailing,

