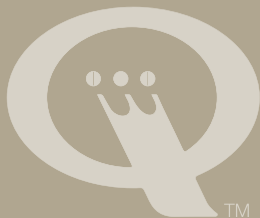




Speed Queen

221 Shepard Street
P.O. Box 990
Ripon, WI 54971-0990
(800) 345-5649
www.speedqueen.com



CASE STUDY: OUR **BEAUTIFUL** LAUNDERETTE

Deecheen Horton: I love the beach. My grandkids and I always look down to see who’s been here before us. I see dogs, seagulls, barefoot people.

This is Bok Choy. Can you say “hello”? No, you won’t talk at all now, will you?

This is my office. I’m a QuickBooks Pro Advisor. I needed to do an investment by the end of the year. We looked at a couple of different coin laundry franchises that were available, and this was the one that we chose. And it was just awful!

Brad Steinberg: And it was probably the most rundown, ugliest laundromat in all of Los Angeles in a very nice, high-end kind of neighborhood.

Deecheen Horton: And that’s our logo with the spirit gate, and there it is. I was delighted we were not building from scratch because an existing store has all of the pipes and the permits.

Brad Steinberg: There can be some significant benefits of rehabbing an existing commercial real estate location. You may be able to save 20, 30, 40 percent versus building a brand new store.

[00:01:00]

Deecheen Horton: The 30s and the 50s –

Brad Steinberg: She has a lot of great ideas about cosmetics and aesthetics and really creating a new kind of brand – a new feeling for a laundromat.

Deecheen Horton: What I wanted was a place where people wanted to go to do their laundry.

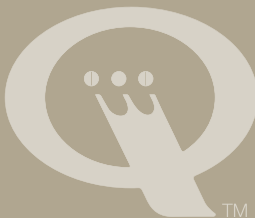
Male Customer: I was just letting her know that I love her laundromat, and I said, “It’s the equivalent of the Rolls Royce of laundromats.”

Brad Steinberg: The laundromat business can be a very profitable business for investors. We find a lot of people at different stages in their life who are working another business, but they want some additional cash flow. We bring our customers and introduce them to Dee and show them this laundromat, and it’s been a very successful marriage



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for everybody.

Deechen Horton: I want you to sell me two 60s –

We bought everything through PWS. Whenever you have a question, they're there with an answer. It's like a big family. I believe to be a successful store owner you can never tread water. You constantly need to know about new products, new ways of processing.

[00:02:01]

Female Customer: You can use your card so you don't need to have quarters all the time.

Deechen Horton: Speed Queen equipment you'd be hard pressed to find equipment that works any better.

Brad Steinberg: These Speed Queen Quantum machines can be whatever your customers want them to be. They can be extraordinarily efficient, and they can generate more income for you by providing exactly what your customer wants.

Deechen Horton: And with the system I have, I can track that on a daily basis from any location. I think it's a wonderful means of producing residual income, and it still keeps growing. And then you wonder, "Well, how big can this get?"

[End of Audio]

Speed Queen®