



## Why Should You Use Car Wash Tokens?

There are several reasons to switch to tokens but the most important is tokens SAVE you money and time and also MAKE money for you!

- **Reduced Vandalism/Theft** - Tokens don't have a monetary value to thieves. They want hard cold cash that they can spend. Operators who have switched to tokens from quarters and added appropriate signage have noticed a decrease in vandalism and theft. There have also been reports of insurance premiums going down (or not increasing) due to fewer insurance claims.
- **Eliminate the "silent partner"** - Tokens help eliminate the "silent partner" in your business. In most small businesses, the owner is the only one handling the cash to prevent employee skimming. Using tokens allows you to delegate this chore, without worry, and frees up your valuable time.
- **Less time spent filling bill changers** - Many Self-Serve Bay Operators complain that their Bill Changers are constantly running out of Quarters, and that they are the "Branch Bank" for the neighborhood. Switching to tokens or a combination of tokens and quarters alleviates this problem.
- **Dollar for dollar, tokens weigh 60% LESS than quarters!** For example, \$100 worth of quarters weighs a little over 5 pounds, while the same value in tokens would weigh around 1.6 pounds. So emptying coin boxes can be much less labor intensive (and less painful) if done on a regular schedule.
- **Any Token that is purchased and not redeemed for goods or services is money in your pocket!** Most tokens are used over and over again, so the cost per use is almost nothing. Some of the tokens never make it into your machines, but instead go home in a pocket or purse. When a token walks away, the sale was made, but there is no vended product. You keep the profit! Every time you buy more tokens, it means you made money on every one you are replacing. Over a period of time, this is a very substantial amount of money. And it will continue to be there, every week.
- **Tokens aren't "real money" to customers** - Customers don't think of tokens as money. They already bought it, and it is useful only for the exchange of the vended product. There is no other way to spend it. It does not look like money, can't be spend as money, and it does not have any other use. The result is that it is much easier for your customer to spend, which leads to increased sales. .... AND to increased walk-away profits.
- **Pricing Flexibility** - Tokens make it much easier to control pricing than quarters or dollar coins. That's because common car wash mechs give one credit for one coin. Price changes have to be made in multiples of quarters or dollar coins.



Using a High Security Token System, the only thing that changes is the selling price of the token. Don't talk about the value of your tokens, talk about how many you get for \$5, \$10 or even \$20. Now you are selling tokens for \$0.29, \$0.33 or \$0.38. Increase price with a simple switch at your bill changer. No coin mech modifications at all.