



STARTING TO BE HOT

Summer 2024 Economic Update: Walk Carefully and Carry a Big Stick

Dear Valued Readers,

Well actually a big wallet is largely more helpful regarding the current economic situation in the United States and well yes perhaps a lot of the world.

As the summer starts to heat up across the US there are a few patterns emerging which give much needed hope in the current commercial retail business world.

With recession risks starting to fade, businesses have started to signal a more aggressive stance when it comes to investment plans and working their systems to provide alternate forms of income. Car washes have been even more aggressive in marketing their monthly pass system but commercial business in general is entrenching to face this new economic reality of higher rates. "According to the results from a first-quarter survey. From RSM nearly half, or 48%, of middle market senior executives polled said they had increased spending on capital expenditures, and 59% said they expect to do so over the next six months. global economy has encountered its share of trials over the last several years, from supply chain disruptions to fluctuations in market sentiment. However, it's crucial to recognize the remarkable resilience displayed by individuals, businesses, and economies at large. Despite these hurdles, there has been a collective commitment to finding creative solutions and adapting to the evolving landscape"

So it seems that several businesses are getting ready for their next surge of income after we get past this current economic mud pond. The economy overall continues to show resilience. In the third and fourth quarters last year, gross domestic product grew by 4.9% and 3.3%, respectively; inflation has hovered just above 2% on a six-month annualized pace, according to the January reading of the Fed's key inflation metric, the personal

Newsletter Summer 2024

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Benefits of Planning in Fall / Winter months

- *Extra time to work on design selection*
- *Have documents prepared in a quicker timeframe due to slower part of year*
- *Extra time to prepare and refine the design*
- *Extra time to prepare and refine documents and drawings*
- *Extra time to do color selection*
- *Faster document insertion through city*
- *Less busy local officials have time to answer questions*
- *Potential to lock in year end pricing on materials*
- *Less pressure due to extended timeframe to turn in documents*
- *In some cases initial city feedback is faster*
- *Starting early enables extra time if there is an issue*
- *Lock in current Building Code*
- *Officials typically more friendly during The Holidays*

consumption expenditures price index; and the unemployment rate in February stood at 3.9%.

That strength was due, in part, to rising productivity that helped create the conditions in which the economy could grow faster even at full employment while inflation growth eased at the same time. This productivity boom may even be providing the soft landing for the economy following the inflation and interest rate shocks that started in 2021.

Rising productivity is a classic economic win-win that benefits each participant. And, of course, rising productivity helps the Federal Reserve as it seeks to fulfill its dual mandate of achieving price stability and maximum sustainable employment. Collaborating to drive green initiatives that not only protect the environment but also stimulate economic growth. Investment in renewable energy, circular economies, and eco-friendly technologies is not only beneficial for our planet but also paves the way for long-term economic prosperity.

Global Collaboration and Trade

The interconnected nature of our world is a steadfast reminder of our shared destinies. As countries navigate economic shifts, the spirit of cooperation has led to collaborative trade agreements and partnerships. These efforts not only foster economic stability but also cultivate cultural exchange, ultimately enriching societies and fostering greater understanding.

Embracing Consumer Confidence

Consumer sentiment plays a pivotal role in shaping economic trajectories. Despite uncertainty, consumer confidence remains buoyant due to the innovative products, personalized experiences, and value-driven services that businesses continue to offer. This optimism serves as a driving force for increased consumption, thereby contributing to economic growth. Let's keep our fingers crossed!

Conclusion: Navigating Forward with Positivity

In conclusion,

We believe the policy tailwind that is releasing a significant quantity of capital into the economy is helping to promote this more efficient and highly productive economy. The Fall 2023 Economic Update urges us to perceive change as an opportunity for progress. Despite challenges, we have all witnessed these last few years we have also seen resilience, and innovation at work. As we head into the coming months, let's harness the lessons learned from these shifting tides to build a brighter, more inclusive, and sustainable economic future. Thanks to RSM for information in this issue.

New things At Modernwash

Check out our economic frame system called the i-2 or FLEX FRAME System which is perfect for certain models of our structures.

The FLEX FRAME is a galvanized structured steel member system that utilizes simple fastening techniques. This frame system will be a great benefit in several of the simple structure designs of our popular carwash buildings. The system is meant to be an unexposed frame system in contrast to our i-5 Frame System, so ceilings and interior wall coverings are needed. This system is competitive with any other style of basic construction and will be a definite benefit to utilize in your next carwash project. Check it out!



Now back to planning:

I am giving my regular speech at this time of year regarding planning. This time of year is a great time to get started on your plans for possible upcoming sites. The overall process of creating a new car wash facility takes longer than most folks think. The time to decide site layouts, building styles, submittals to the cities, HOA approvals etc. takes a while. Less time in some instances but more in others. So while most folks are thinking of waiting until the Spring to start planning, actually Fall and Winter are great to start working your plan. There are many benefits of starting now. Typically these are traditionally slower times for all the city officials (you may have to work around city staff time off) and you may move through some of the early basic paperwork quickly.

- *If you are using a system building such as Modernwash, you may find that at the end of the year is an excellent time to work on design decisions, material and color selections as well as preparing necessary drawings and renderings for your new project.*
- *In some cases you may be able to lock in pricing with year end deposits and / or take advantage of year end incentives.*
- *Starting early will enable you not to be as pressured when trying to have materials ready to be able to meet timed planning / zoning board reviews.*
- *Starting the process early may help you be able to build within less restrictive current building codes instead of new codes the city may adapt in the upcoming year. In most cases if you have filed the initial paperwork and required applications, then the city will lock your project into the current code even though you may not actually build until the next year.*

So it is important to start early and prepare for the journey. I am showing our list once again of benefits for planning in this time of year so that it might be a help to the that are starting the process, for those of you already knee deep in the new site process, we would like to remind you that ordering your building in the winter months and has the benefit of shorter fabrication timeframes. This could be useful in your overall strategy as well as planning for your most desired opening schedule.

The Future Is Now

Check out the car wash Podcast episode on Wash Talk featuring our Mentor and CEO Timothy Hogue as he talks with Rich Dipaolo, Tim discusses many car wash construction trends and the future aspects of the car wash industry. "The Future is Now" **Check the link on our Homepage.**

Also

Viewpoint with Dennis Quaid

Check out the Modernwash Team featured on the Television Show Viewpoint with Denis Quaid. Viewpoint showcases Modernwash and our innovative approach to the car wash industry and car wash construction. You will get to see various members of the team and hear firsthand comments on the designs and work we do.

Check the link on our Homepage.



Viewpoint with Dennis Quaid

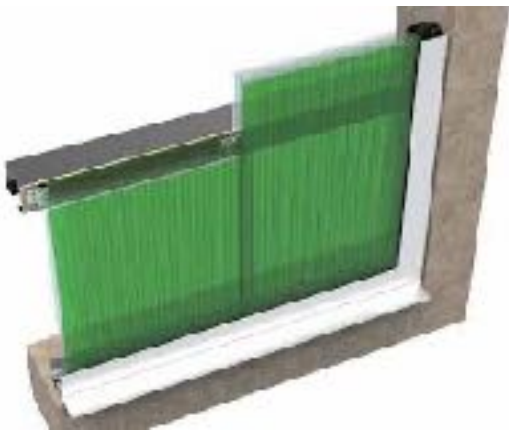


Polycarbonate Light Wall

A really interesting option that we offer is the **Multi Wall Polycarbonate Light Wall / Light Tower Option**. This option is great for a wall section of your building, a complete Sign Tower, or other area that you would like to highlight.

The Polycarbonate panels are translucent allowing light from inside the building or customize light modules placed behind or within the wall system to glow.

This option goes one step further in allowing you to Stand Out from your competition!



The **Multi Wall Polycarbonate Panels** secure within a structural framework. The translucent nature of the panel allows for a very interesting marketing and branding potential.



The **Multi Wall Polycarbonate Panels** come in many colors and offer multiple designs when mixing or using as an accent panel.

The panels do not require cleaning to the extent of glass and are an interesting choice in place of glass on the tunnel sidewall.



FLEX FRAME

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You may not know this but **Modernwash** designs and builds more than car washes.

We also manufacture: Automotive Structures , Dealerships, Offices, Medical Facilities, Athletic, Special Use.

Ask Us if you are interested in additional structures.

I-5 Systems Benefits Overview



I-5 System Benefits include: An overall design and marketing focus



I-5 System Benefits include: structural, engineering, MEP as well as Architectural design all in one

***Give us a call to see how
our Building Systems can
help you!***

Benefits of using the Modernwash

- Proven unique distinctive design that attracts attention
- Modern building system that has been thoroughly reviewed to decrease issues
- Can be erected quickly using less skilled labor
- Much faster than conventional construction
- System is made from HSS structural tubular steel meeting and exceeding all codes
- Super strong building system meets hurricane codes
- Requires no welding
- Architectural Design and Structural Engineering
- MEP, Slab and LGM engineering available as part of package
- Cool cladding systems meet any aesthetic or local theme
- Many claddings designed to attach mechanically
- Many branding opportunities
- Major accelerated tax benefits
- Majority of Building writes off in one year

Let us Help

It is never too soon to start putting your building plan together.

Where do you start?

We offer many helpful white papers on our website to get you started:

Site Design, Initial Design Documents, System Benefits etc. - Give us a call!

WRAP UP

Finally, Summer is a time to enjoy the beautiful weather, your friends and family and make long lasting good memories!

Use some of this time to do your planning for the upcoming months. Make a list with each objective that you wish to attain and list them by month, week ,etc. Use this list as a guide as it will change through the year, but keep the list handy as a written reference to achieve your goals!

If you have questions about our building systems and how to plug them into your total project then please give us a call! Its never to early to start!

HAPPY JULY FOURTH

We appreciate our many customers and wish for each of you a great summer as well as a profitable bottom line!

Keep planning!

Thank You from everyone at **MODERNWASH!**



TIMOTHY HOGUE is the Founder, President and Senior Designer of Modernwash Buildings and Solutions, Inc. Modernwash designs and creates multiple Pre-Fabricated structures for the Carwash as well as Retail Industry They utilize a modern HSS frame System that features a proprietary hidden fastening system.