

# HK Laundry News

March 28, 2016

Dear Karl,

HK offers a monthly, quick 5 minute Newsletters to inform our customers and prospective customers of [important industry topics](#), [up-coming events](#), [industry news](#) and [HK Special Promotions](#). We have also changed the format of our newsletters to a single column for easier reading on all devices.

## **"I need to do something, but I am over whelmed"**

**Last month, I told you to \$hi# of get off the pot.** Either fix up the store and run it properly or sell the business and move to Florida. Since no one call me up offering their Laundromat for sale, I can only assume that you are all planning to fix up your stores. Good for you. Actually this is an Excellent decision. We all know that the Laundromat business is a great business - but it has to be run like a real business.

**So you have decided to keep your Laundromat for another couple of years.** How do you make it better? This actually is a simple question that is more complicated than you would expect. If we had an unlimited budget to purchase all brand new washers & dryers and could hire carpenters, painters, electricians to fix up our Laundromat, then fixing the Laundromat would be really easy. Unfortunately most of us have economic and time constraints that limit the amount resources that we can put into to our stores. (Simple version - we don't have the time or money.) This is where it gets a little complex. Every year I ask my Laundromat Manager for a "wish-list" for each Laundromat. What's a wish-list? Remember before Christmas your parents would ask you what you wanted for Christmas. This was the Christmas "wish-list". What you need to do is create the "wish-list" for each of your Laundromats.

**How do I create a "wish-list"?** Walk into your store and believe that you just hit the Lotto and now you have \$200,000 to spend in your Laundromat, what would you do? Where would you spend the money? This is always a fun exercise because it gets you out of operating in the "mud" and tries to get you to look at the bigger picture or what I like to call the view from 30,000 feet. You want to look at the store from a brand new perspective. You want to see what your customers see day in and day out. So your "wish-list" is a list of what you would like to change (or improve) in your Laundromat.

**I usually require a very large piece of paper but usually after a page** or 2 I am normally drained as to what else I would want change. So this list has everything from the leaky faucet to re-painting the store to new washers & new dryers. It's a "wish-list" so make it as big as possible. Now on the left hand column of the paper write down the approximate cost of what the repair or change would cost. For example maybe you want new stack dryers. You can always call me up for a quote or you can guess, maybe 9 stack dryers will cost fully installed \$60,000-\$70,000. This is

just a guess but a relatively good guess. It certainly is not \$1000 and it certainly is not \$100,000 so \$70k is a reasonable "guess-timation". No do this with every item on your wish-list. (see my example)

## A Laundromat's "wish-list" of repairs & improvements.

### Laundromat Wish-List

<u>cost</u>	<u>Task</u>
\$ 30.00	replace 2 broken light diffusers
\$ 125.00	replace the T-8 light bulbs with "Daylight" colored bulbs
\$ 500.00	correct sag in hung ceiling
\$ 750.00	replace 6 cracked tiles
\$ 2,000.00	replace formica custom folding table
\$ 2,000.00	Replace 4 folding tables with colorful fiberglass folding tables
\$ 2,500.00	Paint entire laundromat
\$ 3,000.00	Replace Lense in Outside Sign
\$ 125,000.00	replace washers

**Now sort the "wish-list" from the least expensive repairs to the most expensive repairs.** This is easy if you enter the data into a spreadsheet, but a paper list works just as well. So look at the items that are on the top of the list....I bet you the top of the list involve cosmetic repairs to your Laundromat. Some of these items might include painting the walls, replacing light bulbs, replacing light diffusers, changing the lighting so that all the lights are one color bulb (cool white or daylight). This is your "wish-list" for your store.

**These top items represent the cheapest tasks that you can do to improve your Laundromat.**

This is the "to do list" (or in my case the "honey-do" list) for your Laundromat. Keep this list. Make copies of this list. Keep a copy in your wallet. Post a copy on the inside of your back room door so you see it every time you enter the back room. Next time you are at the hardware store or at home depot, open up your wallet and get your "wish-list" and purchase the items needed to complete the very first task. No other tasks, just the first task. For example, let's say the 1st item is painting the Laundromat. Purchase the paint, the drop clothes, the rollers and trays and bring them back to the Laundromat. (You more than ½ way there.)

**Then the next time you have an afternoon in the store, roll up your sleeves and paint the Laundromat.** Work on only this task. Do NOT go to the 2nd item on the list until you have accomplished or delegated someone else to do task #1. This way you will slowly work your way down the "to do list" for the Laundromat.



**And while you are working your way down your list something amazing is going to happen.**

Customers will notice your efforts and they may even comment on the improvements. They may even say something simple like "this looks great". Or "it's about time". Or "it's nice to see them putting money back into the store". Take all as comments as compliments (even if they don't always sound encouraging). You are making a difference and customers are noticing the difference. Your customers are noticing progress and they desperately want a "better" place to do their laundry.

**If you get a couple of nice comments in a row, you will start feeling better about your Laundromat and you will actually enjoy going to the store.** But please watch out because this behavior has a positive feed-back loop which can only mean more customers, more improvements, a smile on your face, happier customers, more profit, a store with less issues, a store that is easier to take care of, a store that you enjoy spending time in and talking to customers (rather than trying to get out without being confronted by someone who lost money). This is the goal of Laundromat ownership. This is your dream when you first purchased or built your store. Remember the feeling, again.

**Fun Stuff ...**



Save the Date ... April 13th - Wednesday ... Norwalk, CT

Register now for the 9<sup>TH</sup> ANNUAL HK LAUNDRY EQUIPMENT

## "TRADE SHOW & SALE ~ ONE DAY ONLY"

HK Laundry Equipment  
and Huebsch  
Partnering with  
Laundromat Owners  
to Help  
Build Your Store,  
Build Your Business,  
& Build Your Future!

**DAY:** Wednesday  
**DATE:** April 13, 2016  
**TIME:** 10:00 AM - 4:30 PM  
**PLACE:** Double Tree Hilton Hotel  
789 Connecticut Ave.  
Norwalk, CT 06854  
**RSVP:** Toll Free: **800-229-4572**  
Local: 914-273-5757  
donna@hklaundry.com



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Ask for details when registering with Donna Pats at HK: **800-229-4572**

## Spring Sales Extravaganza



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Kathryn Rowen, Huebsch  
Brian Wallace, CCA



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Pre-register today! **800-229-4572**

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**Best Regards,**

[Karl Hinrichs](#)  
[HK Laundry Equipment Inc.](#)

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