



**MCR SERVICES, INC.**  
MANAGEMENT • CONSTRUCTION • RENOVATION

638 East Fifth Avenue  
Columbus, OH 43201-2965



(614) 421-0860  
(614) 421-0865  
[www.mcrservices.com](http://www.mcrservices.com)

**BACKGROUND**

Goo-Goo Car Wash Systems is a successful convenience car wash specialist with franchises throughout the Southern US. GDT II, Ltd. was a new partnership formed between father and son businessmen to explore business and franchise opportunities in the Midwest.

Because of our established, professional relationship with the Owners, MCR Services was the only construction partner they consulted to help them analyze, troubleshoot and construct their first Goo-Goo Car Wash facility.



**TEAM**

- Shawn McAllister Architect, Inc.
- Lewis Engineering, Inc.
- PC Engineers, Inc.
- Bird + Bull, Inc.
- Robertson Building Systems
- Sonny's Enterprises, Inc.
- JRB Concrete & Masonry, Inc.
- Pro-Seal Caulking & Masonry Restoration
- Steeltree Construction, Inc.
- Dendco, Inc.
- McKee Door Sales of Columbus, Inc.
- Freeland Contracting Company
- Custom Air Conditioning & Heating Co.
- Sprint Electric, Inc.

**CHALLENGES**

**A New Facility for a New Client**

In 2005, Goo-Goo began exploring opportunities to enter the Central Ohio market. Goo-Goo was unsure about the feasibility of adapting its standard facility models to a northern climate and differing marketplace:

- ⊗ Change of Climate
- ⊗ Zoning & Regulations
- ⊗ Building Codes
- ⊗ Water Conservation & Filtration
- ⊗ Durability & Maintenance Issues
- ⊗ Growth Potential
- ⊗ Future Marketability

**FEATURES**

**Professional Executed On-Time and within Budget**

- ⊗ 5,864 square foot custom-engineered car wash facility
- ⊗ Galvanized metal building clad with brick and synthetic stucco to accommodate zoning requirements and the northern climate
- ⊗ Sophisticated equipment, including washing and water recycling, rust-inhibiting treatment and car cleaning / vacuum stations
- ⊗ All operations in facility can be monitored online with real-time streaming video
- ⊗ Project completed on time and on budget in October 2006
- ⊗ Goo-Goo pleased with counsel, craftsmanship and professionalism: "Best Goo-Goo in the entire chain," according to Goo-Goo executives

**RESULT**

**Results-Oriented Project Teamwork**

MCR Services worked closely with Goo-Goo Car Wash Systems and the Franchise Owner to create a strategic plan for facility construction within Central Ohio—and the new "Flagship Facility" for Goo-Goo.

- ⊗ Analysis of previous models
- ⊗ Design and equipment recommendations tailored to the Northern climate, codes and site requirements and cost structure
- ⊗ Frequent client communications
- ⊗ Team-oriented Project Management



**GOO-GOO EXPRESS WASH**  
— MORSE ROAD LOCATION —  
3265 MORSE ROAD  
COLUMBUS, OH 43231-6133

**PROJECT  
PROFILE**

**# 2005.088**