



MCR SERVICES, INC.
MANAGEMENT • CONSTRUCTION • RENOVATION

638 East Fifth Avenue
Columbus, OH 43201-2965



(614) 421-0860

(614) 421-0865

www.mcrservices.com

BACKGROUND

Goo-Goo Car Wash Systems is a successful convenience car wash specialist with franchises throughout the Southern US. Mountain Bluegrass Properties, the franchisee, is a business venture based in Tennessee.

In 2005, MCR Services adapted the Goo-Goo model to the Northern US and colder winter conditions. Since then, we have helped design & construct Goo-Goo service facilities throughout the Midwest.

Milestone: This is our first project in the state of Kentucky.



TEAM

Shawn McAllister Architect, Inc.
AGR Engineering, Inc.
Applied Engineering, Ltd.
Lewis Engineering, Inc.
Surveying Services, Inc.
Metropolis Construction, LLC
Robertson Building Systems
Integrity Erectors, LLC
Penny Fab
Mid-Valley Supply
Guardian Building Products, Inc.
Sonny's Enterprises, Inc.
Marvin Maser Plumbing, Inc.
KLM Mechanical Service, Inc.
Hill's Electric

CHALLENGES

Everyone Located in Different States

Because the project team was dispersed—with the Owner, Contractor and the Project each in different states—we had to communicate very well. In order to deliver spot-on services, good coordination must occur, no matter where the parties are located:

- ⊙ We performed the initial design work for the Northern US
- ⊙ The 1st Goo-Goo outside the South is "the best Goo-Goo anywhere" according to the founders
- ⊙ Mobilizing out-of-state resources

FEATURES

Some Advantages & Features of the Goo-Goo in Louisville, Kentucky

- ⊙ 3,190 square foot New Car Wash Facility
- ⊙ Galvanized metal building frame for rust resistance in the wet carwash environment
- ⊙ Split-faced concrete block exterior for maintenance-free upkeep
- ⊙ Sophisticated equipment, including washing, water-recycling and rust-inhibiting equipment
- ⊙ All operations in facility can be monitored online with real-time streaming video
- ⊙ Free car vacuum and cleaning stations with plenty of room

RESULT

Leadership Unifies Project Team

MCR Services spearheaded the efforts to adapt the Goo-Goo concept for application north of the Mason-Dixon line. By working with the Goo-Goo franchisors in Georgia and with prospective franchisees—like Mountain Bluegrass—our team has truly learned their business in addition to understanding how best to construct their facilities.

Our centralized project delivery allows the execution of planning and construction services to occur seamlessly—safely, on time and within budget.



GOO-GOO EXPRESS WASH
— LOUISVILLE, KY LOCATION —
7773 DIXIE HIGHWAY
LOUISVILLE, KY 40258-1411

**PROJECT
PROFILE**

2007.122