



**DEXTER**  
LAUNDRY

# DEXTER LAUNDRY INVESTMENT GUIDE

**LOOK INSIDE...  
YOUR BETTER LIFE IS WAITING.**



**DEXTER.COM**

# WHY INVEST IN LAUNDRY?

**LAUNDRY INVESTMENTS CAN OUTPACE THE TYPICAL INVESTMENT BY AS MUCH AS 6:1, WITH THE AVERAGE RATE OF RETURN BEING 20-35%.**

You don't need to be a Wall Street banker to understand how these investments work, below you will find some proven factors that lead laundries to be such a stable and lucrative investment.

## EVERYONE NEEDS TO DO LAUNDRY

No matter if the economy is booming or in a recession, everyone needs clean clothes. That basic need is what leads the coin laundry industry to be stable despite the ups and downs of the economy. Week after week, load after load, the demand remains constant.

## MINIMAL EMPLOYEE NEEDS

The best part of owning a laundry is not being dependent on employees. Most laundries can function all day, every day without the need for full time employees.

## CASH IS KING

Laundry is a cash business. Even though the cost for a load of laundry can vary widely depending on the capacity and features of the machine, the days of searching for quarters in the sofa are long gone. Most laundries are equipped with change machines or dollar coin slots to accommodate higher vend prices and with our integrated DexterPay system you can seamlessly accept mobile payment as well.

## NO INVENTORY, NO RECEIVABLES

With a laundry, you don't have to worry about managing inventory levels. The majority of the operating expenses are the up-front cost of the machine purchase (which is a capital depreciation), your lease, and the utilities. You don't need to predict the demand or manage multiple vendors, making a laundry a relatively simple business to manage.

## TOOLS TO SUCCEED

Dexter and our distributors provide the tools to make a laundry successful. From helping you plan your store, assisting with financing through Dexter Financial Services, and providing state-of-the-art management tools like DexterLive, we will be with you every step of the way.



"I enjoy the good life that I have because of the products from Dexter."

- Dioniso D'Aguiar, Superwash Limited



# WHERE TO BUILD A LAUNDRY?

## LOCATION, LOCATION, LOCATION

You've heard it before but we'll say it again, the right location can make a good investment even better. Our Dexter Authorized Distributors often work with investors and are always looking for the right locations to build new laundries. Our distributor network is also skilled at helping to rehabilitate existing laundries.

## SITE CRITERIA

- Freestanding or strip center with adequate parking close to the entrance.
- Desirable neighbors include supermarkets, family discount stores, dollar stores, restaurants, auto parts, check cashing, or similar services.
- A high renter population (30%+) in the lower to middle income range.
- Front glass exposure with signage visible from the street.
- Easily accessible building with plenty of parking, especially on weekends.
- A minimum 5 to 10-year lease with two five-year options.
- Access to public utilities including 4"-6" sewer line, 2" water line, natural gas or propane.

A laundry makes an excellent tenant. It is a stable business model, with a long-term lease commitment and a high-success rate. A laundry also brings in traffic for surrounding businesses as the customers often visit other services and retail establishments while waiting for their laundry.

"There's no component of our success that hasn't been influenced by Dexter in some way. It's been second to none. I love the Dexter product. It's reliable. It's durable. It's amazing."

- Dan Campbell, Wash Around the Clock





# THE DEXTER ADVANTAGE

**We want to enable you to live the life you want to, not the life you have to.**

Investing in laundry equipment is an investment in your future. Whether you're new to the industry or a seasoned owner we can help you achieve your dreams. As an employee-owned company our success depends on your success. Our team is passionate about the laundry industry and helping customers just like you build successful businesses.

## Our Company

Since 1894, Dexter Laundry has been helping people around the world process laundry faster and more efficiently. We design, build, and support all of our products from our advanced manufacturing facility located in Fairfield, IA, USA.

## Our Products

Every product is engineered, manufactured and tested thoroughly to ensure that it will show up for work, cycle after cycle, year after year, in even the harshest laundry environments. We believe that every Dexter-branded product should be made by us and we refuse to compromise on the quality of the materials used to build every machine.

## Our Distributors and Customers

Dexter products can be found in an assortment of laundry locations serving a wide variety of industries. Our products are currently sold and supported by Dexter Authorized Distributors in more than 40 countries around the world with more distributors being added every year.

## Our Promise

As an employee owned-company, we are committed to helping our customers achieve long-term success by providing them with laundry solutions they can depend on. With lifetime technical support and industry-leading warranties, you can be confident that we stand behind every machine you invest in.

**Visit [DEXTER.COM](https://DEXTER.COM) today to find your local Dexter Authorized Distributor.**

**DEXTER.COM** EMPLOYEE OWNED | MADE IN THE USA | SINCE 1894 **1.800.524.2954**

Part # 0995-135-001  
Rev - 06/01/2019