



EXCELLENCE
IN LAUNDRY

LIVING LINENS
— Modern Laundry —
OPEN 7 AM - 10 PM

Real Estate Trends Shaping the Future of Laundromats





Ken Wimberly, CCIM

Cofounder, Laundry Luv | Commercial Real Estate Advisor | Fort Worth, TX

- CCIM designation (Certified Commercial Investment Member) with 20+ years in commercial real estate brokerage, investment, and net lease advisory
- Cofounder of Laundry Luv, opened first location in 2019, now operating 3 locations across West Texas with a 4th opening this week
- Built and led the #1 KW Commercial real estate team in the KW Commercial national ecosystem
- Laundry Luv is now franchising, with the first North Texas franchisee live and active interest from operators in Arizona, Texas, and Florida

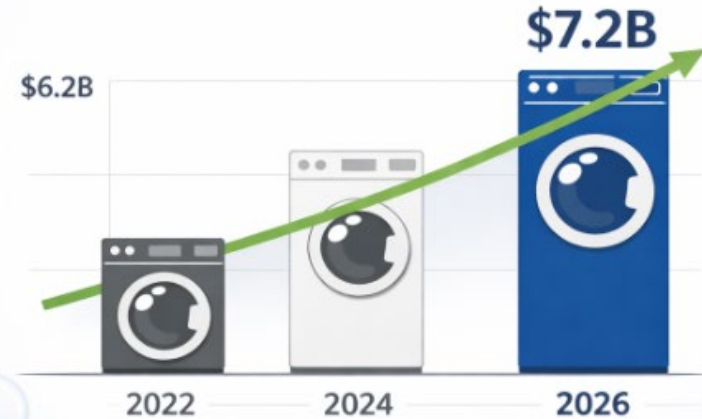




The Laundry Industry in 2026 – Quick Snapshot

Laundry Industry in 2026

\$7.2B Market Size



1.6% CAGR 
Compound Annual Growth Rate



Why Real Estate Matters More Than Ever

**2026
LAUNDROMAT**
Modern. Clean. In Demand.



-  **Bright, Clean & Inviting**
Customers Want to Be Here
-  **Tech-Enabled & Easy**
Pay, Start, Earn Rewards
-  **More Services. More Revenue.**
Self-Serve, Wash & Fold, Pick-Up & Delivery
-  **Built for Growth**
Strong Demand. Smarter Operations.

**OLD /
FALLING BEHIND**
Tired. Empty. Losing Customers.



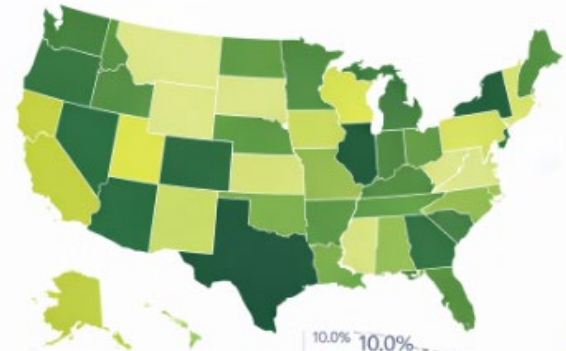
-  **Dim, Dirty & Uninviting**
Customers Walk Away
-  **Outdated & Inconvenient**
Cash Only. No Rewards. No App.
-  **Fewer Customers. Lower Revenue**
Falling Behind Competitors
-  **Risk of Being Left Behind**
Higher Repair Costs. Harder to Compete.



Retail Real Estate Reality Check

U.S. Retail Vacancy Strip / Neighborhood Centers

HISTORIC LOWS



- Less than 4%
- 4% to 5%
- 5% to 6%
- Great > 6%



Lowest Vacancies in Decades



The Renter Trap

Why your customer base is growing!





Shift from Mom -and- Pop to Professional Operators













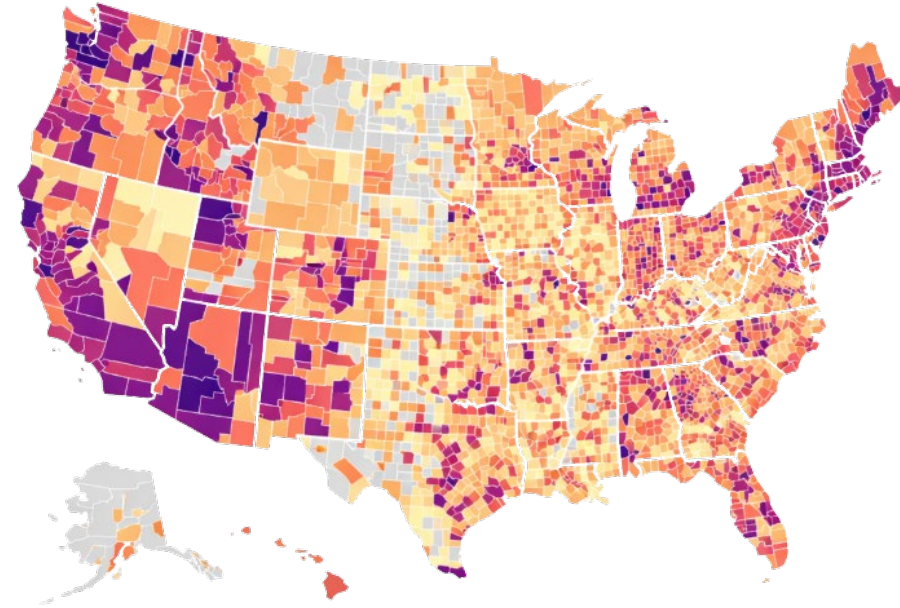


Location is a Strategy, Not a Search





The Gold Standard Location Formula









Real-World High - Performers

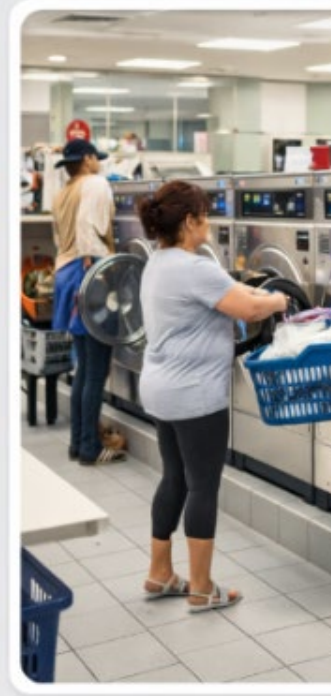
| | Store A | Store B | Store C | Store D |
|-------------------------|-------------|-----------|-----------|-------------|
| Annual Volume | \$1,224,000 | \$857,000 | \$878,000 | \$1,049,000 |
| Population (1mi) | 6,813 | 8,939 | 10,066 | 11,262 |
| HHI (1mi) | \$50,328 | \$69,155 | \$62,387 | \$47,264 |
| Traffic (VPD) | 31,659 | 23,899 | 14,545 | 11,730 |
| Co-Tenant | Walmart | Walmart | HEB | CSL Plasma |
| Rent / Rev | 8.90% | 11.32% | 8.14% | 8.14% |



Shared Attributes of Top 20% Stores

Shared Attributes of Top 20% Stores

-  Prime, visible locations
-  Busy and active
-  Excellent retail co-tenancy
-  Clean and well-maintained








Demographic Sweet Spots



Urban and Transient

-  50%+ renter occupied
-  Buildings pre-1990
-  College towns, military communities, dense corridors



Working Class Suburban

-  HHI \$47K to \$69K
-  Older rental stock
-  Large household sizes, limited in-unit laundry



Established Renter Communities

-  40%+ renter rate
-  1 to 3 mile trade area
-  Recurring weekly traffic patterns, necessity-driven demand

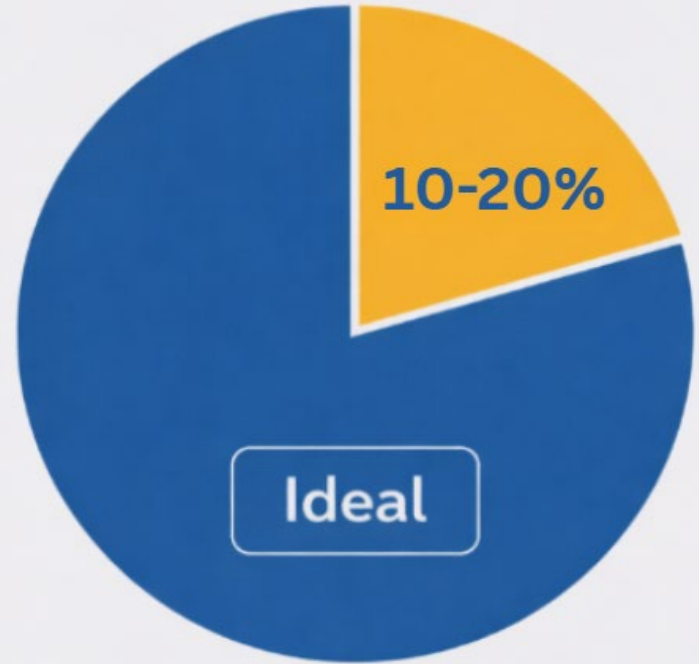


Quick Audience Check





Rent as a % of Revenue – The Golden Rule



Rent-to-Revenue



Running the Rent Math

Example 1: 2,800 sq ft store (CLA median)

- Base rent at \$18/SF: \$50,400/year
- NNN at \$3.00/SF: \$8,400/year
- Total occupancy: \$58,800/year (\$4,900/month)
- Revenue needed to stay at 20%: \$294,000/year
- Revenue needed to stay at 15%: \$392,000/year

Example 2: 4,000 sq ft store

- Base rent at \$18/SF: \$72,000/year
- NNN at \$3.00/SF: \$12,000/year
- Total occupancy: \$84,000/year (\$7,000/month)
- Revenue needed to stay at 20%: \$420,000/year
- Revenue needed to stay at 15%: \$560,000/year

| | |
|-----------------|-------|
| Mean: | 30.3% |
| Standard error: | 3.15% |
| Median: | 18% |

Note: A small number of respondents reported extremely high rent costs as a percentage of gross revenues resulting in a high mean (i.e. average) result. Means are influenced by extreme values, whereas medians are not. When evaluating results, it's recommended to look at the median value as being a more stable measure over time.

Data from CLA 2025 Survey Data



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COMMERCIAL LEASE AGREEMENT

I. THE PARTIES. This Commercial Lease Agreement made on the _____ between _____ of _____, hereinafter known as the "Lessor", and _____ of _____ shall be collectively known as the "Parties". Both Parties agree to the terms and conditions of this agreement.

II. DESCRIPTION OF LEASED PREMISES. The Lessor agrees to lease to the Lessee the property located at _____ the property are as follows:

Triple - Net Leases – The Standard (and the Traps)




Lease Negotiation Must - Haves


Lease Negotiation Must-Haves

 **Green-Checklist:**

 Rent Concessions

 Tenant Exclusive

 Flexible Options

 **Red-Flag Icons:**

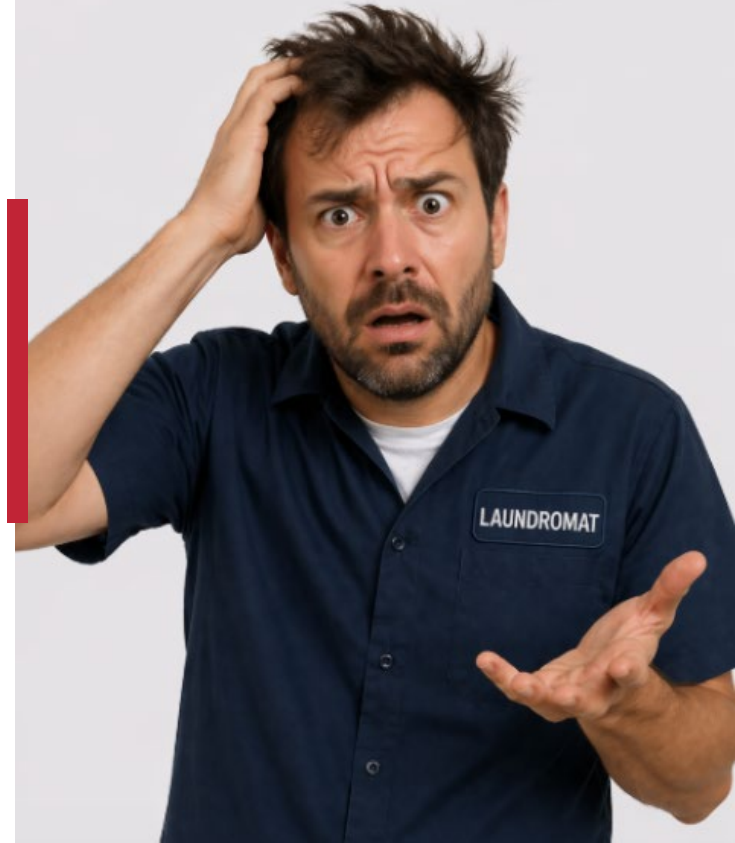
 High Annual
Increases

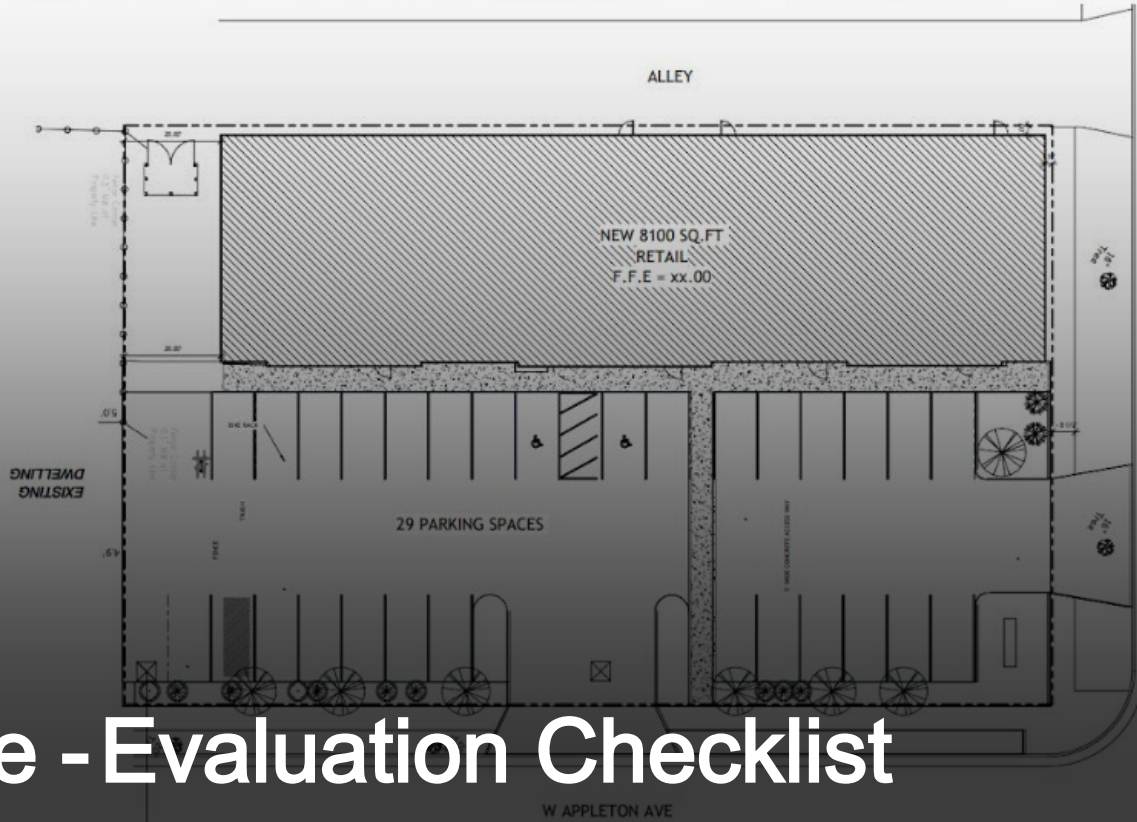
 Unexpected Costs

 Restrictive Clauses



Lessons Learned from the Field





Your Site - Evaluation Checklist



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| Evaluated Criteria | Score Range | Score Per Item | Score (Average) | Notes/Comments | Score Guidance |
|--|-------------|----------------|-----------------|--|--|
| Located on Main Road | 1-5 | 4 | 76.92% | Visibility gets extra weight | |
| Ingress / Egress | 1-5 | 3 | | | |
| Traffic Counts | 1-5 | 5 | | | |
| Visibility from Street | 1-6 | 4 | | | |
| Speed of Traffic on Road | 1-5 | 4 | | | |
| Parking (7 per 1,000 or 1:1 washers) | 1-6 | 4 | 72.34% | Minimum 5:1,000; Parking gets extra weight | |
| Parking Lot Condition | 1-5 | 3 | | | |
| Lighting - Parking Lot/Exterior of Bldg | 1-5 | 5 | | | |
| Storefront Condition | 1-5 | 4 | | | |
| Condition of Roof & Gutters | 1-5 | 5 | | | |
| Co-tenants (weekly destination tenants?) | 1-5 | 2 | | | Ex: CSL Plasma; Dialysis; Grocery, Dollar Stores |
| Co-tenants (parking problems) | 1-5 | 2 | | | |
| Safety of Area | 1-5 | 5 | | | Signage gets extra weight |
| Signage (pylon space and size) | 1-6 | 4 | | | |
| 1-mile Density | 1-5 | 4 | | | 80.00% |
| 1-mile Renters | 1-5 | 3 | | | |
| 1-mile HHI | 1-5 | 5 | | | |
| 1-mile Hispanic | 1-5 | 4 | | | |
| 2-mile Density | 1-5 | 3 | | | |
| 2-mile Renters | 1-5 | 4 | | | |
| 2-mile HHI | 1-5 | 4 | | | |
| 2-mile Hispanic | 1-5 | 5 | | | |
| Total Competitors 1-mile | 1-10 | 5 | 32.50% | Competitors get extra weight | 0=10; 1=5; 2=3; 3+=1 |
| Total Competitors 2-mile | 1-10 | 5 | | Competitors get extra weight | 0=10; 1=7; 2=5; 3+=1 |
| Good Competitors 1-mile | 1-10 | 2 | | Competitors get extra weight | 0=10; 1=2; 2+=1 |
| Good Competitors 2-mile | 1-10 | 1 | | Competitors get extra weight | 0=10; 1=3; 2+=1 |
| Total Store Sales | 1-6 | 0 | 0.00% | For existing stores, not new builds; Sales gets extra weight | \$1M=6; \$750k=5; \$600k=4; \$400k=3; \$250k=2; Less=1 |
| Total Labor % of Sales | 1-5 | 0 | | For existing stores, not new builds | 20%=5; 22%=4; 23%=3; 24%=2; 25%+=1 |
| Total Rent % Sales | 1-5 | 0 | | For existing stores, not new builds | >8%=5; 10%=4; 12=3; 14%=3; 15%+=1 |
| Total Utilities % Sales | 1-5 | 0 | | For existing stores, not new builds | |
| Subjective Criteria/Observations | 1-6 | 0 | | 0 | Must enter detailed notes here |
| Max Overall Score: | | | 65.44% | | |
| Date of Assessment: | | | | | |
| Name of Property: | | | | | |
| Address of Property: | | | | | |
| Person(s) Making Assessment: | | | | | |
| How We Found the Deal: | | | | | |



Thank You + Let's Connect

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