



Confidential Information Memorandum





DISCLAIMER

Disclosure and Confidentiality

The information presented in this confidential information memorandum about a developer and operator of car washes (the “Company”) is sensitive and confidential. No part of such information shall be disclosed to others except for evaluative purposes related to a transaction as set forth in the nondisclosure agreement associated with this company.

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This document has been prepared by Ardent solely for informational purposes. It is intended to assist potential acquirers for the purpose of determining their prospective interest levels in pursuing a transaction with the Company.

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Executive Summary

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Company Snapshot

Green Clean Auto Spa (“the Company”) is a locally owned express car wash platform based in Jacksonville, North Carolina. The Company currently operates two express sites with a third under development, strategically located adjacent to a Wawa and directly across from a Walmart Supercenter. In addition, Green Clean owns five automatic / self-serve locations in nearby Camp Lejeune, which are available for sale, currently, as well.

Founded in 2016 by Marine Corps veteran John Hunter, the Company has grown into one of the most recognized and respected car wash operators in the Jacksonville market. With nearly 3,000 active members across its operating sites, Green Clean has built a loyal customer base, particularly among the many military families in the area.

Jacksonville has experienced significant population and economic growth in recent years, drawing major express car wash brands into the market. Green Clean’s strong reputation, community ties, and prime site selection provide a solid foundation for continued expansion; management expects the newly acquired Western Boulevard development site to solidify this growth potential. A new owner has the opportunity to capitalize on these strengths, further scale membership, and establish Green Clean Auto Spa as the dominant express car wash platform in Jacksonville.

General Information

📍 **Headquarters:** Jacksonville, NC
📅 **Opened:** 2016
👤 **Employees:** 19 Employees

Combined P&L Summary

	2022	2023	2024	2025 LTM
Revenue	1,907,656	1,808,264	1,835,767	1,806,663
% growth		-5.2%	1.5%	-1.6%
Gross Profit	1,907,656	1,808,265	1,835,767	1,806,663
% of revenue	100%	100%	100%	100%
Net Income	72,399	(177,512)	(92,298)	81,436
% of revenue	3.8%	-9.8%	-5.0%	4.5%
Adj. EBITDA	872,900	664,493	768,077	708,358
% of revenue	45.8%	36.7%	41.8%	39.2%

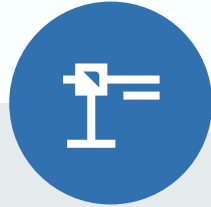


Growth Opportunities



Membership Sales

Green Clean has not prioritized membership growth in recent years which creates a meaningful opportunity for an operationally focused acquirer to drive sales. With two prime locations in Jacksonville NC and a population of approximately 72,000 residents the company has access to a substantial untapped membership base.



Western Boulevard

The Western Boulevard development site is well suited for a potential acquirer to add concentration in the region. The location has the highest traffic count in the city due to its location near the interstate and many popular restaurants and shops. A buyer can choose to develop the site as an express or flex site and can take advantage of the traffic near the Wawa gas station.



Development Partnership

The owner has strong relationships with Wawa, 7-Eleven, Royal Farms, Sheetz, and Circle K. He is willing to stay on post-transaction as a development partner, enabling an acquirer to leverage these connections and accelerate new site growth.

Investment Considerations

A number of characteristics differentiate Green Clean Auto Spa from other opportunities in the market; **key investment considerations include:**



Experienced, Committed Seller

Founder John Hunter, a Marine Corps veteran, has built deep community and corporate relationships. He is willing to stay on post-transaction to support development and growth.



Attractive Market Position

Green Clean is one of the largest operators in Jacksonville, NC, a city that has experienced rapid growth and continues to attract national brands.



Strong Brand Recognition

The Company is well-known across Jacksonville and nearby Camp Lejeune, with a reputation for quality and veteran-run operations.



Membership Growth Opportunity

Of the 72k people in Jacksonville and additional 70k military personnel and families around Camp Lejeune, the Company has less than 3k members across its sites.



Company Overview

Site List

Wash Membership Programs

Legal, Environmental and Safety





Site List

	Richlands Highway	Gum Branch	Western Boulevard
Year Built	2020	2016	Dev.
Location	Jacksonville, NC	Jacksonville, NC	Jacksonville, NC
Open Since	2020	2016	Dev.
Real Estate	Owned	Rented	Owned
Type	Express	Express	Express
Detail	No	No	No
Vaccums	17	10	N/A
LTM* Revenue	1,018,467	788,196	N/A
LTM*EBITDA	550,921	157,436	N/A
# of Members*	1,491	1,169	N/A

Map of Jacksonville, NC





Wash Membership Programs

Overview

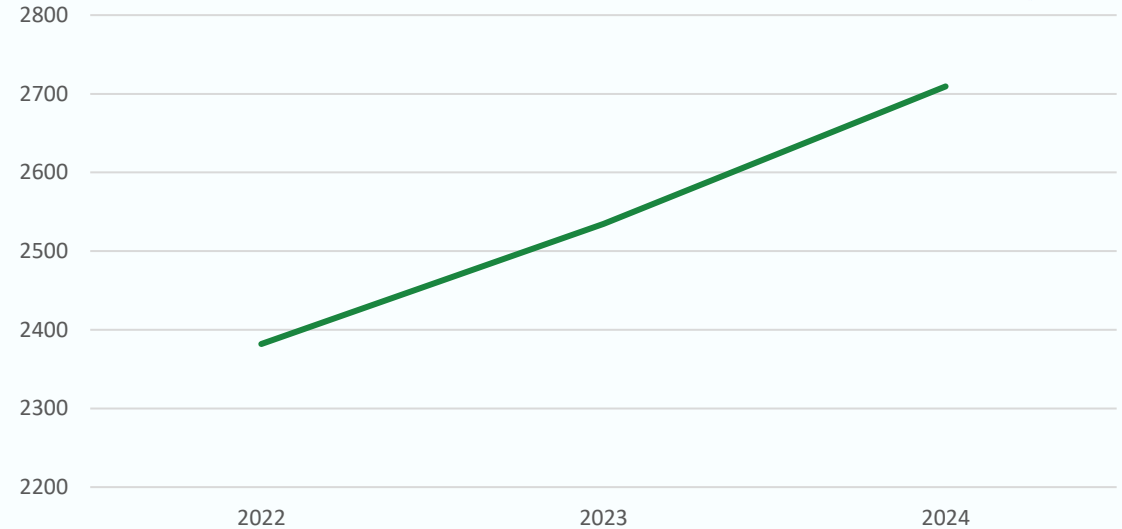
The Company offers multiple tiers of wash packages ranging from \$15 to \$40 with an average plan value of ~\$30. The Company also has considerable retail traffic and an average revenue per car of about \$18. Ultimately, there is considerable room for membership growth, especially with the development of the third express location.

Membership Growth

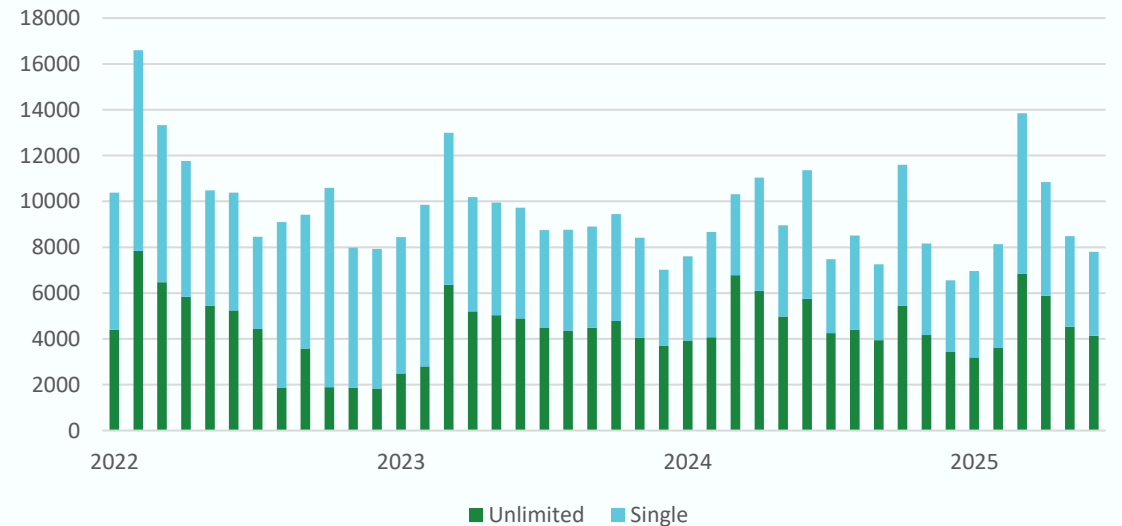
Between 2022-2024, membership expanded from 2,400 to 2,700 (+12.5%), a 6.1% CAGR. Management views this steady growth as the foundation for an accelerated ramp.

Members now contribute a stable ~50% of total washes, up from a less consistent share in prior years. This demonstrates predictability and stickiness of member traffic. Industry benchmarks suggest mature sites approach ~70% member mix, highlighting meaningful headroom for deeper adoption.

Average Membership Total



Total Car Average Car Count



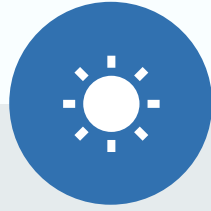


Legal, Environmental and Safety



Legal

The Company has not been involved in, is not currently involved in, and does not anticipate any litigation or other legal issues of material nature.



Environmental

The Company has not experienced any historical environmental issues, and management does not have knowledge of any environmental issues past, current, or pending.



Safety

In recent history, the Company has not experienced any material worker's compensation claims or safety concerns, with no material OSHA violations.

Transaction Structure

The shareholders of the Company are looking to explore a complete or majority sale of the business. As highlighted, management sees significant growth opportunities available for the chain. An investor with an eye toward growth and investible capital will be able to bring this growth to fruition. The current operational team is willing to stay with the company post-transaction. Furthermore, the owner is open to remaining involved post-transaction to develop new sites, leveraging his extensive experience and knowledge to fuel further expansion and capitalize on market opportunities



Operations

Site Detail: Richlands Hwy

Site Detail: Gum Branch

Site Detail: Western Blvd (Dev Site)



Site Detail: Richlands Hwy

2881 Richlands Highway Jacksonville, NC

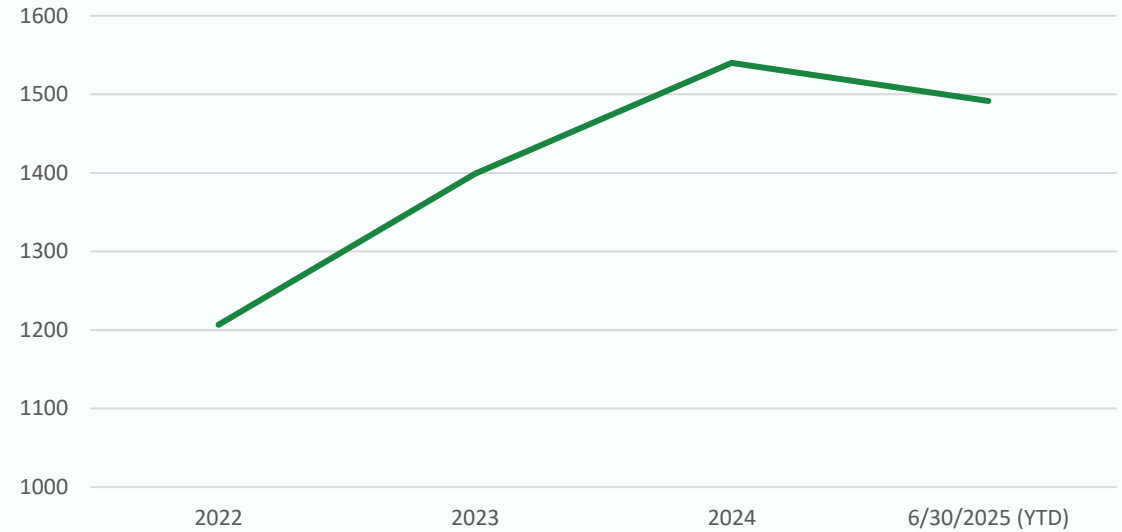
Type: Express	# of Pay Stations: 2
Real Estate: Owned	Parcel ID: 332G-10.3
LTM* Car Count: 59,536	Number of Vacuums: 17
Tunnel Length: 120 Feet	Lot Size: .8 Acres
POS: Sitewatch	LTM* Revenue: \$1,018,467
	LTM* EBITDA: \$550,921

* LTM as of June 2025

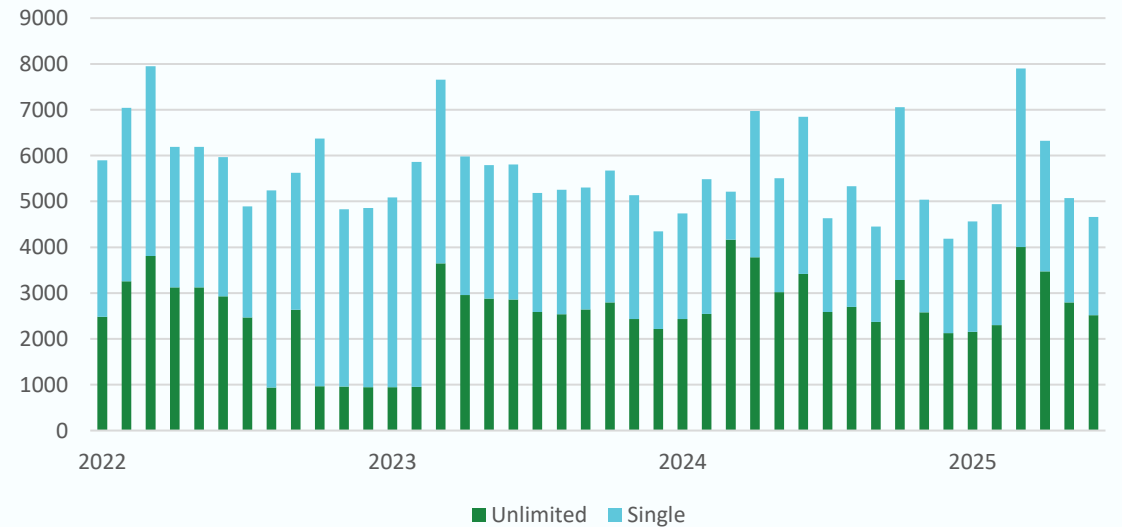
★ Located Near: Walmart, Lowes, Wawa, ALDI, O'Reilly Auto Parts, Tractor Supply, Starbucks, Petsmart



Richlands Highway Average Memberships



Richlands Highway Average Car Count





Site Detail: Gum Branch

2170 Gum Branch Road Jacksonville, NC

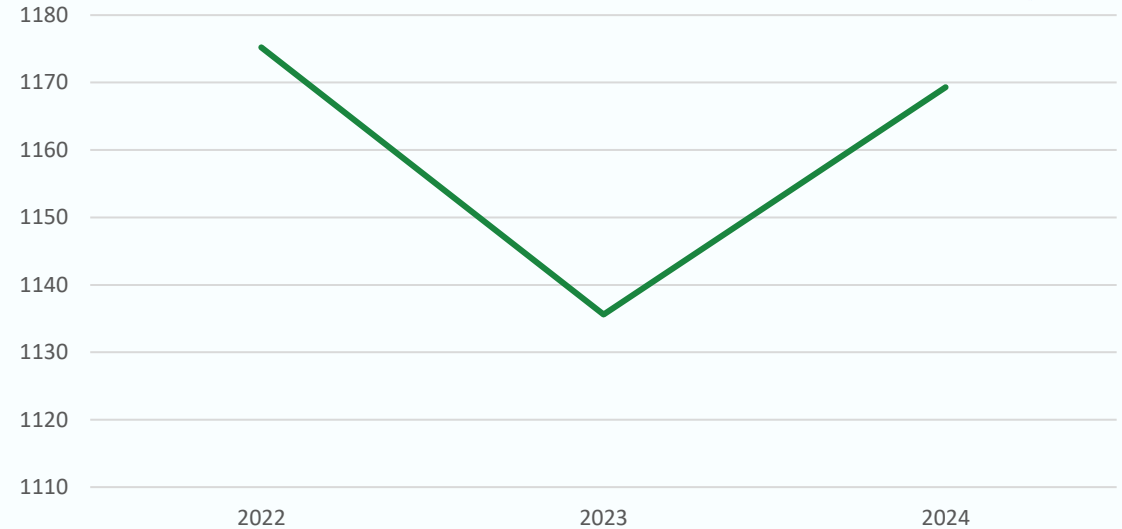
Type: Express	# of Pay Stations: 1
Real Estate: Rented	Parcel ID: 339-20.41
LTM* Car Count: 38,624	Number of Vacuums: 10
Tunnel Length: 80 Feet	Lot Size: .7 Acres
POS: Sitewatch	LTM* Revenue: \$788,196
	LTM* EBITDA: \$157,436

* LTM as of June 2025

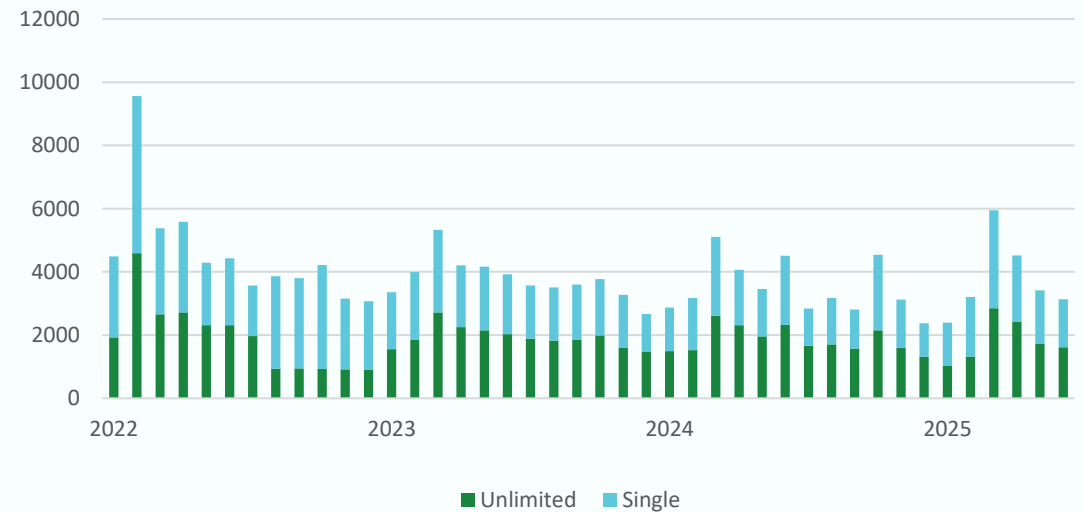
★ Located Near: Taco Bell, Food Lion, Auto Zone, McDonalds, Lowes Foods, 10 Minute Oil Change, O'Reilly Auto Parts, Apartments, Intersection



Gum Branch Average Memberships



Gum Branch Average Car Count



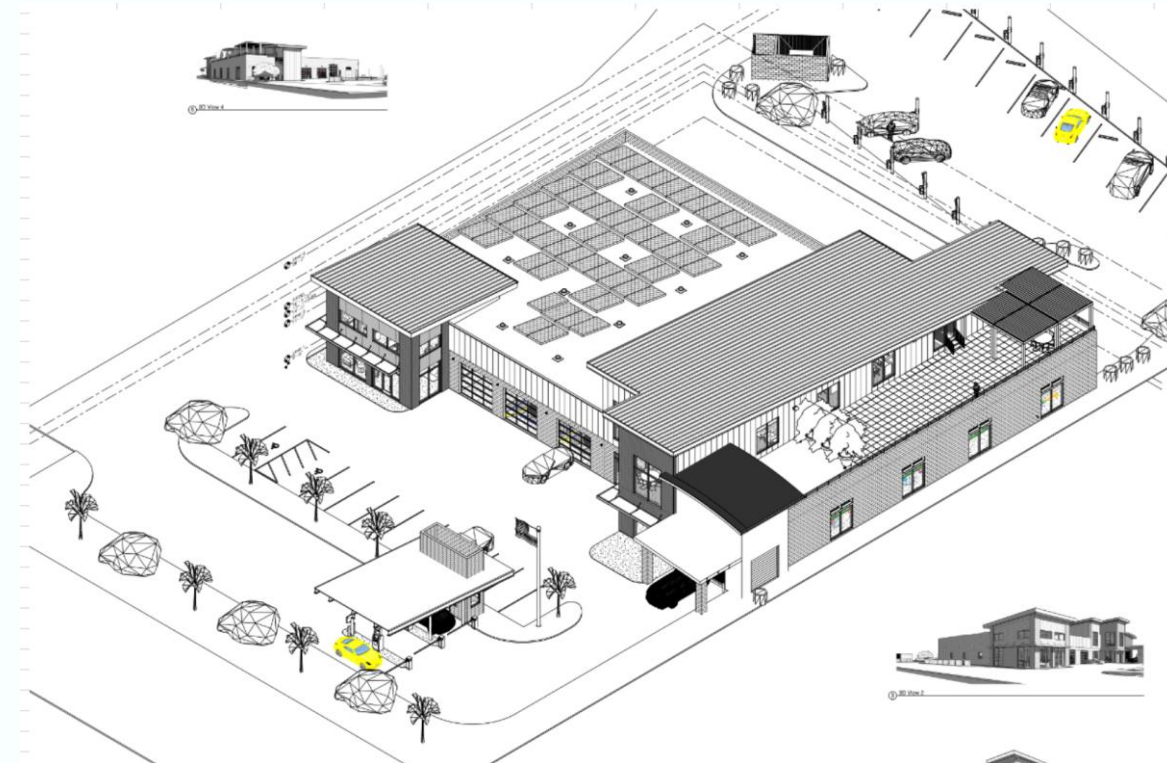
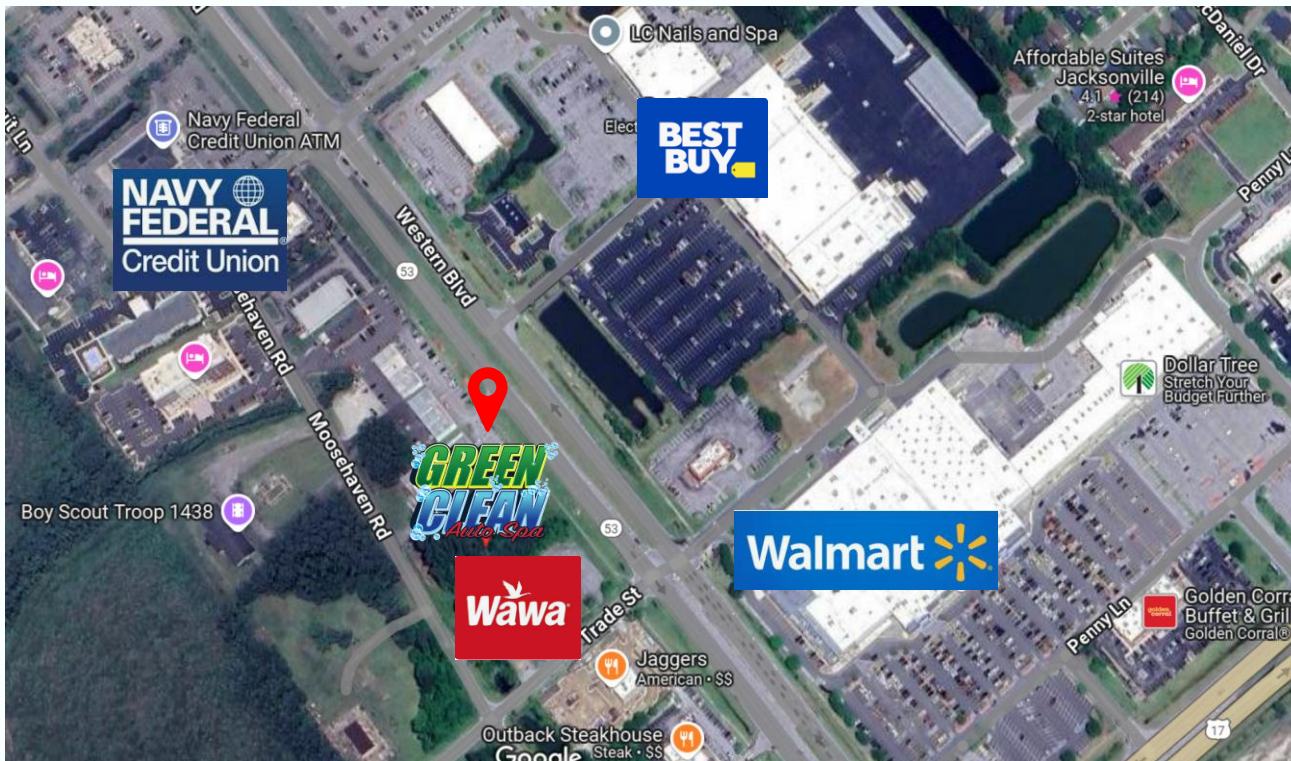
Site Detail: Western Blvd (Dev Site)

📍 1099 Western Boulevard Extension Jacksonville, NC

★ Located Near: Wawa (Reciprocal Easement Agreement), Walmart, Best Buy, Big Lots, Jagers, Ragin Cajun

📏 Lot Size: 1.32 Acres

📄 Parcel ID: 345-11.18





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