



Prime Waterfront Car Wash & Real Estate Investment Opportunity

Rare dual-value investment: a thriving express tunnel car wash operation paired with strategically positioned waterfront real estate on US Highway 1. This turnkey asset combines consistent operational cash flow with exceptional long-term appreciation potential in one of Florida's most dynamic commercial corridors.

Address: 950 N Harbor City Blvd, Melbourne, FL 32935

Asking Price: \$1,475,000

Listed By Michael Steinberg Florida License #BK3614108





Exceptional Location & Real Estate Foundation



High-Visibility US-1 Frontage

Outstanding exposure along Melbourne's busiest commercial corridor, capturing steady commuter and local traffic flow throughout the day.



Rare Waterfront Parcel

Direct water views and long-term appreciation potential in a constrained corridor where waterfront commercial sites rarely become available.



Substantial Property Assets

0.67± acre site featuring a 4,509 SF concrete block building, protective canopy, and strategically designed stacking and vacuum lanes.

Turnkey Operation with Proven Performance

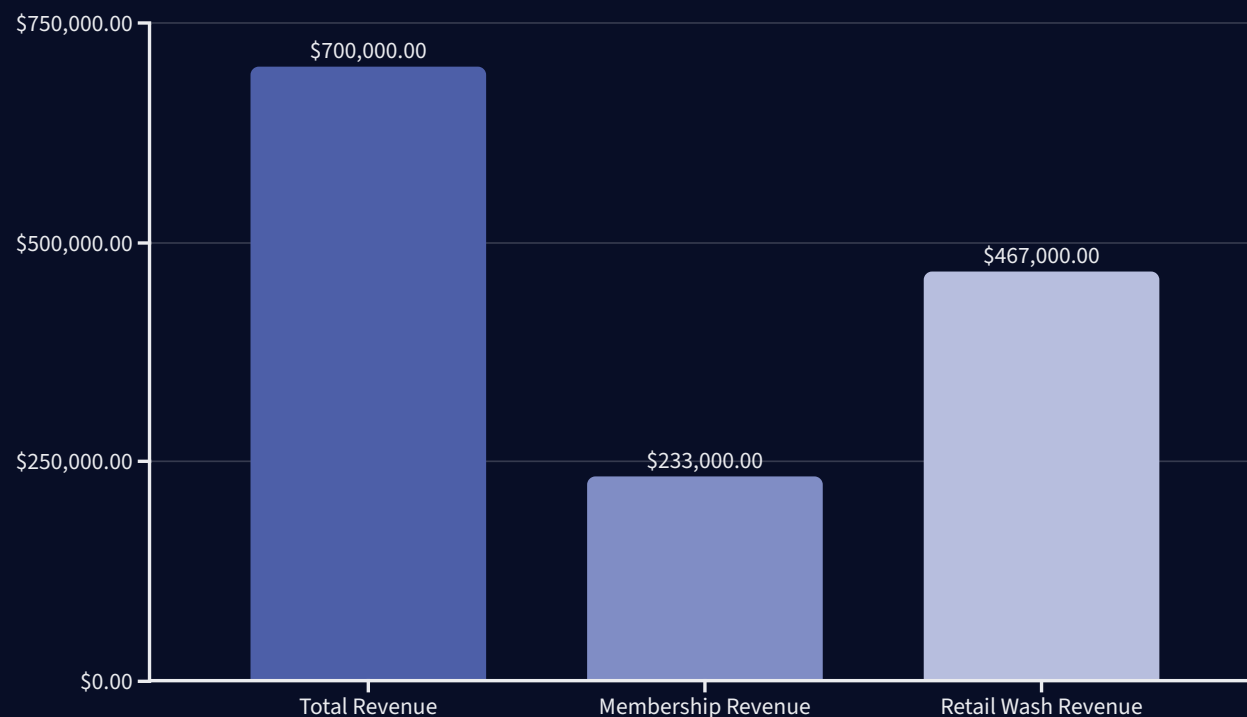
Fully Operational Facility

Modern express tunnel wash system with upgraded automation, covered canopy protection, and optimized stacking and vacuum configurations. The facility is designed for efficiency and customer throughput, requiring minimal operator oversight.

- State-of-the-art tunnel equipment
- Premium drying and finishing systems
- Multiple vacuum stations for customer convenience
- Weather-protected queuing areas

Strong Historical Results

The operation demonstrates consistent financial performance with annual revenue historically exceeding **\$700,000**. Year-over-year car counts show resilient demand patterns and a loyal customer base that returns regularly.



Predictable Cash Flow from Membership Model

750+

Active Members

Robust recurring membership base providing stability and predictability

33%

Membership Revenue Mix

Approximately one-third of total revenue from monthly subscriptions

65-70%

Growth Target Range

Opportunity to increase membership penetration toward industry benchmarks

The existing membership program generates reliable, predictable monthly recurring revenue while building customer loyalty and lifetime value. With over 750 active subscribers, the facility has established a strong foundation, yet significant upside remains to reach optimal 65–70% membership penetration rates common among high-performing express tunnel operations.

Flexible Financing & Repositioning Options

SBA-Financed Opportunity

Attractive option to assume or refinance existing SBA-backed loan structure. The financing approach supports both owner-operator business buyers and passive real estate investors seeking cash-flowing commercial assets with favorable leverage terms.

CC-2 Zoning Flexibility

Commercial corridor zoning permits continued car wash operations or strategic repositioning into complementary automotive services, retail concepts, or mixed commercial developments. The underlying real estate provides multiple exit strategies and value-creation pathways.

Strong Market Demographics

Located within a dense retail and residential corridor anchored by national retailers and major employers. Proximity to established traffic generators ensures consistent customer flow, repeat volume, and built-in marketing advantages from surrounding retail activity.

Compelling Growth & Value Creation Potential



Membership Expansion

Increase active subscriber base toward 65–70% penetration through targeted digital marketing and referral incentives



Premium Package Introduction

Launch higher-margin service tiers with ceramic coatings, interior detailing, and specialty treatments to boost average ticket



Real Estate Appreciation

Benefit from long-term value growth in a constrained waterfront corridor with limited comparable opportunities

Investment Highlights: This rare offering combines operational excellence with strategic real estate positioning. Whether pursuing operational improvements, membership growth, or long-term hold for appreciation, the Melbourne car wash represents a compelling value proposition with multiple paths to enhanced returns.

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