

\$3,525,000

Business + Real Estate Acquisition Opportunity

601 N 2ND ST
HEBER SPRINGS, AR 72543

SUPER SPLASH



Operating Business + Real Estate Opportunity | Established Car Wash Business
\$286K+ Current EBITDA With Projected Growth To \$333K+ | Prime Heber Springs
Location | Value-Add Investment Opportunity | 100% Bonus Depreciation Eligible

Marcus & Millichap

WHY INVEST?



Established Car Wash Business | High-Visibility North 2nd Street Location Strong Cash Flow & Value-Add Potential

- **Strategically Positioned Along North 2nd Street**, A Primary Commercial Corridor Serving Heber Springs And Providing Convenient Access To Downtown, Greers Ferry Lake, And Surrounding Residential Neighborhoods
- **Established Car Wash Business Featuring Two Automatic Bays And Four Self-Service Bays** With Strong Local Visibility, Multiple Revenue Streams, And Dedicated Onsite Parking
- **Located Within Heber Springs' Primary Trade Area**, Benefiting From Consistent Traffic Generated By Local Residents, Commuters, And Year-Round Tourism Activity
- **Surrounded By A Mix Of Retail, Restaurants, Schools, Service Businesses, And Community Amenities** That Generate Daily Consumer Traffic And Ongoing Demand
- **Supported By A Loyal Customer Base, Recurring Membership Revenue, And Additional Value-Add Opportunities** That Enhance Cash Flow And Future Growth Potential



Operating Business + Real Estate Opportunity | Established Car Wash | Strong Cash Flow & Value-Add Potential

- **Acquisition Includes Both The Operating Business And Fee Simple Real Estate**, Providing Ownership Of The Income-Producing Asset And Underlying Property
- **Established Car Wash Generating Approximately \$286K In Annual EBITDA**, Demonstrating Proven Cash Flow And Ongoing Revenue Stability
- **Existing Configuration Features Two Automatic Bays And Four Self-Service Bays**, Providing Multiple Revenue Streams And Immediate Operational Continuity
- **Opportunity To Increase Profitability Through Additional Vacuum Stations, Vending Machines, And Other Value-Add Enhancements** Projected To Increase Annual EBITDA
- **Projected EBITDA Of Approximately \$333K Through Value-Add Enhancements**, Offering Strong Income Growth Potential





GREERS FERRY LAKE



N 2ND ST | 14,001 VPD

INVESTMENT SUMMARY

Address:	GOOGLE MAPS  601 N 2nd St, Heber Springs, AR 72543
Concept:	Property + Business
Brand:	Super Splash Carwash
Property Features:	2 Automatic Bays; 4 Manual Bays
Price:	\$3,525,000
Building Size (SF):	±3,364 SF
Lot Size (AC):	±1.20 Acres
Year Built:	2000
EBITDA:	\$286,257
EBITDA Yield:	8.12%
100% Bonus Depreciation:	Eligible*

*Property should qualify for 100% bonus depreciation under IRC §168(k), permanently restored by the OBBBA. Buyer must confirm eligibility with their CPA or tax consultant. Broker is not a tax advisor and makes no representation or warranty regarding the availability, applicability, or amount of any tax benefit. Buyer is solely responsible for conducting independent tax due diligence and bears all risk associated with any tax position taken.

ADDITIONAL INCOME OPPORTUNITIES

Addition	Cost	Monthly Net Income	Annual Net Income
Carwash Towels & Supply Vending Machine	\$3,000	\$600	\$7,200
Six Additional Vacuums (Price/6-Units)	\$21,000	\$2,863	\$34,351
Water & Soda Vending Machine	\$3,000	\$450	\$5,400
TOTAL	\$27,000	\$3,913	\$46,951

Current EBITDA:	\$286,257
Projected EBITDA (w/ Additions):	\$333,208
Projected EBITDA Yield (w/ Additions):	9.45%
Total Investment in Additions:	\$27,000
Projected Monthly ROI (w/ Additions):	14.49%

**Projected income figures are estimates and are not guaranteed. Buyer should conduct independent due diligence to verify all projected revenue and expenses.

***Direct revenue quantification is not applicable; however, additional vacuum capacity reduces wait times and supports higher wash volume throughput.

\$3,525,000

LISTING PRICE

±3,364 SF

BUILDING SIZE

\$286,257

EBITDA

\$333,208

PROJECTED EBITDA

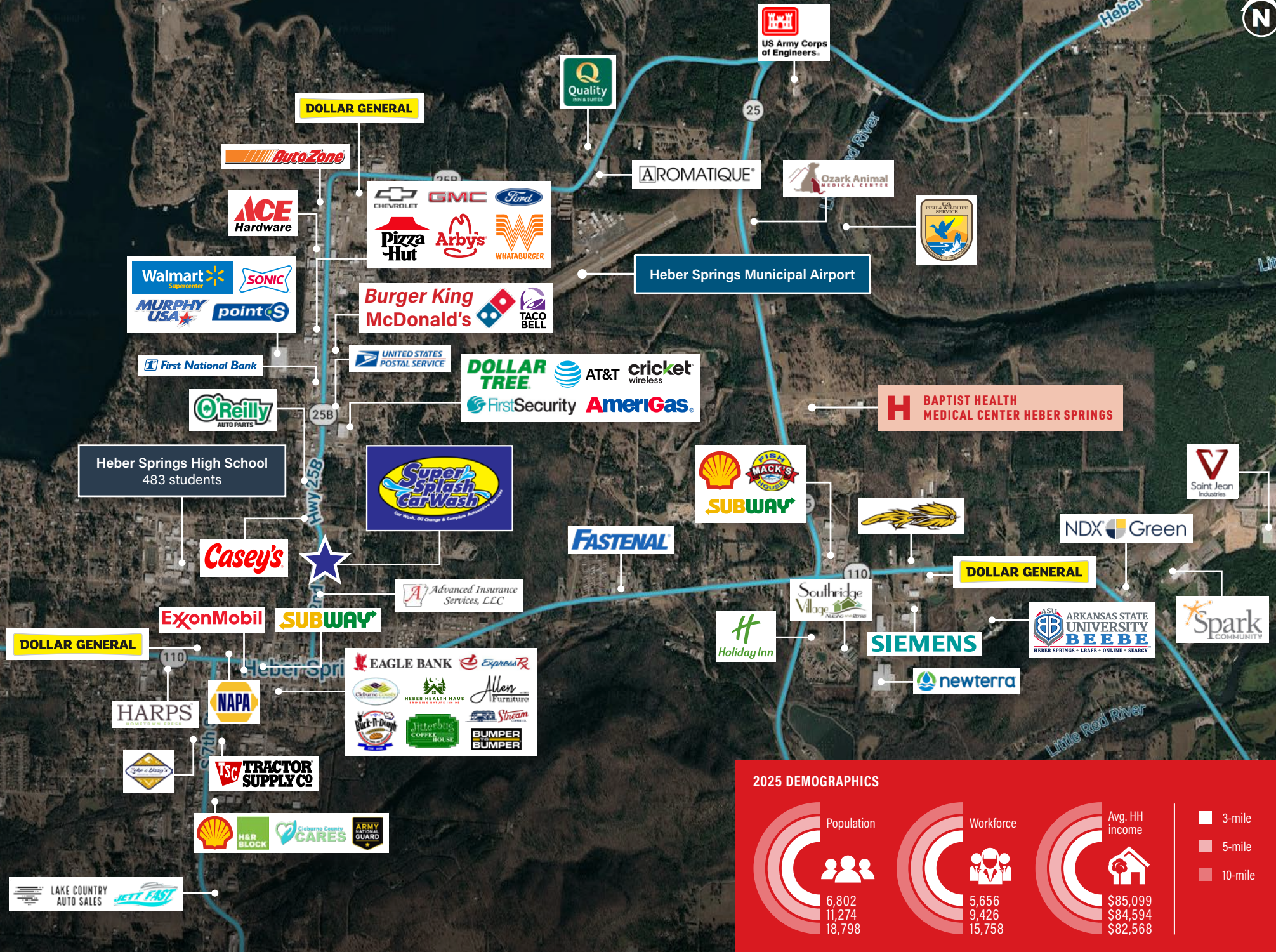
2000

YEAR BUILT

\$46,951

ADDITIONAL
ANNUAL INCOME









Shell H&R BLOCK Cleburne County CARES ARMY NATIONAL GUARD

TSC TRACTOR SUPPLY CO

John & Mary's

HARPS HOMETOWN FRESH

Allen Furniture Jitterbug COFFEE HOUSE

Stream COFFEE CO.

Cleburne County

Recycling logo

NAPA

DOLLAR GENERAL

ExxonMobil

Black-It-Dough

Advanced Insurance Services, LLC

ExpressRx

EAGLE BANK

AP logo

SUPER SPLASH

Natural Hearing CENTERS

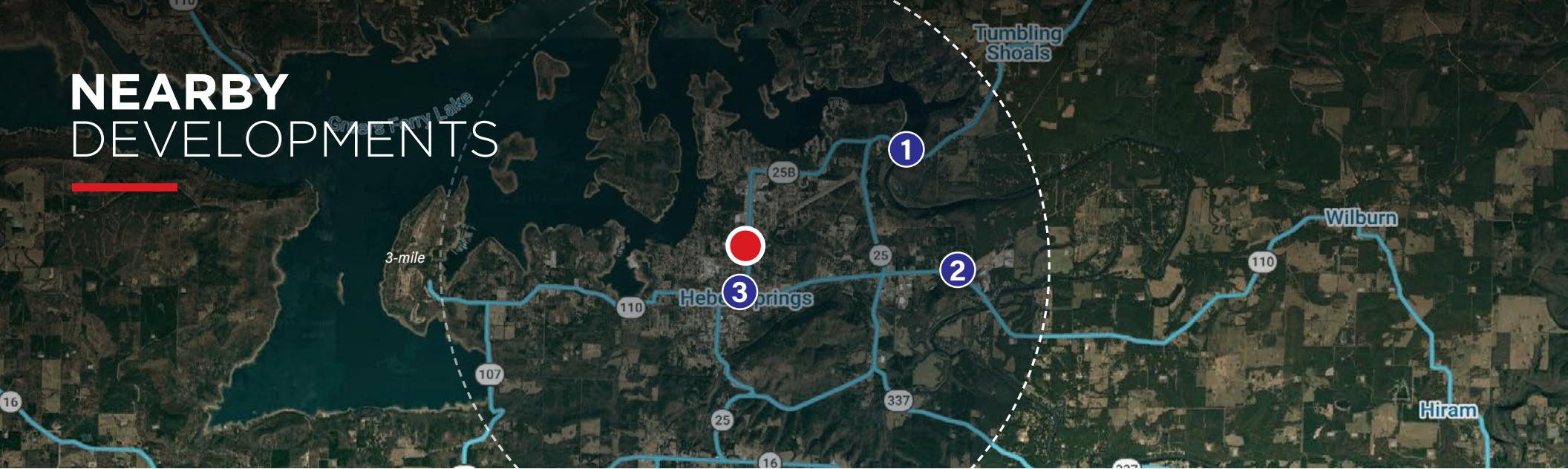
Visual Identity

MORROW FIRE & SAFETY

Allstate

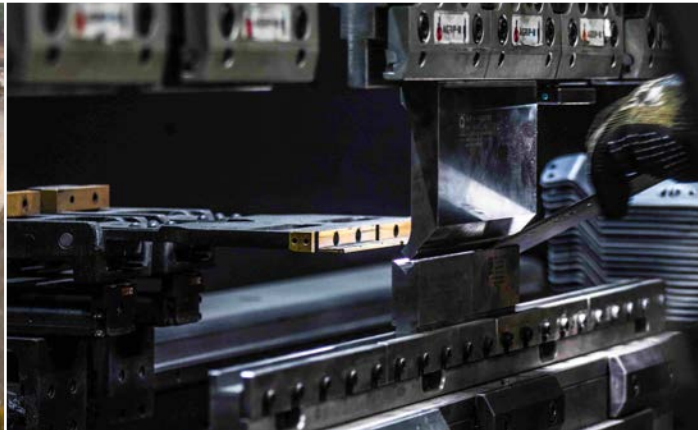
N 2ND ST | 14,001 VPD

NEARBY DEVELOPMENTS



1. U.S. Army Corps of Engineers Greers Ferry Dam Safety Maintenance and Highway 25 Improvements (Federal Infrastructure)

The U.S. Army Corps of Engineers (USACE) is performing safety maintenance on Greers Ferry Dam in 2026, with work requiring a full closure of Highway 25 across the dam on May 3, 2026 followed by an extended single-lane reduction for the duration of the project. Greers Ferry Dam, completed in 1962, impounds the 31,500-acre Greers Ferry Lake, the primary economic driver for Heber Springs and Cleburne County. The dam provides flood control, hydroelectric power generation (96 megawatts), and water supply for the region, and its continued federal maintenance investment ensures the long-term viability of the lake's recreational economy and the Little Red River trout fishery below the dam. Highway 25 is the main north-south highway connecting Heber Springs to Conway (40 miles south) and the broader Central Arkansas highway network, and the USACE maintenance program protects both the infrastructure asset and the transportation route that serves the subject's trade area.

[READ MORE](#)

2. Cleburne Manufacturing Sector Expansion: Dark Threat Fabrication (\$7.65M) and Mayville Engineering Company (MEC) Growth (Industrial / Manufacturing)

Two major manufacturers have expanded operations in Heber Springs in recent years, with workforce ramps continuing through 2027. Dark Threat Fabrication, a full-service metal fabricator, completed a \$7.65 million facility expansion adding 32,000 square feet of capacity with tube laser processing, robotic welding, and a 10-ton overhead crane, and is adding 75 jobs over five years (2022 through 2027) to bring total employment to 95. Separately, Mayville Engineering Company (MEC), a Wisconsin-based contract manufacturer, expanded its 190,000-square-foot Heber Springs facility and is adding approximately 70 jobs over four years to its existing workforce of 200 employees. MEC selected Heber Springs over competing sites in other states due to the availability of a skilled manufacturing workforce. Together, the two expansions represent over \$10 million in capital investment and 145 new manufacturing jobs in Cleburne County, strengthening the local employment base and consumer spending that supports the subject's Heber Springs trade area.

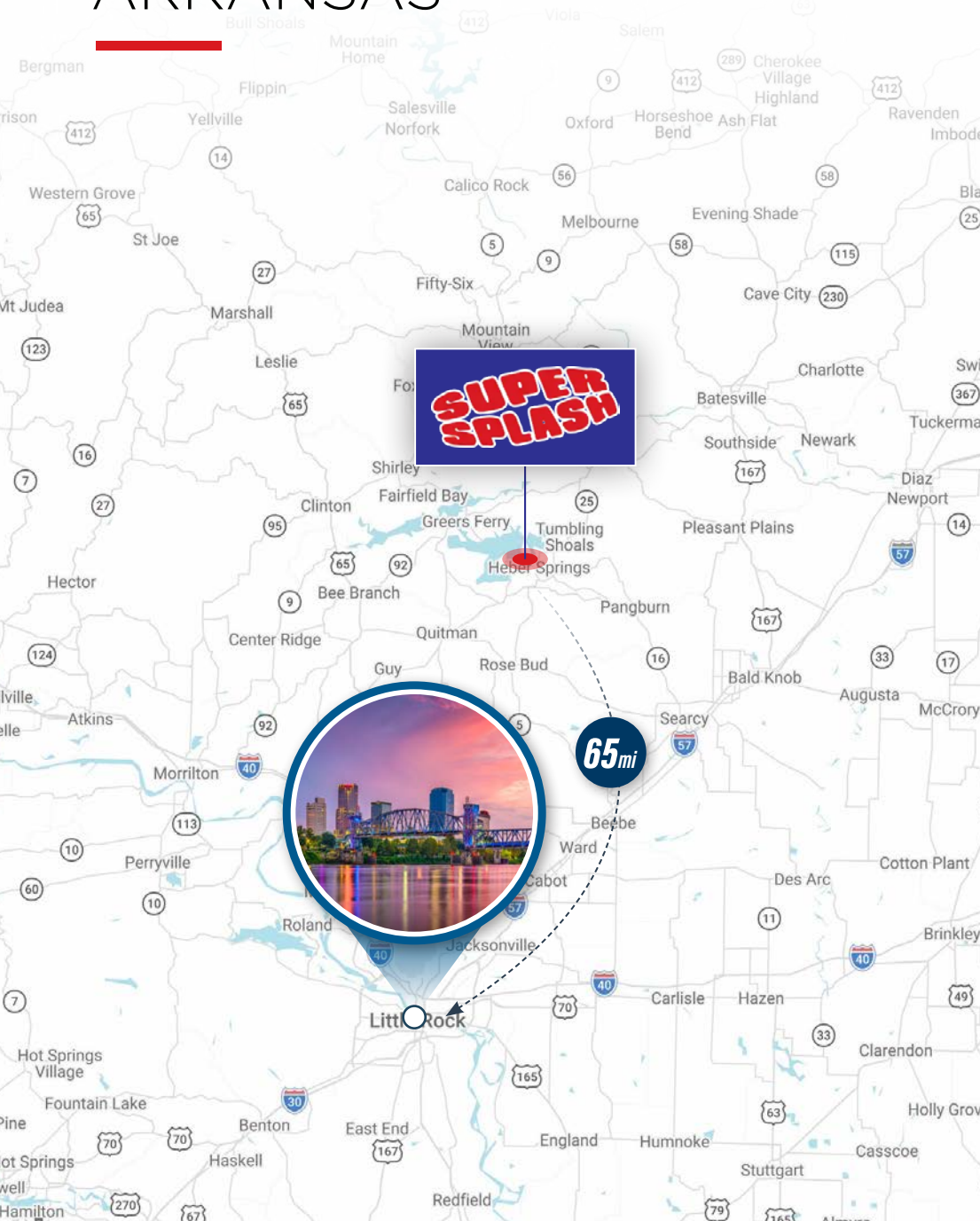
[READ MORE](#)

3. Heber Springs Commercial Historic District: National Register Designation and Federal/State Historic Tax Credit Eligibility (Downtown Revitalization / Civic)

The Heber Springs Commercial Historic District, a 31.5-acre area encompassing the downtown courthouse square where the subject property is located, is listed on the National Register of Historic Places. The designation makes all contributing structures within the district eligible for the federal Historic Tax Credit program, which provides a 20% tax credit on qualified rehabilitation expenditures for income-producing properties. Arkansas also offers a state-level historic rehabilitation tax credit. The district includes over 30 contributing commercial and civic buildings dating from 1895 to the mid-20th century, anchored by the 1914 Cleburne County Courthouse, the Morton Building (1895), and the Woman's Community Club Band Shell in Spring Park. Property owners within the district who undertake qualified rehabilitation projects can access significant tax incentives that reduce the effective cost of renovation by up to 40% (federal and state combined), directly encouraging private reinvestment in the downtown commercial core surrounding the subject.

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HEBER SPRINGS ARKANSAS



The Heber Springs area serves as a regional center for tourism, recreation, healthcare, and local commerce in north-central Arkansas. Anchored by the city of Heber Springs, the community is home to approximately 7,000 residents and serves as the county seat of Cleburne County. Historically known for its natural beauty and outdoor recreation opportunities, Heber Springs has developed a stable local economy supported by tourism, healthcare, education, retail, and small business activity. Major employers in the area include Baptist Health Medical Center-Heber Springs, the Heber Springs School District, and a variety of hospitality, recreation, and service-related businesses that support the region's year-round visitor economy.

Strategically positioned along Greers Ferry Lake and near the Little Red River, the area attracts visitors from across Arkansas and the surrounding region for boating, fishing, hiking, and outdoor recreation. Heber Springs benefits from convenient access to major population centers including Little Rock and Conway while maintaining its small-town character and high quality of life. Continued investment in tourism infrastructure, local businesses, and community development initiatives supports the area's long-term economic stability and growing appeal for residents, visitors, and investors.





Greers Ferry Lake



Sugarloaf Mountain

POPULATION	AVG. HH INCOME	MEDIAN HOME VALUE
6,204	\$81,588	\$184,134
<i>within MSA</i>	<i>within MSA</i>	<i>within MSA</i>

Heber Springs' educational and community presence is supported by the Heber Springs School District and nearby higher education institutions throughout north-central Arkansas. The area is home to renowned outdoor destinations including Greers Ferry Lake, the Little Red River, and Sugarloaf Mountain, which contribute to a thriving tourism and recreation economy. Popular events such as local fishing tournaments, boating festivals, and community celebrations throughout the year further enhance the area's appeal as a destination for outdoor recreation, family activities, and community engagement.

In addition to its recreational appeal, Heber Springs serves as an important service center for residents throughout Cleburne County and the surrounding communities. The area benefits from access to quality healthcare, public services, and educational resources, supporting a stable year-round population base. Ongoing investment in local infrastructure, business development, and workforce initiatives continues to strengthen the community's long-term economic outlook and enhance its attractiveness for residents and employers alike.



Little Red River

Culturally, Heber Springs is known for its scenic beauty, outdoor recreation, and small-town charm, offering a blend of natural attractions, local events, and community living. Destinations such as Greers Ferry Lake, the Little Red River, and Sugarloaf Mountain attract visitors from across Arkansas and the surrounding region each year. Areas surrounding the lake and downtown Heber Springs support local investment through a mix of restaurants, shops, lodging, and recreation-oriented businesses. Heber Springs' natural amenities and quality of life continue to support the area's growth and regional appeal.

TENANT PROFILE



Founded in 2000, Super Splash Car Wash has served the Heber Springs community for more than two decades, providing convenient, high-quality vehicle care through a combination of automatic and self-service wash offerings. The business has established a strong local presence by delivering reliable service, maintaining modern wash equipment, and adapting to the evolving needs of customers throughout the region. Its commitment to customer satisfaction and operational consistency has helped build a loyal customer base and a recognized brand within the local market.

The property features two automatic wash bays, four self-service bays, and an unlimited membership program designed to provide customers with affordable and convenient vehicle care solutions. Additional amenities and modern wash technology support efficient operations while creating multiple revenue streams. The business benefits from a strategic location along North 2nd Street, providing excellent visibility and accessibility for both local residents and visitors to the Heber Springs area.

Today, Super Splash Car Wash continues to benefit from recurring customer demand, strong community recognition, and identified opportunities for future growth. Planned enhancements, including additional vacuum stations and vending amenities, provide a clear path to increased revenue and profitability. With an established operating history, proven cash flow, and meaningful value-add potential, Super Splash Car Wash represents a compelling opportunity to acquire both a successful operating business and the underlying real estate.



FOUNDED

2000

CURRENT EBITDA

286K+

PROJECTED EBITDA

\$333K+

VALUE-ADD

47K+

IN THE NEWS



[FULL ARTICLE](#) 

UPGRADES HAPPENING AT SUPER SPLASH CAR WASH

June 24, 2022 | KATV

Super Splash Car Wash was featured by KATV (ABC Arkansas) in a segment highlighting ongoing improvements and upgrades to the facility. The feature showcased ownership's commitment to continually reinvesting in the property through equipment enhancements and operational improvements designed to elevate the customer experience. The recognition reflects the business's focus on maintaining a modern, well-maintained vehicle care facility while adapting to evolving customer...

BRANDED MOBILE APPLICATION SUPPORTS MEMBERSHIP GROWTH

March, 2021 | App Store

Super Splash has implemented a branded mobile application that allows customers to manage unlimited wash memberships, process payments, update account information, and conveniently access wash services through license plate recognition technology. The platform provides a seamless customer experience by reducing transaction times, simplifying membership management, and allowing members to utilize services without the need for physical cards or additional check-in procedures...



[FULL ARTICLE](#) 

EXCLUSIVELY LISTED BY

STEVE GREER

Broker of Record

10527 Kentshire Court, Suite B

Baton Rouge, LA 70810

steve.greer@marcusmillichap.com

Lic #: PB00098133

Marcus & Millichap



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SPECIAL COVID-19 NOTICE

All potential buyers are strongly advised to take advantage of their opportunities and obligations to conduct thorough due diligence and seek expert opinions as they may deem necessary, especially given the unpredictable changes resulting from the continuing COVID-19 pandemic. Marcus & Millichap has not been retained to perform, and cannot conduct, due diligence on behalf of any prospective purchaser. Marcus & Millichap's principal expertise is in marketing investment properties and acting as intermediaries between buyers and sellers. Marcus & Millichap and its investment professionals cannot and will not act as lawyers, accountants, contractors, or engineers. All potential buyers are admonished and advised to engage other professionals on legal issues, tax, regulatory, financial, and accounting matters, and for questions involving the property's physical condition or financial outlook. Projections and pro forma financial statements are not guarantees and, given the potential volatility created by COVID-19, all potential buyers should be comfortable with and rely solely on their own projections, analyses, and decision-making.

Activity ID: ZAH1050222