

**Media Contact:**

Jamie Nester

(804) 768-1674

jamie@flagstopcarwash.com

Flagstop Car Wash Completes Conversions, Announces Three New Locations

Richmond, VA - Flagstop Car Wash is proud to announce the completion of converting their remaining full-service locations into express exterior style car washes. The move represents a key step in the company's dedication to a hyperlocal development strategy.

"We decided to pause our new builds and take advantage of the pandemic and complete these conversions in 2020," stated Craig Marable, Flagstop's COO. "Our location in Colonial Heights reopened in December and knowing these conversions are complete was a great way to end 2020" he continued.

Jamie Nester, Flagstop's President and CEO commented, "Flagstop is now in a position to accelerate its growth in the Richmond market. We have acquired Village Car Wash in Short Pump and will be razing that site this year to build a completely new car wash complex. We have also acquired new sites at Stonebridge Shopping Center and River's Bend in Chesterfield."

Construction on the new location at Stonebridge Shopping Center will start early this Spring, followed by the River's Bend location in late Spring. The Village Car Wash will continue to operate as-is until the start of construction in summer 2021.

"We spent 2020 gearing up for this growth by working on our internal structure and building out a full maintenance team and moving them into their own warehouse as well as an internal call center for customer service. With the great relationships we have with our contractors and distributors, we feel that we can easily add three or more sites per year" Nester continued.

Flagstop Car Wash's executive team noted that the company's goal is to have over 20 locations in the Richmond market by the end of 2023. As the largest car wash chain in central Virginia, the company plans to stay only in the greater Richmond market and focus on monthly subscription plans. This hyperlocal market strategy will continue to increase the value of Flagstop's monthly subscription plan to members as well as provide the most efficient use of the company's marketing dollars.

Flagstop offers an affordable car wash subscription plan for members called their RVA Wash Club. For a low monthly charge, members can bring their vehicle in as often as they would like. Members of the RVA Wash Club always receive the best wash at any location with all of the upgrades included as well as complimentary amenities such as "free to use" towels and cleaning supplies.

Customer reviews are a strong driver of growth for the company. Customers often come to Flagstop for their service testimonials and affordable pricing, something many of them have shared about in the company's multiple 5-star Google reviews.

"Absolutely the best place to get your vehicles clean. They offer free vacuums with drying towels for your glass and the rest of your vehicle! Join the unlimited for only \$21.99 a month per vehicle. You can't beat that price for what you get!" read one customer's take on his experience.

For the latest news from Flagstop as well as more information on the company's services, locations and hours, visit www.flagstopcarwash.com.

About Flagstop Car Wash

Flagstop Car Wash was founded by Bob Schrum in 1981 in Chester, Virginia. It was acquired by its management team in late 2016 when they formed RVA Wash Holdings, Inc to purchase the company. RVA Wash Holdings, Inc currently operates eleven (11) Flagstop Car Wash locations and one Village Car Wash in the greater Richmond area.

