

Express Car Wash

Express Car Wash · Real Estate, Business & Equipment

1720 OLD 41 HWY NW · KENNESAW, GA 30152

OFFERING PRICE

\$4,500,000

ASSET TYPE

Car Wash

OWNERSHIP

Fee Simple

SUBMARKET

NW Atlanta

EXCLUSIVELY LISTED BY

Chasen Foster · Listing Broker

Chasen Commercial Real Estate · 770.527.9815 · chasenrealestate.com

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EXCLUSIVE OFFERING • \$4,500,000

Express Car Wash — Kennesaw, GA

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PROPERTY SNAPSHOT

Offering Price	\$4,500,000
Property	Express Car Wash
Address	1720 Old 41 Hwy NW
City	Kennesaw, GA 30152
Type	Express Car Wash
Equipment	Sonny's
Vacuum Spaces	22
Ownership	Fee Simple
Includes	RE + Business + Equip.
Old 41 Frontage	± 17,000 VPD
Barrett Pkwy	± 60,000 VPD • 600 ft
Adjacent To	Publix • shared signal

◆ The Thesis

An express car wash on a Publix-anchored, high-traffic node in one of metro Atlanta's fastest-growing, most affluent suburban cities — with 22 vacuum spaces, Sonny's equipment, and a newly built 500-unit residential community next door — offered below institutional pricing for owner-operators, consolidators, and 1031 investors.

This Offering Memorandum is confidential, intended solely for qualified prospective purchasers, and is subject to the full disclaimer on the final page. All figures are estimates from sources believed reliable and are subject to independent verification.

01 THE OFFERING

Executive Summary

Chasen Commercial Real Estate is pleased to present the exclusive opportunity to acquire an **express car wash at 1720 Old 41 Hwy NW in Kennesaw, Georgia** — sited just **600 feet from Barrett Parkway** and sharing a signalized intersection with the adjacent Publix-anchored shopping center, on the high-traffic Old 41 Hwy / Cobb Parkway corridor in the heart of Cobb County's affluent, fast-growing northwest Atlanta submarket. The offering conveys the real estate, business, and Sonny's equipment as a fee-simple sale, giving an owner-operator or investor a turnkey retail asset in one of metro Atlanta's most car-dependent, high-income trade areas.

\$4.5M

OFFERING PRICE

± 60K

VEHICLES/DAY • BARRETT
PKWY

± 17K

VEHICLES/DAY • OLD 41 HWY

22

SELF-SERVE VACUUM
SPACES

OFFERING SUMMARY

Offering Price	\$4,500,000
Property Name	Express Car Wash
Property Type	Retail / Car Wash
Sub-Type	Express Car Wash
Sale Type	Real Estate + Business
Ownership Interest	Fee Simple
Address	1720 Old 41 Hwy NW
City / State	Kennesaw, GA 30152
County / MSA	Cobb • Atlanta–Sandy Springs
Equipment	Sonny's
Vacuum Spaces	22
Site / Building Data	Diligence Package
Financials (P&L)	Upon NDA

AT A GLANCE



Why This Asset

Car washes remain one of the most durable, high-margin, recurring-revenue formats in commercial real estate — recession-resilient, e-commerce proof, and increasingly targeted by institutional capital. This is a chance to own an express wash beside a Publix — sharing a signalized intersection, with a new 500-unit residential community next door — in a premium, booming Atlanta submarket at a below-institutional entry point.

03

THE ASSET

Property Overview

The Express Car Wash is a purpose-built, professionally presented facility — bright blue tension-membrane canopies, a stone-and-brick central building, and clean, well-signed drive lanes. The express automatic wash runs on **Sonny's equipment — the industry standard** — and is complemented by **22 self-serve vacuum spaces** and a branded mat cleaner, maximizing revenue capture per visit and per square foot.



STREET FRONTAGE & CENTRAL BUILDING



EXPRESS AUTOMATIC WASH



AERIAL • OLD 41 HWY / BARRETT PARKWAY NODE

SITE & IMPROVEMENTS

- ◆ **Format:** Express car wash
- ◆ **Sonny's equipment** — industry-standard wash systems
- ◆ **Express automatic wash** — 7'2" clearance lane
- ◆ **22 self-serve vacuum spaces** under canopy
- ◆ **Covered wash canopies** — tension-membrane
- ◆ **Mat cleaner** — ancillary revenue
- ◆ **Central mechanical / office building** (masonry)
- ◆ **Automated pay stations & menu signage**
- ◆ **Fee-simple site** · pylon & monument signage
- ◆ **Lot size, building SF, APN & zoning** — in DD package

THE BUSINESS

The sale conveys the operating express car wash business and goodwill on site, plus the installed Sonny's equipment and the underlying real estate. Trailing financials, revenue mix, membership data, equipment schedules, and utility/expense records are available to qualified, NDA-executed buyers.

◆ Buyer Profiles

Owner-Operator — direct cash flow & hands-on upside via memberships/pricing.

Regional Consolidator — bolt-on site in a target growth metro.

1031 / Passive Investor — recurring-revenue hard asset.

Location, Traffic & Retail



± 60,000

VEHICLES/DAY • BARRETT PKWY

± 17,000

VEHICLES/DAY • OLD 41 HWY FRONTAGE

600 ft

TO BARRETT PARKWAY SIGNAL

The property fronts the **Old 41 Hwy (US-41 / Cobb Parkway)** corridor just **600 feet from Barrett Parkway**, and **shares a signalized intersection with the Publix-anchored center next door**. Old 41 Hwy carries roughly **17,000 vehicles per day** at the site, while Barrett Parkway — 600 feet away — carries roughly **60,000 vehicles per day**, one of Cobb County's busiest commercial corridors. A newly completed **500-unit condominium & townhome community sits directly next door**, adding a built-in base of nearby rooftops. The site also benefits from the region's convergence of **I-75 and I-575**, adjacency to **Kennesaw State University** (~45,000 students), and the regional **Town Center at Cobb** retail hub.

LOCATION & RETAIL ADVANTAGES

- ◆ **Publix-anchored center** next door — shared signalized intersection
- ◆ **600 feet to Barrett Parkway**
- ◆ **Barrett Parkway** — ~60,000 vehicles/day corridor
- ◆ **Old 41 Hwy frontage** — ~17,000 vehicles/day
- ◆ **500-unit condo & townhome community** just completed next door
- ◆ **I-75 & I-575** convergence within minutes
- ◆ **Kennesaw State University** — ~45,000 students
- ◆ **Town Center at Cobb** regional retail & jobs core

APPROX. DRIVE PROXIMITY

Barrett Parkway	600 ft
Publix (shared signal)	Adjacent
Kennesaw State University	± 3 mi
Town Center at Cobb	± 4 mi
Interstate 75	± 4 mi
Historic Downtown Kennesaw	± 2 mi
Downtown Atlanta	± 29 mi
Hartsfield—Jackson ATL	± 35 mi

Traffic counts are approximate (Old 41 Hwy ± 17,000 VPD; Barrett Parkway ± 60,000 VPD) per Cobb County DOT / broker estimate. Distances and adjacent development details are approximate — verify independently.

Demographics & Growth

Kennesaw pairs affluence, rapid growth, and vehicle dependence — the exact ingredients that drive car wash volume. It is one of metro Atlanta's fastest-growing suburban cities, with incomes well above state and national medians, a young and expanding population, and near-universal two-vehicle, drive-alone commuting.

39,100

CITY POPULATION (2026 EST.)

+17.1%

POPULATION GROWTH SINCE 2020

\$83,356

MEDIAN HOUSEHOLD INCOME

2.9%

ANNUAL POPULATION GROWTH

35.6

MEDIAN AGE (YEARS)

2.0

VEHICLES PER HOUSEHOLD

TRADE AREA SNAPSHOT

METRIC	CITY OF KENNESAW	COBB COUNTY / METRO CONTEXT
Population (2026 est.)	≈ 39,100	Cobb Co. ≈ 770,000+
Growth Since 2020	+17.1%	Metro ATL +121,800 ('24-'25)
Median Household Income	\$83,356	Above GA & U.S. median
Per Capita Income	\$56,137	Affluent suburban base
Median Age	35.6 yrs	Young, family & student mix
Median Home Value	\$335,400	Rising-value corridor
Vehicles / Household	2.0	Drive-alone commuter base
Avg. Commute Time	28.6 min	High vehicle utilization
College-Educated (Bachelor's+)	44%	Highly educated workforce

◆ A Booming North Cobb Submarket

Kennesaw sits squarely in metro Atlanta's fastest-growing exurban ring along I-75/I-575, where the region added ~121,800 residents in a single year. The city's development authority touts a "booming economy," schools ranked in the nation's top 5%, and Kennesaw State University fueling demand. With two cars in nearly every driveway, a 28.6-minute average commute, ~45,000 nearby students, and a newly delivered 500-unit condo & townhome community next door, the site enjoys a broad, renewable customer pool that keeps expanding.

Sources: U.S. Census Bureau ACS / QuickFacts; World Population Review (2026); Data USA; City of Kennesaw / Kennesaw Development Authority. City-level estimates for trade-area context; certified 1-/3-/5-mile radius reports (Esri / STDB) available on request.

Car Wash Market Overview

The U.S. car wash sector has become one of the most sought-after niches in commercial real estate — a high-margin, recurring-revenue, e-commerce-proof service business drawing sustained institutional and private-equity capital. Demand is structural: rising vehicle ownership, the convenience-driven shift to express and automatic formats, and rapid adoption of subscription memberships that convert one-time washers into predictable monthly revenue.

\$20.7B

U.S. CAR WASH REVENUE (2025)

~6.3%

AVG. NET-LEASE CAP RATE (2025)

14–15%

AVG. INDUSTRY PROFIT MARGIN

\$21.7B

N.A. EXPRESS MARKET BY 2030

5.8%

PROJECTED SECTOR CAGR

+10%

MEMBERSHIP REVENUE YOY (Q3 '25)

WHY INVESTORS ARE BUYING

- ◆ **Recurring revenue** from subscription memberships
- ◆ **Recession-resilient** — non-discretionary upkeep
- ◆ **E-commerce proof** — a service that can't be shipped
- ◆ **Institutional demand** compressing cap rates
- ◆ **High operating margins** (35–50% at express)
- ◆ **Rising replacement cost** protects existing sites

SECTOR TAILWINDS

Automated, drive-through formats — express exterior tunnels and in-bay automatics — now represent the majority of industry revenue and are growing faster than labor-intensive full-service models. National consolidators continue acquiring independent sites in target growth metros, keeping buyer demand deep for well-located assets like this one.

◆ The Membership Flywheel

Q3 2025 data showed membership revenue up ~10% year-over-year with total churn near 7.6% — evidence of a stable, mature subscriber base. Converting occasional customers into monthly members smooths weather-driven volatility and lifts enterprise value.

Sources: NCS National Carwash Solutions (2026); Carwash.com — 2026 Express Carwash Trends; Rinsed Q3 2025 Car Wash Industry Report; SkyQuest / Fortune Business Insights; industry press. Statistics describe the sector broadly and are not representations of the subject property's performance.

EXCLUSIVELY LISTED BY

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CONFIDENTIALITY & DISCLAIMER

This Offering Memorandum has been prepared by Chasen Commercial Real Estate ("Broker") solely for the use of a limited number of qualified parties in considering their interest in acquiring the property known as the Express Car Wash, located at 1720 Old 41 Hwy NW, Kennesaw, GA 30152 (the "Property"). By accepting this memorandum, the recipient agrees to hold and treat it in strictest confidence and to return it to Broker upon request.

This memorandum contains selected information pertaining to the Property and does not purport to be all-inclusive or to contain all of the information a prospective purchaser may require. All financial projections, market data, demographic figures, traffic counts, and third-party industry statistics are provided for general reference and were obtained from sources believed to be reliable; however, Broker and the owner make no representation or warranty, express or implied, as to the accuracy or completeness of such information. Property dimensions, site and building data, zoning, and operating figures are approximate and subject to independent verification.

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