



# Bubble-Up "Good News" Letter™

Locally Owned and Operated  
in Madison, Huntsville & Arab

"News You Can Use ... To Be Aware & Better Prepared"

Aug/Sept 2024 Vol. 1 No. 13

## Progress Not Perfection

By: Bill Gough



Local Owners Jared Parr, Bill Gough, Tyler Slaughter, & Gonzo Lagunas

Jared & Gonzo are on site 6 days /week making sure you receive **YOUR Best Car Wash Experience\*\*** and completely satisfied. Not in a high-rise 100's of miles away like most car washes.

Tyler hired/trained Jared & Gonzo in 2013. Each of them have 11+ years management experience in Express Car Wash business and live in Madison County with their wives & kids.

More importantly, they know that YOU/OUR CUSTOMER, is the most important asset of our local business.

### \*\* What is Your Best Car Wash Experience?

- You will be Assisted & Treated Nicely
- You will be Appreciated
- You will be Listened to for all Feedback
- You will have the Bubbles Clean Car Guarantee

### FREE AMENITIES DETAIL YOUR CLEAN & SHINY CAR

- Powerful Vacuums
- Clean Towels
- Multipurpose and Glass Cleaner
- Air Wands to Clean Cracks & Crevices
- Automatic Mat Cleaner

Vanessa and I recently watched a documentary on tennis legend Roger Federer. My big takeaway was ...

Federer won 84% of his matches while winning just 53% of his points. On losing nearly half of his points he says ...



Roger Federer, the greatest of all-time lost nearly half the points he played.

*"I lose a lot of points. The key is not get upset losing a point. I learned to keep the mental side of my game in check, stayed cool especially on the high-pressure points & games in my matches."*

Look .. pursuing perfection can have paralyzing effects on our personal and business lives. It took me many years and much frustration learning this.

My passion in business has always been marketing. I studied it at UNA in Florence more than a few decades ago. Although in the REAL WORLD of being a local business owner, most of it didn't have a lot of application.

Over 93% of local business owners like our Bubbles organization do not understand how to MARKET TO and SERVE its ideal customer. You see, the real hero in our business is you. **THE CUSTOMER.**

Without you, we cease to exist. Our Bubbles Team is here to GUIDE you to a great experience each time you visit. If we fail to do this consistently, you're not happy and the business suffers.

You're served best when our team consistently performs the fundamental processes leading to an exceptional customer experience.

### Bubbles Customer Service Fundamentals

- Friendly welcome customers at kiosk
- Safely guide your car into tunnel & conveyor
- Check on customers in vacuum and amenities area
- Keep towels and multi-purpose cleaner fully stocked
- A clean and shiny car, guaranteed
- A clean and welcoming site
- Equipment maintenance

Bubbles core values are Friendly, Professional, & Organized with our people and processes. Let us know how we're doing.

# Our Customers Say It Best

"I was not happy with the bugs left on my car. Tony said to come back around and let us take care of it with our written Clean Car Guarantee. Keep up the great customer service."

**Susan Happy @Arab**

"I am so grateful for Chandlor and Omar here at Bubbles Madison. They always check on me in the lot to make sure I am okay. Keep it up!!"

**Mary Kryzak @Madison**

"This is the best car wash I've ever been to. I love that I can wash my car as many times I want. Plus, the staff is very friendly and helpful"

**Ebone Yarbrough. @Madison**

"Thank you guys so much for adding towels & cleaner. I already enjoyed coming here, and this just adds to it. Looking forward to other improvements."

**Robin H. @Arab**

"I love the new added towels and cleaner. The new soap in the car wash does an amazing job compared to the old wax. Thank you guys."

**Cindy Maze @Arab**

"You guys are the best car wash in town. You all are so polite and easy to work with."

**Kelly Catterall @Madison**

"I absolutely love the "new" Huntsville location and all of the new amenities!"

**Tracey Willis @Huntsville**

"I can tell a HUGE difference in how friendly & professional the staff is. Everything is well organized, so I know where the new amenities are! Thank you."

**Charlene Ramsey @Huntsville**

"I love car wash at Redstone. You all are consistent and friendly! Appreciate all of the upgrades you're making."

**Mr. Jody @Huntsville**

## Seen Around Bubbles

"I've been coming here since it was red rocket car wash. The customer service is awesome and LOVE the hospitality of the team! The new upgrades are terrific!"

**- Morgan & Amy Adams @Bubbles  
Redstone Rd Huntsville**



"I really like the car wash and is glad that the management is here to Stay."

**- Jason Hyche Site Manager Matt  
Seibers @Bubbles Huntsville**

"The towels and cleaning bottles are a game changer, I love seeing the wash getting better with improvements. Keep it up!"

**- Winter Wilson with Billy Childers  
@Bubbles Arab**



"I love the new towels and graphene. It has made my car really shine"

**- Nathan Conn with Tucker Davis  
@Bubbles Arab**

# SMILE CORNER

## Back to School Funnies

1. Why was the computer late for school? He had a hard drive.

• What is Harry Potter's favorite school subject? Spelling.

• Why was school easier for cave people? No history class.

• Why did the broom get a poor grade in school? It sweeps in class.

• What animal doesn't deserve straight A's in school? A cheetah.

## "Back to school" Inspiration

"Respect your parents. They passed school without Google."

**Unknown**

"The influence of a good teacher can never be erased."

**Unknown**

"Some students drink at the fountain of knowledge. Others just gargle."

**E.C. McKenzie**

"I've always loved the first day of school better than the last day of school. Firsts are best because they are beginnings."

**'To All The Boys I've Loved Before'**

## Your Questions Answered

By: Justin Sain, Regional Manager,  
Bubbles Express Car Wash

As a locally owned/operated small business we need and want your feedback to deliver the best customer experiences.

**QUESTION** – *"Before Bubbles, Red Rocket would go around with the scrubber hit all the windows. Last night all I got were the front and back windows. Is this how it's going to be in the future?"*

Wade W. Huntsville, AL

Hi. I'm Justin the Regional Manager with Bubbles Express Car Wash. I want to first thank you for being a loyal customer and sharing with us your feedback.

Our wash goal is to provide a clean, shiny, & dry car on every single wash. We must train our team members to properly prep the front bumper, side mirrors, windshields, and rear bumper only so our best-in-class chemistry meets our wash goal consistently.

Let me explain ... prepping the vehicle too much can cause wash quality issues such as wet and soapy, not clean. What tends to happen when a wet vehicle is sent into the tunnel, the chemical doesn't stick on the wet surface of the vehicle. It runs off, resulting in non-optimal wash.

Since taking over the Red Rocket locations, the first thing we did was we add best-in-class chemicals. New equipment is on the way to help enhance car wash quality.

Before Bubbles took over ... the attendants were prepping the entire vehicle. It was most likely needed due to the tunnel not being dialed in correctly with the chemical being properly concentrated. I can assure you will experience a better and much improved car quality moving forward.

If you have any questions please don't hesitate to contact me. My email is [Justin@BubblesExpress-CarWash.com](mailto:Justin@BubblesExpress-CarWash.com).

## WASH PACKAGES

### BEST

\$25 SINGLE \$35 UNLIMITED

GRAPHENE • BUFF N DRY  
Longer Stronger Deeper Shine

### BETTER

\$20 SINGLE \$30 UNLIMITED

CERAMIC WAX • BUFF N DRY • SUPER SOAP

### GOOD

\$15 SINGLE \$25 UNLIMITED

HOT WAX • TIRE SHINE • UNDERBODY RINSE

### BASIC

\$10 SINGLE \$20 UNLIMITED

WASH - RINSE - DRY

**ADD CARS  
TO YOUR  
MEMBERSHIP  
ONLY  
\$20 EACH!**



SCAN WITH YOUR PHONE



## 4 words which CAN instantly cure self-pity

By: Bill Gough

I am usually a very positive person. I try to see things in a 'glass half full' way and find the silver lining when things don't go well.

### I normally do NOT:

- Listen or watch toxic news
- Follow politics
- Waste time on anti-social media

Seventeen years ago, at a business conference a mentor's 4 words hit me hard. I've never forgotten it.

Here's what happened ... I was complaining about some issues. She listened for a few minutes. Then open hand slapped me on the side of my arm, saying 4 words which transformed my mindset instantly:

### **"Stop Being So Ungrateful"**

I was SHOCKED. It was the truth I needed to hear about my 'victim thinking'. Her honesty was a GIFT. These 4 words almost immediately snapped me out of my TOXIC mindset.

She continued ... "You are a very blessed man. You have a wonderful wife and children. A successful business. You're in good health. MILLIONS of people would trade places with you right now. You need to remember how blessed you are Bill."

Today, I am very grateful for these words. She cared enough to tell me the TRUTH. I needed a REALITY check. She delivered one.

I'd be lying if said I've never had another pity party. I am human. The bad wolf comes calling all the time.

When I feel toxicity brewing, I remind myself I have

- A wife who loves, supports and believes in me
- Healthy, happy, and hard-working children
- A Creator and Savior always with me
- Family & friends surrounding me
- A small business with great partners and a GREAT TEAM serving you
- And so much more to be GRATEFUL for

I hope you find this personal story helpful. I bet you have a lot to be grateful for today. Make a list, you'll feel better.

### Info needed to add family cars

- First & Last Name of member
- Cell Number of member
- Email Address
- Make, Model, & License Plate# of Vehicle(s) Adding

### 3 ways to add family cars to your membership:

1. Come by any Bubbles Location
2. Email info below to [info@BubblesExpressCarWash.com](mailto:info@BubblesExpressCarWash.com)
3. Scan QR Code on left or online [www.BubblesExpressCarWash.com/manage](http://www.BubblesExpressCarWash.com/manage)