

MAKING THE DREAM A REALITY



Senior Vice President Mike McBride of IPSO USA goes one-on-one with industry acclaimed coin laundry professional, Robert J. Renteria. Robert is the Executive Vice President/Co-Founder of WashPro USA.



Mike McBride (left) and Robert J. Renteria (right) go one-on-one.

For more than 15 years Robert J. Renteria has worked closely with customers to develop more than 450 successful coin laundries throughout the world. Many of his loyal customers, equipment manufacturers and suppliers often refer to Robert as the “Wash Pro.”

Robert has an extensive list of credentials that confirms his reputation as one of the most effective and respected professionals to have served in the commercial coin laundry industry.

When he was asked what was the single most important issue that could best explain his success and the success of those he had served, Robert replied with a grin: “A common misconception about the laundry business is that it is all about who has the best machines. The best machines cannot guarantee success, but by itself bad equipment is a recipe for failure. High quality washers and dryers are the final components of the business model that must be developed in any successful coin laundromat, whether new or existing.

Since the very beginning I have been frustrated by and struggled with most equipment manufacturers, because they all say the same thing. The typical manufacturer is so focused on selling equipment that the most important elements, the customers, their individual objectives, and their long-term well-being are often neglected or ignored.



Mike and Robert discuss the construction progress of the El Rio Laundry with owner/operator Angel Reynoso. At over 6000 sq. ft. the El Rio will be one of the 5 largest laundromats in Illinois.



IPSO USA GOES ONE-ON-ONE WITH THE WASH PRO

We are happy that we have been able to develop a strong relationship with IPSO because they not only manufacture high quality, top-of-the-line equipment, but also agree with our overall philosophy.”

Robert continued: “I built my reputation in this industry through endless hours of hard work and many sacrifices, but it could not have happened without my continuous commitment to ensure that my customers’ dreams of business ownership and personal success also came true. My partner, John Vassiliadis shares this philosophy, and we recognize it as a tremendous responsibility and obligation.

The single most important question for any entrepreneur looking to invest in a new industry is: “How can I make money?” A profitable enterprise requires a solid foundation. My partner and I work together with our customers to make sure that all the required elements for this foundation are in place.

This includes understanding the short and long term financial goals and objectives of our investors. It has happened many times that a customer told us that the amount being invested was all they had, and they trusted us to help them build a successful business.



Jeff McDonald, owner of Aqua Clean Laundry, proudly shows his store. Aqua Clean has installed over 100 IPSO machines.

I have lost sleep countless times just trying to cover all the bases to make sure we are doing everything necessary to achieve the best possible results. When you make decisions that will impact both the bottom and top line of your customers’ P&L statements, the burden of responsibility weighs heavy on your shoulders.

In this process we must embrace our customers like family: protect them from over-spending, bad leases, becoming over-leveraged and under-collateralized. We must educate them on training their employees, marketing in their specific location, developing a competitive analysis of the surrounding marketplace, and show them how to do everything possible to be the very best they can be as operators.”

Mike McBride added: “IPSO USA understands the business model that WashPro has developed. We agree with it, and support it. Many of our dealers have varied but similar approaches.

In order to promote this concept we have recently appointed a Nationwide Dealer Council to share ideas, and foster a better understanding of what is truly needed when serving and supporting the most important people in our industry: OUR CUSTOMERS!”



For more information please contact IPSO USA at 1-800-USA-IPSO, or visit our web site at www.ipsousa.com”.

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Roy and Loretta Kohl standing with Robert in front of the future juice bar of “Kohl’s Corner”. Roy, Loretta and their partners are realizing their dream of a combined Cyber Café and Laundromat.

