



ROADMAP FOR A SUCCESSFUL RETOOL.

There are many potential business benefits to replacing older equipment, but it can be difficult to know where to start, especially if you're not familiar with the process. Here's a step-by-step guide to navigating equipment replacement.

1 MAKE SURE YOU'RE UP TO SPEED.



Take an inventory of your machines, listing their age, warranty status and repair history.



Evaluate your equipment mix by looking at which machines are seeing heavy use, and which aren't.



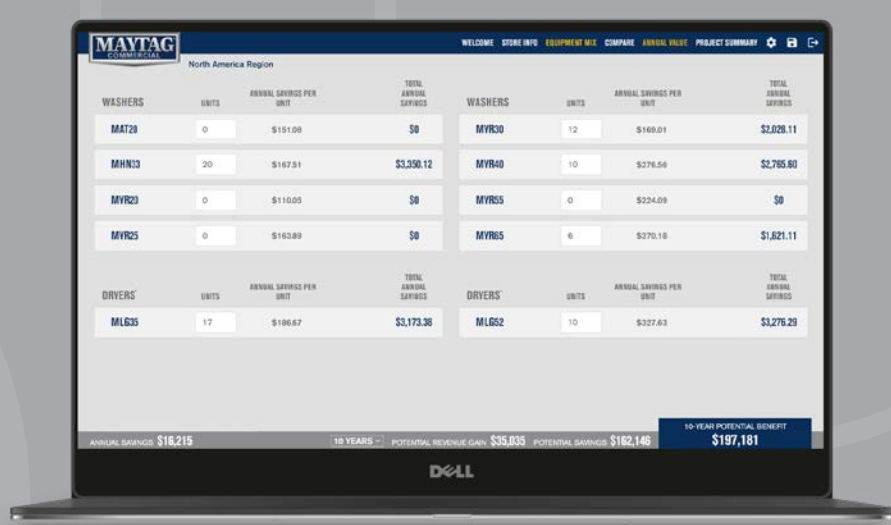
Talk to your accountant to see if depreciation deductions or other tax benefits can help defray investment costs.

TIP:

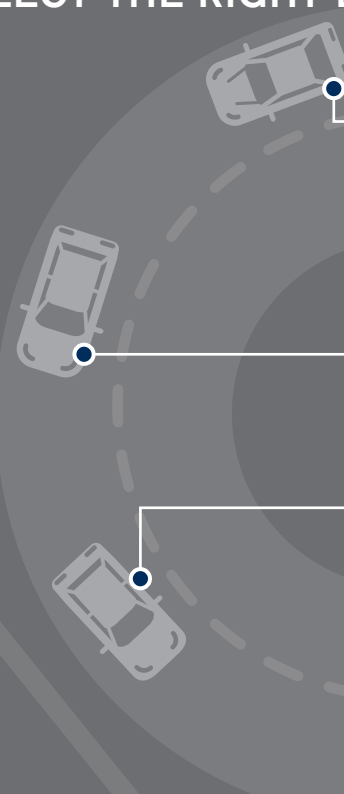
Don't forget to review your utilities to see if they're eating up a larger-than-average percentage of your revenue: most laundromats spend 24% or less of their gross revenue on utilities.¹

2 CALCULATE YOUR POTENTIAL ROI.

Set up a meeting with your [Maytag® Commercial Laundry Distributor](#). Using our Replacement Calculator, they can analyze your store's vend prices, utility costs and turns per day to generate a custom report mapping out the potential ROI of various replacement scenarios.



3 SELECT THE RIGHT EQUIPMENT.



Determine your ideal equipment mix and pricing strategy.

Decide if a full retool or gradual replacement strategy is best for your store.

Compare machine models and request quotes.

Review the different financing options offered through Maytag® Commercial Laundry.

TIP:

Take the warranty and full lifecycle of a machine into consideration when evaluating equipment. Parts and repair expenses may end up outweighing the money saved by purchasing a lower-priced model.

4 NAVIGATE CONSTRUCTION.



Alert customers ahead of any scheduled downtime.



Block off construction areas.



Schedule other store improvements.

TIP:

Stores with 100% Maytag® Commercial Laundry machines qualify for the benefits of being an authorized Maytag® Equipped Laundry, including signage, design guidance and other promotional tools.²

5 REV UP YOUR BUSINESS.



PROGRAM MACHINES AND TRAIN STAFF ON NEW EQUIPMENT.



POST IN-STORE SIGNAGE TO DRAW CUSTOMERS' ATTENTION TO NEW MACHINES.



ADVERTISE YOUR STORE IMPROVEMENTS ON SOCIAL MEDIA AND YOUR WEBSITE.



CONSIDER SPECIAL OFFERS TO HELP ATTRACT NEW CUSTOMERS.

TIP: The intelligent controls on Maytag® Commercial Laundry machines let you easily set time of day pricing and other cycle modifiers for potential added revenue.

For more advice on evaluating equipment, determining the potential ROI of new machines and the benefits of working with Maytag Commercial Laundry, visit [ReplaceWithMaytag.com](#).



¹Coin Laundry Association, 2019 Annual Survey
²Terms and conditions may apply