

cents

Grow, Manage, and Understand Your Laundromat Business

Whether you're an industry veteran or a new entrepreneur, discover how Cents can help you grow, manage, and understand your laundromat business like never before.



So Much Potential.

Laundromats have operated with very few changes for decades. And for good reason. Outside of water, soap, and heat, there's not a better formula to wash and dry clothing. And owning a laundromat—especially one with good margins and a loyal customer base—is a great investment. Breaking this decades-old cycle could hurt business, **so why change?**

While tradition has served the industry well, clinging to outdated methods could mean missing out on a wealth of opportunities in the growing tech-driven economy. Customers today demand convenience, speed, and adaptability—and businesses who don't adapt risk falling behind. The good news? **The laundry industry is ripe for innovation**, and the barriers to entry are lower than ever for laundromats willing to embrace change.

This guide introduces **Cents**, the only business management platform specifically designed for laundromats. Unlike generic point-of-sale (POS) systems that require piecing together multiple tools, Cents offers a unified solution tailored to the unique needs of laundromat owners. It simplifies operations, integrates advanced technology, and positions laundromats to thrive in the modern market.

With Cents, you can achieve success through three foundational pillars:

Grow

Unlock new revenue streams, streamline payment systems, and offer premium, tech-forward services.

Manage

Simplify employee, financial, and multi-location management while maximizing operational efficiency.

Understand

Gain powerful insights into customer behavior, machine performance, and business trends to make informed decisions.

Pillar One: Growth Strategies

Growth at a laundromat can mean a number of outcomes: tapping into new revenue sources, expanding into wider geographic markets or updating customer experiences. Shaped by tech-forward markets and customers, the current tech-forward laundry industry presents owners with a wealth of untapped potential as well as a low barrier to entry, as growth is often the outcome of simply using a business management platform that's tailored to a laundromat's unique operation and needs. What does growth look like for the next generation of laundromats?



Grow Your Revenue

Laundromat owners can unlock a variety of new revenue opportunities with Cents. Alongside hardware devices, Cents allows owners to offer premium services: **digital, on-demand, and user-friendly offerings that resonate with modern customers willing to pay for convenience.** By migrating business management to Cents, laundromats gain access to these premium services, attracting new generations of clientele and ultimately boosting profitability.

Additionally, laundromat owners get access to other tools that allow them to adapt innovative revenue models:

- **Business partners** allow you to share operational costs and increase revenue opportunities by collaborating with complementary businesses
- **Dynamic pricing** helps maximize revenue during peak hours while attracting customers during slower times
- **Subscription models** create a predictable revenue stream by fostering customer loyalty and ensuring consistent service usage.

Grow Your Margins

Generally speaking, **growing margins involves boosting revenue while maintaining fixed costs**, a process that—without the right business management solution—can be extremely challenging. Laundromat owners are empowered to automate repetitive tasks, a crucial step to maintain fixed costs, when utilizing Cents. User-friendly data analytics as well as automated alerts of purchases and low inventory grant owners and their employees the bandwidth to focus on high-priority, margin-growing tasks.

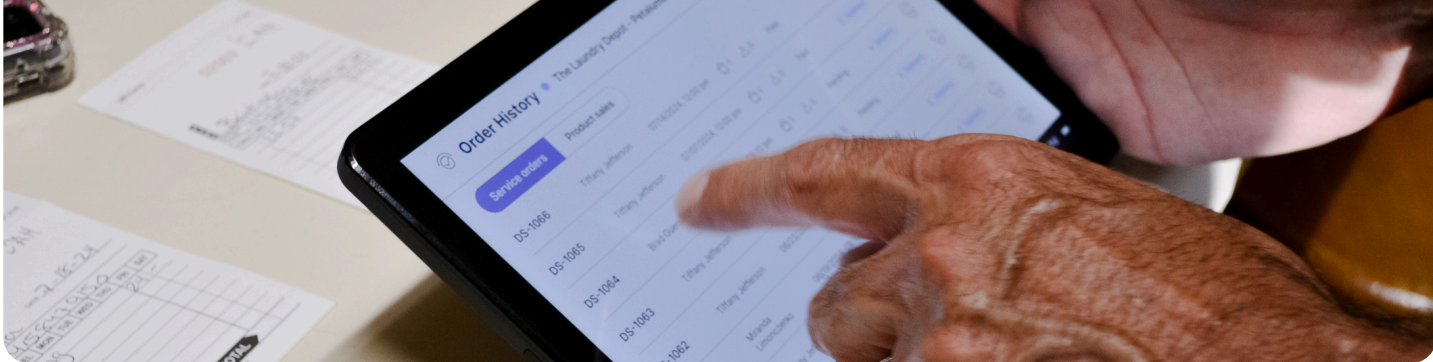
Frictionless Payments

Over 89 percent of U.S. adults use digital payments,

putting the responsibility on laundromat owners to set up their shop to accept digital payment options. How? With hardware that's both modern and flexible enough to meet evolving customer behaviors and needs.

Cashing in on frictionless payments has never been easier. Laundromat operators can use systems like Cents' business management platform and Laundroworks Laundry cards to offer a seamless digital payment experience. By applying hardware like the Penny directly to their washers and dryers, operators can accept various forms of payment like laundry cards, all while tracking their revenue within Cents' Business Manager.

On top of that, catering to a cashless customer base grows your business by removing previous tech limitations and creating a flexible interface to accept a spectrum of payment options: cash and coins, debit or credit cards, a mobile payment app, or through online ordering. On top of that, cashless washers and dryers are simply more user friendly and a welcomed alternative to a sack of quarters on laundry day. Plus they're easier on your staff as well. **Grow your margins by being flexible.**



Bolster Service Offerings

Today's families are busy and have fewer available hours to do laundry at home. Or they have limited access to brick-and-mortar laundromats within urban settings. This has created a growing demand for laundromats to offer enhanced services like laundry pick up and delivery.

But simply piling services upon a laundromat, its staff, and customers is a poor idea. That's why Cents give owners the tools and platform to identify the right services to meet demand—and reduce the risk of a new venture. **How does it work?** Employees can access customers' digital records with an easy to use dashboard, which displays order history and details. Not only does this help ensure transaction history and reduce errors—such as bag or garment loss—but this dashboard also illustrates a comprehensive overview of your operation. Owners are better equipped to allocate staff time and resources to high-potential areas of business.

Add No-Cost Delivery

While offering delivery services has historically been a risky and high-cost barrier for laundromats, **owners can now offer a low-cost delivery model with the powerful combination of Cents and the gig economy.** Instead, customers pay a low-cost delivery service charge.

Owners are entirely in-charge of what days and time they offer laundry pickup and delivery, the zip code or geofence in which they will accept orders, and set custom pricing associated with this service. With Cents, you'll have the controls and insights you need to make pickup and delivery a massive success for your business. The Cents platform also allows the owner to choose to enable gig economy on a custom schedule to balance time with preowned store run vans or self runs.

Create a Premium Laundry Experience

What could you do if you had more time and your laundromat was more resource-efficient? Cents business management platform gives you and your employees time back, empowering all to focus on higher-priority tasks, which are often tied to customer service. **Better customer service is the cornerstone of a premium laundry experience.**

Why does this matter? Employees are spared time spent at the time clock and performing tasks related to payroll and shift management with Cents platform. Across the US, forward-thinking laundromat owners are turning to Cents to outdo their competition. [Laundry and Tan Connection](#) is a multi-store laundromat that also offers tanning bed services for customers.



Pillar Two: Manage Operations

Cents is first and foremost a “**business in a box**” comprehensive business management platform. By eliminating the need to frankenstein together several platforms into one solution, owners are better equipped to effectively manage their laundromats. Whether an owner knows their business inside and out or is simply looking for new growth avenues, collecting and centralizing laundromat performance data under one system helps operators make better- informed business decisions and set more accurate goals and expectations—all of which are backed by real-time data.

Employee Management

Outside of washer and dryers, employees are a central part of a laundromat operation. **By better managing employees through logged performance, laundromats can better gauge workers' operational efficiency.** This includes features like average processing time, clock-in-and-out processes, time spent at out-of- service machines and return on labor.

With Cents, owners can quickly and easily identify a team's successes and top performers, recognize troublesome areas and work to motivate others to alleviate obstacles, ultimately driving overall staff satisfaction and retention rates. With the cost of labor on the rise, avoiding turnover is essential for today's laundromat. Cents is designed to not only analyze employee data, but to offer active solutions and empower owners to hire and retain top employees.

Customer Management

Crafting a premium customer experience is crucial to the long-term success of a laundromat. That's where customer management comes in: both within a brick-and-mortar location and remotely. This flexible experience nurtures loyal, long-term customers, who are the lifeblood of any operation, especially in a competitive market.

- Cents is built with a customer relationship manager (CRM) system that integrates seamlessly with a laundromat's website and marketing efforts. Owners can view comprehensive insights, track cart abandonment, and access advertising reporting to help maintain a consistent, high-quality experience that goes above and beyond customer expectations.



Financial Management

Laundromats contain multitudes: self-service, over-the-counter transactions, and vending services. With so many sources of revenue—and more to come with an updated business management platform—how's an owner expected to keep track of performance?

Cents and Laundroworks enables owners to quickly and easily monitor which revenue streams lead to the largest return on investment (ROI) and offer intuitive solutions to maintain ROI and reallocate spending away from sources with fewer returns. Train a closer eye on different revenue streams, get insights into alternative revenue sources, and even track marketing ROI to **balance every financial element**.

Multi-Store Location Management

Multi-store laundromat owners understand the headache of different business regulations from state to state. Laundromat operators with stores in different states must stay compliant with every state's tax rates and taxable products, business expenses on gas, staying in tune with the needs of customers from different geographical demographics, and ensuring that all staff are motivated and providing the best experience for the customers.

Cents' platform accepts information from different states and generates business insights for each laundromat location, such that every owner and operator can gain a comprehensive view of each store while also seeing the big picture. Adjust prices and options of services, customize online ordering features and view employee information on a per-location basis to **maximize the efficiency of the entire operation**.





Pillar Three: Understand Insights

Setting up a laundromat with the right set of people, data, and technology is the spark that propels a business into a tech-forward economy. But understanding a laundromat, how it operates, and its customers' behaviors? That's the linchpin that unlocks a location's untapped potential.

Understand Your Customers

When a laundromat owner understands their customers' laundry service needs, wants, and desires, operators can engage with clients on a much deeper level. Discovering the dominant language of a core customer base, for example, empowers owners to adapt and craft suitable messaging and services. Discovering that a majority of customers are doing laundry for the whole family empowers owners with the insights to invest in 80-pound washers, which can accommodate family-sized loads.

With Cents, **owners can curate a laundromat experience that meets customers needs and fosters their loyalty.**

Track customer behavior, price services dynamically, and analyze marketing efforts to continue to tailor efforts towards a precise target audience.

Understand Your Data

Data can be challenging. There are so many factors that contribute to gathering, analyzing, and reporting accurate findings. That's where Cents comes in. Cents is designed to make data processes simple and stress free. On top of that, Cents is oriented towards reporting data as a story, which better positions laundromat owners to understand, manage, and grow their businesses.

Each data point is assembled to create a comprehensive, detailed overview of a laundromat. Cents provides insights into machine performance, inventory, customer behavior, marketing efforts, revenue streams, point of sale (POS) processes and so much more. With Cents performing the data analysis, **owners are equipped to make better-informed and intuitive decisions to grow their businesses.**

Understand Your Machines

Not that long ago, washers and dryers were a data mystery. On their own, laundromat machines washed and dried without reporting their performance. Cents changed that. Understanding washer and dryer performance starts with asking the right questions:

- When is a machine not running?
- Which of my machines are the most used?
- Which brands of washer or dryer perform the best?
- What is the best way to manage machine maintenance at several locations across several states?

Cents integration unlocks machine data and provides answers to these questions and more. Without the right technology and hardware, it's nearly impossible to accurately track individual washing and drying machine use and performance across several store locations. **Well-designed laundromat technology can identify the most and least-used machines so resources can be reallocated accordingly.**

An owner may find that one location's front-loaders get 70% more turns per day. With those insights, that owner may install more front-loaders at that location. Not only does this meet the immediate need for more front-loaders but also nurture better customer relationships and drive loyalty.



Break a decades-old cycle by partnering with Cents



Cents is a complete business management platform for laundromats that enables laundromat owners to satisfy the three pillars of a modern market: grow, manage and understand. Get insights, manage better, and tap into new, exciting revenue sources. Offer more on-demand, user-friendly services and take advantage of a growing industry.

[Book a demo today and take Cents for a spin.](#)

