



# Case Study

## Financing DRB Systems Car Wash Technology

<b>Company:</b>	DRB Systems
<b>Geography:</b>	National
<b>Time in Business:</b>	Since 1984
<b>Industry:</b>	Car Wash Technology
<b>Solution Cost:</b>	\$50,000-\$200,000



### Client

Founded in 1984, DRB Systems is a leading provider of fully customizable point of sale and tunnel control software, hardware, support and business solutions for the car wash industry. Expansive product offerings and expert support help car wash operators run their business, manage daily performance and grow their company. Unlike equipment-only point-of-sale companies, DRB Systems provides the business knowledge to help transform car washes into profitable businesses.

Headquartered in Akron, OH, DRB employs over 400 knowledge leaders and has served more than 14,000 car washes across the country. With 30+ years of providing innovative solutions to the car wash industry, they continue to focus on creating opportunities for car wash operators to thrive in today's ever-evolving industry. In 2018, the company expanded its offerings through the acquisition of Sage Microsystems, Inc. which offers comprehensive solutions for the quick lube industry.

### Needs Analysis

DRB Systems customers typically seek financing ranging from \$50,000 to \$200,000 and require low or no out of pocket expenses along with the ability to spread costs over time. DRB sought out a lender that could quickly develop a comprehensive finance program for clients to finance their complete offering. Having a program to cover 100% of a project was also critical so that taxes, shipping, training and other items could be bundled into the monthly payments along with the equipment and technology items including:

- POS hardware and software
- Canopies and signage
- Tunnel control solutions
- LED lighting and other items

### Ascentium Capital's Finance Solution

DRB Systems chose Ascentium Capital as their preferred lender due to their 100% financing that incorporated a fast funding process, easy to use portal and flexible payment options to improve client satisfaction. The financial solutions were developed to address these initiatives:

## Initiatives

- Provide car wash operators with fast and simple financing for DRB Systems equipment and ongoing support
- Offer financing options with no upfront payment that cover 100% of expenses
- Support aggressive company growth goals with referral of clients needing financing to trusted lender

## Solutions

- Dedicated finance team that understands the car wash industry and offers fast approvals
- No down payment options and a program to bundle tax, shipping, training and more
- Provide financing to additional car wash owners that may not qualify for traditional financing helping drive growth

## Ensuring Success

DRB has been working with Ascentium to provide customers with the financing needed for POS kiosks, tunnel systems and software since 2012. DRB Systems experienced annual growth near 30% for the past three years bringing turnkey technology to car wash owners and operators across the United States. Customized marketing and sales material are developed to promote the acquisition of their solutions via a streamlined finance process with extremely affordable payment options.

- **Comprehensive financial solutions:** DRB is better equipped to meet client needs with Ascentium's complete technology financing offering up to \$1.5 million with 100% financing and deferred options.
- **Fast Funding:** The streamlined credit application for financing up to \$250,000 with most credit decisions made within 1-2 hours helps DRB close additional sales.
- **Stay ahead of competition:** The quick access to financing and same-day funding enables clients to implement their projects on a faster timeline and DRB Systems receives funding quickly and remains an industry leader.

*"We target to grow 20% year over year, and Ascentium Capital has really helped us reach that goal."*

*- Todd Davy, DRB Systems*

*"They've helped us be the leaders in our industry in every segment in which we choose to compete. If you're looking to grow your company, I'd definitely partner with Ascentium Capital."*

*-- Todd Davy, DRB Systems*

## Contact Ascentium Capital today:

Ascentium Capital is proud to serve the car wash, gas station, and convenience store industries nationwide by providing business financing and working capital solutions. To find out how to transform your car wash from good to great, contact our finance team for assistance meeting your business initiatives.

## Ascentium's Car Wash Team

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