



DetailXPerts
We bring the eco auto spa to you!

FACT SHEET

- In 2002, Emmanuel Williams, founder and CEO of **DetailXPerts**, was sitting on his porch with his then 8-year-old son Emmanuel Jr. They watched cars go by while talking about the world and the environment. Emmanuel Jr. had an epiphany and asked: "Hey dad, why don't you wash cars with steam?" It all started with that question...
- For years Emanuel Williams used his engineering knowledge to test and improve the steam cleaning process and methods until he perfected it and patented the technology;
- In the process, Angela Williams, Emmanuel Williams' wife, joined him and took on the creation and testing of a business model that made economic sense.
- The result: **DetailXPerts** first auto detail shop opened in 2006 in Indianapolis.
- **DetailXPerts** auto detail shops and mobile detailing units are the first to use steam cleaning methods to maintain the beauty of vehicles – automobiles, trucks, motorcycles, boats, even trains and airplanes.
- By using steam, our patent-pending eco friendly cleaning system conserves precious natural resources - instead of the 40 gallons it takes to hand wash a vehicle in the traditional conveyor car wash, **DetailXPerts** need only two gallons to wash 15 vehicles. This means we need only a pint of water to steam clean you vehicle.
- After proving the business model successful, Emmanuel and Angela decided that this green business was going to be the catalyst for fulfilling one of their major callings in life — helping others achieve financial independence while creating jobs.
- After extensive research and consideration, they decided that the win-win relationship inherent to franchising was the most appropriate vehicle to achieve their dream. **DetailXPerts'** focus is on attracting franchisees from lower socio-economic conditions and teaching them the ins and outs of building a successful business.
- The result: **DetailXPerts** created the first eco friendly steam cleaning car wash franchise in the USA and worldwide in 2008.
- **DetailXPerts** professional detailing business and car wash franchises continue to grow at a consistent rate, and our long-term objective of having more than 1,100 franchises in the next 10 years while creating more than 30,000 jobs in the process is well within view.
- All we, at **DetailXPerts**, do is based on care for excellence, customer satisfaction and last but not least – environmental protection!

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