



The Car Wash Starts Here.

ReachFree ID®

ReachFree ID® is a Sierra Software* house account application that efficiently builds volume and revenue by providing subscription-based accounts to loyal customers. This technology is ideal for businesses that feature in-bay automatic or tunnel washes that have capacity to grow and increase car wash throughput on a daily basis.



Streamlined Process

RFID allows customers to access your car wash quickly and easily through use of a tamper-resistant window tag, which is linked to a subscription account. Subscribers don't have to have cash or credit cards in hand to utilize your services. They access your wash as needed, allowing their window tag to register their visit.

Increase Potential for Revenue

RFID provides a guaranteed source of income for car wash owners. Because subscribers commit to a monthly fee for your service, your profits are essentially unaffected on days or weeks when the weather conditions keep your customers away. Additionally, RFID promotes frequent use of your wash, leading to additional, consistent revenue for your business.

Flexible Access

Accounts can be set up to allow customers to access your wash on an unlimited basis, with customizable use parameters determined by you as the owner. Fleet customers can take advantage of a post-use billing system, which charges based on usage. Recurring billing functions can be arranged through credit processors.

* Sierra Software products include Unitec's Sentinel, Portal TI, C-Start and Wash Select II (with added Site Server).



A Story From ...

Frank Strasser
Village Car Wash, Midlothian, Virginia

My car wash was in operation for one year before I decided to make the additional investment in RFID, to work in tandem with my Wash Select II systems. I saw this investment as a simple and easy way to create customer loyalty, which would in turn increase my profits. I incentivize my customers to subscribe by offering them a discount per wash, which saves them a few dollars each time they come in. We have also established partnerships with some of the local schools and non-profit organizations to support their fundraising efforts, as well as new car dealerships, allowing them to package car washes into their service packages, using RFID. The customers love this option because it's easy. They drive up and go through, without having to fumble to find cash or their credit card to pay. In addition to the benefits the system offers both me and my customers, the system has proven to be flawless from an integration standpoint. In my opinion, adding RFID to your car wash should be an obvious, easy decision.



Unitec – Who We Are

Unitec develops, designs and manufactures reliable, innovative point-of-sale entry systems for the car wash industry. In addition to selling complete systems, system components and parts, we develop custom applications for high-volume resellers and retailers, providing owners of automated car wash facilities the right equipment, tools and marketing opportunities to increase revenues while improving customer loyalty. Unitec has earned a reputation for producing systems of the highest quality and reliability in the industry, from simple swipe-and-go credit card terminals to the most sophisticated, internet-enabled and video-capable touch screen kiosks. We are in business to satisfy the car wash owner's foremost needs, offering free-standing, customer-activated products that integrate with all types of car wash control technologies.

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