Professional Experience and Curriculum Vitae
Starter’s Guide to Laundromat Profitability

For many aspiring business owners, a laundromat is a sure path to financial stability and freedom. Unlike many other businesses, the laundromat carries with it a basic human need—clean clothing—which almost assures a constant base of customers. However, before actually starting out, it is very important to know the financial dynamics of a laundromat. This article tries to take a first timer through the very basics of laundromat profitability, bringing to focus the likely revenues, operational costs, and ways of strategizing to maximize income.

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The Appeal of Laundromat Investments

Laundromats tend to be very appealing to most new business owners for their relatively passive nature and simplicity in the business model. Primarily, services are self-service laundry, but large additional earnings come from services like wash-and-fold, partnerships with local cleaners, and vending. In addition, laundromats have a stable demand factor that is not economic-dependent and therefore presents itself to be a very resilient investment in whatever economic climate.

One of these is the major reasons people are attracted to laundromats; there is a constant demand for laundry services. Since washing clothes will never cease being one of the basic necessities, laundromats have a constant flow of customers, which usually translates to regular and stable income—a dream come true for any business owner.

The major revenue stream in most laundromats comes from the operation of coin washers and dryers, where customers pay per use, with pricing again variable based on capacity and local market rates. Maximizing usage and minimizing downtime means that placement and maintenance are strategic.

Wash-and-Fold Services

Further, this widens the scope of the market to customers who may not otherwise do laundry in your facility. You can place a higher price point on this service where they drop their laundry off, and it gets washed, dried, and folded by an attendant, versus just using machines.

Vending Machines

This is another source of profit altogether when coupled with vending detergents and fabric softeners as well as snack and drink vending. In high-volume stores, these sales can altogether lift a store's total revenue by a large percentage.

Calculating Profitability
Gross revenue from all sources should be greater than operational costs to achieve profitability. This is the basic equation for determining whether a laundromat is profitable.

Initial and Ongoing Costs
A laundromat has several initial costs, including commercial laundry equipment and location plus licenses and permits. Ongoing expenses are for utilities (water, gas,

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