



**RUB A DUB HOLDINGS, INC.**

Address: 1775 Tysons Blvd., McLean, Virginia, 22102

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# RUB A DUB + LANDLORDS

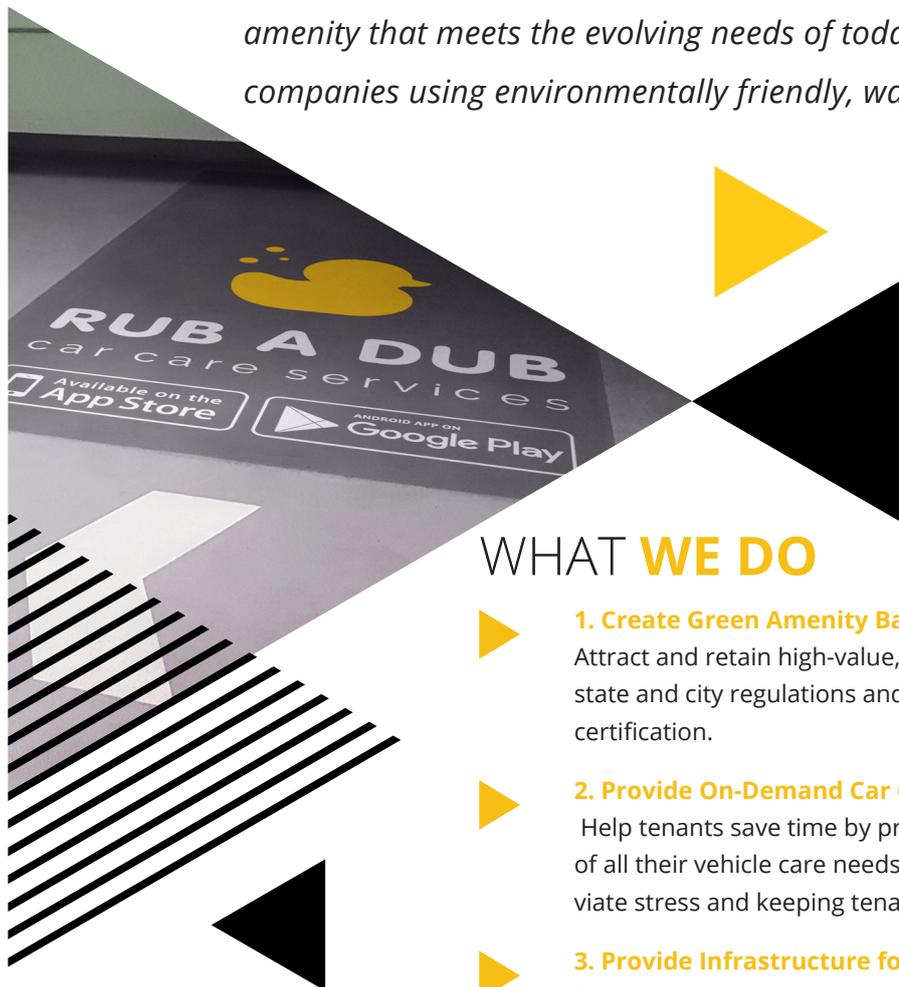
## **BUSINESS OVERVIEW**

### **RUB A DUB HOLDINGS, INC.**

The leading provider of car care amenities to commercial properties and their tenants. With over 100 commercial properties under contract serving Washington DC, Northern Virginia, Maryland and Florida.

# About Us

“The RUB A DUB platform helps landlords easily increase property value by utilizing formally unproductive parking areas. We do so by upgrading building parking structures with car care centers that serve as an amenity that meets the evolving needs of today's commuters & future mobility companies using environmentally friendly, waterless technology.



## WHAT WE DO

- ▶ **1. Create Green Amenity Bay for Tenants**  
Attract and retain high-value, green-minded tenants. Meet emerging state and city regulations and meet your sustainability goals e.g. LEED certification.
- ▶ **2. Provide On-Demand Car Care Services**  
Help tenants save time by providing them an opportunity to take care of all their vehicle care needs at work while it's parked. This helps alleviate stress and keeping tenants happy.
- ▶ **3. Provide Infrastructure for Mobility Companies**  
By redeveloping your garage to support mobility services you are assisting in bringing the future of mobility to smart cities.
- ▶ **4. Bring Sustainable Mobility Services to Building**  
Shared and peer to peer loan vehicles (e.g. Zipcar, Maven, Getaround, Uber, etc.) are essentially operating businesses out of parking structures. Proper rents are not being extracted.



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# Our Team

## Daniel Tisone

**Position :** Founder, CEO

**Background :** Catholic University 16' Int'l Economics & Finance, Harvard College 18', Commercial Real Estate

“ Capitalizing on trends in real estate, technology and mobility, RUB A DUB was started to get properties to their maximum usage value. Currently parking structures are not at their highest and best use and RUB A DUB works to change that.

## Shawn McRae

**Position :** COO

**Experience :** 15 logistics / operations

“ Being ex-military, I worked logistics and operations on a routine basis. Today, I ensure property owners are running like well-oiled machines. Parking structures truly benefit from our services and disciplined work force.

## Russell McCullough

**Position :** CTO

**Background :** 15 years in technology sector SAP, Equifax, Arbinet

“ There are three separate revolutions; electric, shared use and driverless, each of which have enormous societal impacts. We recognize market forces and help to position developers favorably by helping them extract higher rents from operators profiting from using the property.

## Greg McCullough

**Position :** Investor

**Experience :** CTO Booz Allen Hamilton

“ RUB A DUB is assisting developers re-purpose their garages with a car care amenity for tenants, but more so assisting property owners in positioning themselves for the future of smart cities.



# Our History



## ▶ The Project

In 2014, RUB A DUB started at 1676 Interntional Dr. Brandywine Realty Trusts headquarters. RUB A DUB served as a tenant amenity to provide waterless car care services. After 12 months in operation we were inundated with requests from other property owners.

RUB A DUB scaled from 1 to over 100 class-A buildings in the Washington DC metropolitan area working with JLL, Tower Companies, Akridge, Brandywine, Monument Parking, Atlantic Parking and more.

Today, we are working with nearly every major developer.

**We have recieved the highest recomendations from every developer partner and can furnish referrals upon request.**

*"They truly are a value added service and a great addition to each of our locations."*

*- Edward Strittmatter, Brandywine Realty Trust*

## ▶ RUB A DUB Facts

▶ Water saved per service	<b>100 gallons</b>
▶ Average time saved per service	<b>2 hours</b>
▶ States with operations	<b>4</b>
▶ Properties under contract	<b>100 +</b>



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# Our Services

We know you have a busy schedule, which is why you can book car care services wherever and whenever works best for you. Any time from 8am to 6pm, 5 days a week. It's easy to book with RUB A DUB. Download the app for iPhone or Android, book online, or give us a call at 202-804-9160. After your service, our highly secure credit card transactions allow for a no hassle, cashless transaction. With RUB A DUB, your car is in the hands of experienced technicians. With over 100 hours of training, background checks and full insurance policies, RUB A DUB employees are the best choice for your vehicle. From waterless technology to our 100% eco-friendly supplies, RUB A DUB constantly works to reduce our footprint. All water, soap and chemicals used during a service are captured and reclaimed, leaving nothing behind.

## Car Cleaning

 Exterior Only	<b>\$ 29</b>
 Wash Wax & Vac	<b>\$ 49</b>
 The RUB A DUB	<b>\$ 99</b>
 Full Detail	<b>\$ 179</b>

## Maintenance Services

 Windshield Wiper Replacement	<b>\$ 39</b>
 Emissions Inspection	<b>\$ 59</b>
 Headlight Restoration	<b>\$ 39</b>
 Oil Change (Standard / Premium)	<b>\$ 99 / \$129</b>

## Extra Options

 SUV	<b>+ \$ 10</b>
 Large SUV	<b>+ \$ 15</b>
 Pet hair	<b>+ \$ 15</b>
 Wheel Polishing	<b>+ \$ 15</b>





# Why RUB A DUB

## ▶ 4 Reasons

RUB A DUB wishes to provide properties with a car care amenity. Our goal is to increase structure value of the parking garage through the addition of an amenity bay.

**Property value declines as structural value declines. Parking structures are anti-quoted and need to be re-purposed to increase the structural value in turn increasing over all property value.**

### ▶ 01 Avoid Obsolescence

Many companies are operating businesses from parking structures. They are paying the rate other parkers pay when they are making enormous profits from parking their assets in your garage. To RUB A DUB, they are no different from a law firm renting office space.

**Parking Structures are facing Functional, Structural and Economic Obsolescence as they no longer meet it's intended audiences needs well, nor are they at their Highest and Best Use.**

**Redevelopment is needed to facilitate these companies and therefore extract higher rents from the structure.**

### ▶ 02 Drive Property Value

The unique pairing of (1) a piece of land with (2) a building which perfectly capitalizes on the land's unique characteristics (think: locale) maximizes cash flows to the operator on that site. The present value of the stream of cash flows the property will generate in the future drives property value.

**The amount of rent an operator is willing to pay depends on the profit they stand to make from using the land, therefore, structure plays a huge role in determining the property value.**

**Ride share companies such as ZipCar, Car2Go, Maven, etc. are willing to pay more than normal parkers because they stand to make much higher profits from the use of the parking structure.**



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## BUSINESS OVERVIEW



### ► The Project

We wish to install a DUB HUB - Amenity Bay - to support sustainable car care services within smart cities.

**This area will be revamped to brighten the garage and create an attractive space that is used for a building amenity.**

### ► 03 Attract Tenants

Bywater Consulting Group, which helps improve organizational performance says “Companies that offer incentives may be seen as environmentally conscious and employee-friendly.”

**In 2011, researchers at Princeton University found that “clutter can actually make it more difficult to focus on a particular task. Specifically, they found that the visual cortex can be overwhelmed by task-irrelevant objects, making it harder to allocate attention and complete tasks efficiently.”**

**Attract tenants through a value-add amenity that saves time and reduces clutter.**

### ► 04 Retain Tenants

Tenant retention is one of the most cost-effective strategies property managers and owners can implement. Think about it: a good tenant is your unofficial business partner. As long as they're satisfied with the unit, you will benefit from uninterrupted rent payments.

Alternatively, tenant turnover is costly. Recruiting new occupants involves spending money on marketing while losing money on a vacant unit. The profit you lose during the turnover period could be altogether avoided if you focus on retention.

**By maintaining your property and fostering tenant satisfaction, tenants are encouraged to remain in the unit, giving you steady cash flow and maximized profits.**





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