THE OPTSPOT OPERATOR SUMMIT

Monday, August 31, 2026

Embassy Suites by Hilton, Panama City Beach, Florida

Everything we covered, with the numbers, so you can go run it.

Start here

You wrote down two lines at the start of the day. If you have not filled them in yet, do it now, before you get pulled back into the wash.

12 months from now, my business looks like ________________________

By Friday, I will ________________________

About four out of every hundred people who sit in a room like this go home and actually do something with it. What separates them is clarity. Being excited about an idea wears off by Wednesday. Knowing exactly what you are going to do does not. So pick one or two things out of this recap and run them. Not fifteen.

One more thing worth repeating from the opening: what you think is happening at your wash is often not what is happening. One operator we visited was sure he was doing everything we teach. His opt-in sign was sitting in front of the pay station where nobody sees it. One opt-in since April. Go look at your own wash like a customer would.

1. The oCard

The oCard is a web app you save to your phone that lets any employee send a one-off coupon to a customer by phone number. No point of sale required. Every coupon sent puts that person into your drip campaign after they reply yes, so it builds your text club while it fixes problems. Load it at ocard.optspot.com with the code summit26.

Ways to use it

- Surprise and delight. Have your vacuum attendants carry it and give away a set number of washes every day.
- Members with a second car. Ask how long they have been a member, then give them a wash for the car that is not on the plan.
- Tunnel down. Put someone at the entrance handing out free washes to everyone who has to turn around.
- Service recovery. Any complaint, any bad experience, send a wash on the spot.
- Fleet accounts. One customer issues coupons to fleet managers and drivers this way.
- Off-site events. Run it in kiosk mode on an iPad at a chamber event, a ballgame, or a festival. People enter their own phone number and get a wash.

What to know

- Every employee can have their own code. A live Google Sheet logs who sent it, who received it, and the reason, so you get accountability.
- It is a double opt-in. The recipient replies yes, then joins your drip campaign.
- On expiration, put a long one or none at all on a service recovery wash. Do not hand someone a free wash for a bad experience and then expire it in two weeks.

- **Real result:** One OptSpot client bundles the oCard into their oil change centers. Every oil change includes a free wash, and after checkout the tech asks for a phone number to text the voucher. That one question collected 4,970 customer contacts at a 95 percent opt-in rate.

Nobody turns down a free wash. If you have any second business or a partner business, cross-market it.

2. Birthday Club

This one runs completely in the background once it is on, and most operators have never looked at it. Somebody opts into your text club, the system asks for their birthday, and every year from then on they get a coupon on their birthday. Incremental cost after setup is zero.

The numbers across our accounts

- 821,000 birthday club contacts opted in, across 368 active OptSpot accounts running birthday clubs
- 1.74 million birthday coupons issued all time, 469,000 redeemed and counting
- Average birthday club size is 2,232 contacts per client
- 26.9 percent of birthday recipients redeemed their coupon and came in
- 41.1 percent is the network-wide lifetime rate, meaning at least one redemption per member
- The top washes run well above that. Wash A 54.1 percent, Wash B 51.8, Wash C 50.8, Wash D 48.6.
- 39,057 members started as a birthday club visit. Roughly one in fifteen birthday club recipients becomes an unlimited member, at zero additional cost per conversion.

What to go do

- Ask your account manager to show you your birthday club numbers. Most of you have never seen them.
- Clean up the bad entries. Five to ten percent of people reply with the birthday in the wrong format. Your account manager can show you how to fix them in the dashboard.
- If a customer says they never got theirs, your account manager can add the birthday manually from the back end.
- Most operators run a 14 day expiration on the birthday coupon. Some run 30. It is your call.
- The coupon checker is worth setting up. One operator printed a QR code and stuck it on the pay station. A customer who cannot find their coupon scans it and sees every coupon on their number, including expired and redeemed ones.

3. Fundraisers

Paper fundraisers are a pain and you get nothing back. The OptSpot version is a link and a QR code we build for the organization. People buy washes at full price, a percentage goes to the organization, and every phone number lands in your drip campaign. Payment runs through a Stripe sub-account we set up for you, so the money goes to you and you write the check.

The rules that decide whether it works

- The fundraiser is the organization's job, not yours. Every unsuccessful fundraiser we looked at failed because the organization just wanted to show up and collect a check.
- Partner with competitive groups. High school football, baseball, anything where kids compete. Buyers pick the player they are supporting from a dropdown, so the team can run it as a contest.
- Do not discount. People are not buying a wash, they are supporting the organization, and they will pay full price. You also want the full price buyer, not the discount shopper, coming back to your wash.
- Add a prize. One operator donates 30 percent and gives an Xbox to whichever player sells the most. His goal is o get phone numbers collected through the fundraiser.
- One car wash we work with has run over 300 fundraisers and uses it as their main list-building tool.

What it produces

- 22.5 percent of fundraiser participants have never been in your database before
- 12,376 truly new contacts from participating accounts, and 1,656 of them became unlimited members
- That is one in 7.5, a 13.4 percent conversion rate from new fundraiser contact to member. The methodology was strict: new to the database only, same-account phone match, and the fundraiser coupon had to predate the member join date.

Resource: yourcarwashfundraiser.com is a generic explainer page and video you can send to any organization. It does not mention your wash by name, so it works for everybody.

4. Refer It Forward

This is the most underused thing in your account. It runs in your drip campaign, your happy customers forward a link, and their friends get a free wash. If the friend's number is already in your database, the system declines it, so you are only paying to acquire brand new people.

What it has produced

- 591,000 friends referred by happy members across the network
- 255,980 coupons redeemed, a 43.3 percent redemption rate. Meaning 43.3 percent of every referral link sent produced an actual wash visit.
- 5,600 or more of those redeemers converted to a paying unlimited membership, at zero cost per acquisition. That number is a confirmed floor matched per account, so the real figure is higher.
- 51,256 ambassadors created, meaning people who received a referral and then turned around and referred somebody else. A referred customer is four times more likely to refer others.
- Referred members show 37 percent higher retention and 16 percent higher lifetime value than non-referred members
- 92 percent of people trust a friend's recommendation over any ad, 75 percent are more likely to buy when a friend recommends it, and referrals are five times more likely to convert than any other lead source. Traditional ads convert at one to two percent on a good day.

Referral versus gifting

These are two different tools and the difference matters.

- **Referral:** account-wide rules. If the number exists anywhere in your database, no free wash, ever. That is by design.
- **Gifting:** you have coupons in your wallet and you hand one to somebody. One time use, and it works even if they are already in your database. This is what makes Mother's Day and Father's Day campaigns work, and it is how a grandmother in another state can buy fundraiser washes and pass them to her grandkids.

Fixes we picked up from the room

- If your customers are confused by the referral text and think it is a free wash for themselves, ask your account manager to rewrite that message.
- A better referral dashboard is being built. You will be able to see your top referrers by name so you can thank them or reward them directly.
- Tracking referrals that turn into club members is a known gap. Levi took that as an action item.

5. Review management

Ten minutes after a customer redeems a coupon, they get a text asking how it went. Four or five stars goes to Google or Yelp. One, two, or three stays private and gets emailed to you with their phone number and comment.

Why the rating matters more every year

- 81 percent of consumers check Google reviews before visiting
- 31 percent will only use a business rated 4.5 stars or higher. That was 17 percent last year.
- 56 percent choose a business because of its star rating and 94 percent have avoided one because of negative reviews
- The Uberall study of 64,000 business locations found 25 percent more conversions for every 0.1 star improvement in your Google rating. More calls, more direction taps, more website clicks.

What the program is doing for you

- Across 97 OSRM brands and 188,560 Google reviews, washes using OptSpot Review Management average 4.58 on Google. Washes not using it average 4.37. That is a 0.21 star gap, and it is the difference between sitting above the 4.5 threshold and sitting below it.
- 39,659 private reviews were intercepted before they reached Google. Those averaged 4.34 stars. If they had posted publicly the blended average for OSRM clients would be about 4.38, right where the non-OSRM clients already are.
- Your rating may look flat. Flat is the filter working.

Things to act on

- Never put a bare Google or Yelp QR code on a sign. Angry customers are the ones who scan it. Route everything through the review platform so the filter can do its job.

- Make sure your low score alerts are turned on and going to the right inbox. You should get the phone number and the comment. If you are not getting those, call your account manager.
- Call the one and two star customers. One operator in the room said about 80 percent come back after a personal call, and Google will often remove a review once the customer updates it.
- Google changed its ranking in March. Your Google Business Profile and your reviews are now your primary SEO. Your website is secondary. Google is using Gemini to read reviews, and reviews that look AI written get your ranking lowered. Specific reviews that mention the vacuums, the dryers, or an employee by name are worth more than "great wash."

6. What offers actually convert

This came out of 310 operators and 41,437 brand new member signups, each tracked for 12 months. Marketing blasts only, brand new members only, blasts sent before August 2025 so every member had a full runway, and small operators only, meaning databases under 50,000 contacts. The very large chains were removed so the numbers look like your wash.

First, on blasts

- A generic blast to your whole list redeems at about 2 percent. A well built, specific, deadline driven blast redeems at 8 to 13 percent.
- Fifty percent off any wash sent to 20,000 people is easy to ignore. Most of those people are nowhere near buying. Usually the offer is fine and the targeting is the problem.
- Do not expect a five dollar off coupon to a huge list to produce big results. It builds awareness. That is a fine reason to send it.

Single month versus multi-month

	Multi-month offer	Single month offer
Conversion from blast	6.09 percent	7.99 percent
Members and operators	6,663 members, 86 operators	34,774 members, 224 operators
Still paying at 12 months	25.5 percent	21.7 percent
Lifetime value of the stayers	687 dollars	707 dollars
ROI per 1,000 blasted	16,052 dollars	20,904 dollars

Both work. Single-month signs up 31 percent more people per blast and produces higher total ROI, but expect bigger early dropout. Multi-month keeps four more members paying at month 12 out of every 100 who sign up, 26 versus 22, on a predictable curve with no wall. Know which one you are optimizing for.

The specific offers that performed

Multi-month offers, ranked by 12 month retention:

Offer	Conversion	Still a member at month 12
3 months at 14 to 15 dollars per month	6.09 percent	62.6 percent
Rest of the year at 50 percent off	Not broken out	43 percent
3 months at 9 to 10 dollars per month	21.7 percent	42.9 percent
3 months at 29 to 30 dollars per month	High volume	24.5 percent

The sweet spot is three months at 14 to 15 dollars. Compelling enough to convert, not so cheap it attracts deal hunters. Lifetime value on that offer was 722 dollars. The rest of the year at 50 percent off was first promoted October 10 with a follow-up in November, and it puts urgency and commitment in one message.

Single month offers, ranked by 12 month retention:

Offer	Still a member at month 12	Notes
4 to 5 dollars first month	35 to 54 percent (top operators)	Lifetime value 478 to 1,420 dollars
8 to 9 dollars first month	About 35 percent	One operator at 34.8 percent, 467 dollar lifetime value across 1,761 members
First month free	About 35 percent	One operator at 34.7 percent. Only works with strong follow-up.
99 cents first month	About 21 percent	Most popular offer in the network, worst long-term retention

The reason 4 to 5 dollars beats free is that it is not free. That small payment filters out deal hunters, and the jump to full price is smaller, so fewer people bail.

The reason to prefer three months is time. Ninety days is long enough to build the washing habit. Thirty days is not, especially for someone who was washing four times a year before they signed up.

If you run a 99 cent offer, warn your staff first. Watching a wall of cancellations come through after a big signup push is demoralizing for a team that thought they did a great job.

Worth testing: end your multi-month promo the month before your busy season, so the first full price month is the month they get the most value out of it. Nobody has run that test yet.

7. Retention and the first 30 days

This was the most important slide of the day.

Get them back once

- A member who only washes on signup day survives to month two 49 percent of the time.

- Get them back even once and month-two survival jumps 24 points, to 73 percent.
- More visits keep helping, but barely. Two returns gets 81 percent, then 85, 87, and 88. That 24 point gap from the first return visit is bigger than all the gains from the second through fifth returns combined.

The industry has been telling you to get new members in four times in the first month. Our data does not say that. It says get them in once more.

Stop texting people at the worst possible moment

- Members who do not engage churn at two predictable moments. Days 25 to 30, right before the first renewal, and again around month 2.
- Window one is days 20 to 21. Early enough that they still have time to come in before the next bill. Any closer to billing and the text reads as pressure to cancel.
- Window two is days 45 to 50. Members who recharged but never came back are your highest risk segment.
- One in three early churners never came back after their signup wash.
- One operator was sending a text that said the card will be recharged, please cancel if you do not want the membership. Seventy percent cancelled in the first 30 days. That text got killed.
- Go through your drip with your account manager and check the timing on every retention message.

Pay for retention, not just conversion

Churn in this industry is at an all time high because CSAs are paid to convert every warm body that pulls up. Customers get pitched every single visit and some of them leave over it. A membership is not for everybody.

- Bonus on net members, not gross signups, at the manager level.
- Bonus the CSA on retention or on members who make it past three or six months, not just on the sale.
- Make it a team goal. If your average member life goes from nine months to thirteen, everybody gets a piece and you throw a party.
- Do the math on your own wash. Keeping members two months longer often pays for a full time general manager and then some.

Certification is another route. One operator pays more base to CSAs who reach a higher certification level for handling objections, rather than paying per club sold.

And remember what you are competing with. You are not competing with the wash down the street. You are competing with the experience your customer just had at the convenience store next door.

8. Smart Engage and the loyalty program

Smart Engage is the platform underneath the newer products. It connects to your point of sale, or runs off a tablet if we do not integrate with your POS, and it tracks how often each customer actually comes in. Once we know frequency, we can stop blasting everybody and start messaging the right people at the right time.

What it does

- Win-Back. A customer has not visited in 30 or more days, so automated re-engagement goes out before you even notice they are gone.
- Hot Prospect Offer. A retail loyalty customer visits two or three times in 30 days, so a targeted membership offer fires automatically while the habit is at its peak.
- Member Retention. Visit frequency drops, so proactive outreach goes out before they churn. There is also a first visit push for new members who have not been back since joining, and a pre-cancellation message when a member is approaching their billing date without having visited.
- Availability varies by point of sale integration. Loyalty was the first product built on Smart Engage. Secret Shopper is the second.

Loyalty numbers

- 6.7 percent of loyalty repeat customers convert to a paying member versus 1.5 percent of non-loyalty repeat customers. That is 4.5 times. Same wash, same price, same market. The only difference is whether you captured a phone number.
- 61.2 percent of loyalty customers come back for a second visit. Non-loyalty is 46.8 percent. One and done drops from 53.3 percent to 38.8 percent.
- Loyalty customers come back 19 days sooner. Average days to second visit is 80 versus 99. Back within 30 days, 30.4 percent versus 25.5. Back within 90 days, 67.1 versus 60.4.
- Across all customers, loyalty averages 3.2 visits and 43.88 dollars spent. Non-loyalty averages 2.2 visits and 29.17 dollars.
- Among repeat customers only, loyalty spends 60.52 dollars total versus 47.19, and 14.34 per visit versus 13.60. That is 13.33 dollars more per customer over their retail lifetime, before they ever become a member.
- Visits per year are close, 11.3 versus 10.3. What loyalty really does is keep them as a customer at all.
- Loyalty customers convert to membership in 4.1 months on average. Non-loyalty takes 5.1 months, and they are invisible to you until they decide to join, if they ever do.

Two things to change

- **Capture phone numbers at the pay station.** Even if you never run a loyalty program, turn on phone number capture. Once we have the number and the frequency we can bring people back.
- **Move from buy three get one free to buy five get one free.** Levi ran the year long numbers on a real customer account and changed his own mind on this. At three, most customers earn two free washes a year and it starts to compete with your membership. At five, most people never get to ten visits, so you give away one. It is also less likely to keep somebody out of a membership.

On Micrologic, Sonny's and others, the customer enters their phone number at the kiosk once and every visit after that is tracked automatically. On DRB, customers currently have to enter it each visit, and a new API agreement is in progress.

If you are on a point of sale we do not integrate with, there are two options. A tablet at the pay station, where your CSA captures the number face to face, which is also the better experience for upsells and building the relationship. Or a QR code posted at the wash that customers scan on their own phone, with GPS proximity so a point is only awarded when they are physically at your location.

9. Answering Agent

Chris and Jacob from Answering Agent presented after lunch. Answering Agent is an AI front desk for phone, website chat, text, email, and forms. It is integrated with OptSpot and their dashboard is embedded inside the OptSpot dashboard.

Scale so far

- 27 calls in November and December of 2024, 81,000 in 2025, 234,000 so far in 2026
- 350,000 total conversations and 500,000 minutes on the phone, all of it car wash

What they see across all those calls

- About 30 out of 100 callers immediately ask for a representative. That number was much higher last year.
- About 30 out of 100 thank the AI and talk to it like a person. The longest single call was 59 minutes, and 57 of those minutes were after the request was resolved.
- Around 60 percent of all calls are membership related.
- Average human call is about five minutes. Average AI call is about one.
- When the AI offers a free wash at the end of a call, four out of ten people take it. Last year it was three.
- On website chat, 24 out of 100 conversations are about memberships, compared to about 4 out of 100 phone calls. If you are not running AI on your website chat you are leaving the highest intent traffic unanswered.

What it does with your point of sale

Find the member by phone or plate, upgrade or downgrade the plan, reactivate, run retention offers, and add a vehicle. It works across phone, chat, email, and text. It knows when not to pitch. Somebody stuck in the tunnel or filing a damage claim does not get asked to join your text club.

Real numbers from a 12 location operator

- About 3,400 calls a month
- 920 of those got offered the OptSpot text club
- 580 said yes, and 7 percent of them became paying customers
- That is 41 new members a month. At a 29 dollar membership, about 1,200 dollars a month in new recurring revenue.
- On the retention side, 47 people who called to cancel were offered a retention deal and stayed.

From Tiffany at Blue Iguana, in her own words

Blue Iguana has been running Answering Agent for nearly a year across six locations. Tiffany is their operations manager and handles it every single day.

- The system handles roughly 50 percent of her cancellation calls, and in many cases successfully offers a downgrade instead.
- Over the last 30 days on their account, 749 completed conversations produced 396 that needed zero human action and 353 that needed the team. That is 52.9 percent resolved with no follow-up.

- The old process was voicemail, a transcript emailed to a site manager, manual lookup in the POS to find the account, then up to three callback attempts. Fifteen to twenty minutes per call, up to thirty if nobody picked up. Four calls took 1.25 hours. Now those same four calls take five to ten minutes, or zero.

Pricing

- Retail is 299 dollars a month per location plus a 99 dollar setup fee.
- **Through OptSpot it is 199 dollars a month per location with the setup fee waived.** That saves 100 dollars a month per location plus the 99 dollar setup, and it is available to OptSpot clients only.
- You sign up directly through Answering Agent, and you have to mention OptSpot to get that rate. Answering Agent handles onboarding and all support. Add-ons such as email are available at additional cost.

10. Off-Site Partnership Program

We surveyed operators before the summit. 96 percent said they are interested in offsite partnerships. 73 percent do little to no offsite marketing, or know they should and rarely execute. 53 percent said yes, definitely, when asked about a managed program. The gap is not interest, it is execution. Most operators start and stop, and consistency is what makes it work.

The idea is simple. We find the retailers near your wash where car owners already go, we get your offer onto their counter, and their customers end up in your text club.

How it will run

1. We align with you on the offer and what you are willing to give away.
2. We select partners. Five to ten high traffic businesses per location with real car owner overlap.
3. We secure participation. The deck says we contact and explain the program, but Levi changed this live on stage. Cold calling retailers is too hard, even for us, so the first run is lumpy mail instead. Packages with rubber ducks or matchbox cars, something that actually gets opened, and a postcard explaining the partnership.
4. We build the campaign. A unique QR code or keyword per partner, plus the collateral. Counter displays, bag stuffers, handouts.
5. You review the proofs and costs before anything ships, then we launch.
6. We manage and improve. Follow up, refresh materials, track results, adjust the mix.

Details worth knowing

- The material is branded to the retailer, not to you. They look like the hero giving their customers a free wash. That is what makes them want to hand it out.
- Give the retailer's owner or point of contact something real, like an unlimited wash, so they stay engaged.
- You pay for the marketing material and shipping, plus a per location fee that has not been set yet. Launch window is four to six weeks from kickoff, and it builds over time rather than working like a one-time mailer.

- Beta is wrapping up and full launch is coming. We are testing right now with H2Go Car Wash, 17 or 18 mailers in the first run. If it does not work we will say so and kill it.
- Apartment complexes are on the list too. Rack cards in every mailbox, or a free wash for new tenants when they sign a lease.

11. Secret Shopper

You cannot see your own wash the way a customer sees it. That is the curse of knowledge. This program turns your real customers into your shoppers, automatically.

How it works

- It runs off Smart Engage, so we already know who is actually visiting and how often.
- Qualified customers get a text inviting them to be a shopper. You set the qualification, for example two visits in the last 60 days.
- They fill out a short survey on their phone after a visit. The default questions are staff friendliness, wash quality, wait time, facility cleanliness, and whether a membership pitch was attempted. You can add your own, reorder them, and mark them required or optional.
- They get a free wash, or whatever reward you set, automatically after each completed survey.
- You get a dashboard with overall score, score by location, score by category (property appearance, pay lane, tunnel experience, and so on), recent surveys by name, and active shopper counts.
- Low score alerts go by text or email to whoever you choose, per location, so a site manager hears about a problem before the next customer runs into it. Each location gets its own threshold. Your flagship can alert at 4.0 and your newest location at 3.5.

Settings you control

- Shopper term, for example 12 months, then they rotate out and someone from the queue rotates in
- Minimum days between surveys, inactivity reminders, and automatic removal after 60 days of nothing
- Invite expiration and how many candidates to hold in the queue
- Texts only go out between 8am and 8pm for compliance
- You set the mix of retail shoppers and member shoppers, and how many shops per location per month. You can also add a shopper manually if you have somebody in mind.

Pricing

- A traditional secret shopper service runs roughly 300 to 1,200 dollars a month, priced per visit, around 200 dollars a shop.
- On the 2026 Freedom Package ($2599/mo) it is included at no extra charge. On 2026 Ultimate Plus it is a $299 per month per location add-on, unlimited.
- **It requires 2026 OptSpot pricing on either package.** It is not available on legacy plans, so talk to your account manager about upgrading.
- It is not live yet. Levi is looking for beta testers and will run it free for whoever tests it.

12. Dealership Wash Pass

This got its first public showing at the summit. Dealership programs usually die because they run on paper vouchers with no accountability and no redemption data. Somebody has to babysit it and eventually nobody does.

How this one works

- The dealership buys 50 to 500 washes in bulk through Stripe at whatever price you set. Inventory is credited instantly. Fifty percent off is a reasonable starting point. They are buying the washes, not being handed them.
- There are two ways to issue a wash. Cashier mode, where the employee logs in, enters the customer's phone number, picks the reason, and enters their PIN. Or kiosk mode, where a customer-facing iPad takes the customer's own number and the employee walks over and enters their PIN to authorize.
- Every wash issued is tied to the employee who issued it, with a reason code. Oil change or service visit, tire rotation or other service, test drive, vehicle purchase, or anything else you configure. Service visits are high frequency, the same customer every three months. Vehicle purchases are high value. Knowing the reason tells you the lifetime value of each coupon issued.
- The dashboard shows purchased, issued, remaining, and redeemed, plus issuances by employee and department. Low inventory alerts fire automatically and the dealership can restock through Stripe before they run out.
- Purchases can be set up to recur.
- Everybody who gets a wash goes into your drip campaign.

Where to aim it

- Start with dealerships that do not have their own wash.
- Service departments are the big one. Oil changes, tire rotations, repairs. They want people coming back and a free wash is an easy add.
- Sales departments too. Test drives and new vehicle deliveries.

Pricing and the catch

- Same pricing as Secret Shopper. Included at no extra charge on the 2026 Freedom Package, or 299 dollars a month per location on 2026 Ultimate Plus. Requires 2026 OptSpot pricing on either package.
- You have to go get the dealership relationship and sign the agreement. We are not doing outreach on this one yet. We set up the account, the PINs, the Stripe billing, and the dashboard.
- Because it runs on Stripe and not your point of sale, you will need to reconcile it separately. The dashboard reports both issued and redeemed, so you will know what actually got used at the wash.

One note on where OptSpot is putting its attention

We are not out chasing new customers right now. For the next twelve months or so the focus is dialing in what we already have and building the things you have been asking for. Events like this are how we hear what those are, so keep the feedback coming.

We are also thinking about coming to you. Dinner with a handful of operators in your area, then a half-day session the next morning. If that is something you would show up for, tell us.

Pricing at a glance

Program	Cost
Answering Agent	199 dollars per month per location through OptSpot with the setup fee waived. Retail is 299 plus a 99 dollar setup. Sign up directly with Answering Agent and mention OptSpot.
Secret Shopper	Included at no extra charge on the 2026 Freedom Package. 299 dollars per month per location on 2026 Ultimate Plus. Free for beta testers.
Dealership Wash Pass	Same as Secret Shopper. Included on the 2026 Freedom Package, or 299 dollars per month per location on 2026 Ultimate Plus.
Off-Site Partnership Program	Marketing materials and shipping, plus a per location fee not yet set. Beta wrapping up.
Birthday Club, Refer It Forward, oCard, fundraisers, reviews	Already in your account. No incremental cost.

Secret Shopper and the Dealership Wash Pass both require 2026 OptSpot pricing on either package. Neither is available on legacy plans, so if you are on older pricing, talk to your account manager about upgrading.

Before you close this

Businesses do not fail from a lack of knowledge. This industry has plenty of knowledge. They fail from a lack of execution.

So go back to your two lines. Pick the one thing. Book the call with your account manager and get it turned on. Then pick the next one.

By Friday, I will ________________________