

● FOR OPERATORS WINNING BUILDING APPROVALS

Get locker locations *faster*.

A custom Sales & Marketing Pack that helps you book meetings, win approvals, and lock in placements fast. Eleven branded materials, refined over a decade of locker operator work, delivered to your business in 2–3 business days. Read straight through in about 8 minutes.

READING TIME

~8 minutes

PACK DELIVERY

2–3 business days

STARTING PRICE

From \$1,899

● THE HARD PART OF LOCKER BUSINESSES

The hardest part isn't the lockers. *It's the locations.*

Property managers want professional, low-effort partners. Operators want approvals for laundry-locker placements before investing in hardware. The Sales & Marketing Pack gives you the right materials so you have a higher chance of securing locker placements.

There are two ways to start — the **basic Sales & Marketing Pack**, where we give you the materials to start pitching professionally yourself, or the **Premium Launch Sprint** for operators who want us to invest 20 hours running their first month of outreach. This booklet covers both.

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● BUILT BY OPERATORS, FOR OPERATORS

Why 100+ operators *use these materials.*

Since 2012, Laundry Wise has built and refined the operator toolkit through real building approvals across the United States, Australia, and 7+ countries. Every piece in the pack is materials we've used ourselves to win locker placements.

100+

OPERATORS WORLDWIDE

5,000+

LOCKERS IN OPERATION

14yrs

OF OPERATOR EXPERIENCE



Clean Laundry Express – custom-branded lockers, decals, and customer instructions, all from the Sales & Marketing Pack.

“Expanding our dry cleaning and pickup service was a big goal, especially in reaching people in apartments and offices. Laundry lockers seemed like the best way to do that, and Laundry Wise delivered exactly what we needed. The lockers are durable, easy to manage, and they've helped us offer 24/7 service without hiring more staff.”

YASHU WODNICKI • YASHUWASHU, CHICAGO

● THE MODELLED OUTCOME

Get more locker location approvals, *faster*.

A polished, branded outreach effort outperforms cold outreach. Operators who use the Sales Pack see materially better meeting and approval rates than operators who DIY their materials.

2.0x

MORE MEETINGS BOOKED
IN 30 DAYS

+35%

APPROVALS FROM FIRST
OUTREACH

100%

CUSTOM TO YOUR BRAND

IMPORTANT — HOW TO READ THESE NUMBERS

The figures above are **modelled improvements versus a cold-outreach baseline** using the same list size and a 30-day window. **Meetings** are defined as scheduled calls or site visits. **Approvals** are signed placements. **Results vary by market, list quality, and follow-up cadence.**

We provide these numbers to be honest about what the pack typically achieves — not as a guarantee. The actual outcomes for your business depend heavily on your follow-through with the playbook.

WHAT PROPERTY MANAGERS ACTUALLY WANT

Professional. Low-effort. Already approved elsewhere.

Property managers approve vendors that look like they've already done this 50 times. Branded website, professional pitch deck, lawyer-drafted location agreement, and visible mockups of the install — these are the signals that move you from "interesting idea" to "let's start". The Sales Pack is built to send all those signals at once.

● WHAT'S IN THE PACK

Custom website, pitch deck, *legal agreement.*

The first three items establish your professional credibility before you've spoken to a property manager. They're what gets you taken seriously when the manager Googles your business after your email.

01 Custom Laundry Locker Website.

A fully functional website optimised for desktop and mobile, explaining how the service works and the benefits for owners' corporations. Online credibility fast — so property managers know you're the real deal when they do background research after receiving your proposal.

02 Pitch Deck and Proposal Letter.

A clean 12 to 16 slide story and a ready-to-send proposal email. Editable in PowerPoint and Canva. Includes short case slides and building requirements. A consistent story across every decision-maker lowers friction and speeds decisions.

03 Legal Agreement Template.

Lawyer-drafted terms covering access, responsibilities, liability, and marketing permissions. Region notes included so you can localise quickly. Professional terms build trust and remove roadblocks before they appear in the building manager's mind.

HOW THESE ARRIVE

Your custom website goes live within **2 weeks** of placing your deposit. The pitch deck and proposal letter come as **editable PowerPoint and Canva files**, branded to your business. The legal agreement template arrives as a Word document with **jurisdiction notes** so you can localise to your state or country quickly.

● CONTINUED

Decals, lead list, *outreach playbook*.

04 Locker Decal & Visualisation Pack.

Branded panels, clear user instructions, QR integration, numbering and placement guide. Lobby mockups that display a tidy, on-brand installation. When managers and owners can [see](#) the outcome, they approve faster — mockups remove uncertainty in a way descriptions cannot.

05 Targeted Lead List.

Verified contacts delivered in **2 to 3 business days**. Names, roles, emails, phones, addresses, and LinkedIn profiles where available. You choose the segments — apartments, offices, universities, gated communities, supermarkets, shopping malls, hairdressers, gyms, hotels — and we deliver a list that matches your service mix and geography.

06 Outreach Playbook & Scripts.

Five emails, one call script, and a 14-day follow-up rhythm. Versions for apartments and commercial buildings. Consistent activity turns interest into conversations — and conversations into approvals. The playbook is the part most operators underestimate; without rhythm, the materials don't get used.

THE SALES PACK IS DESIGNED TO BE REUSED

Buy it once. Use it for every location.

Operators who run consistent monthly outreach for the first 12 months hit 5+ locations within a year. Operators who pause after the first install stall at 2. The pack pays for itself many times over — *if* you keep using it.

● CLOSING THE DEAL

Objections, targeting, *ROI calculator*.

Items 7–9 are about converting interest into signed agreements. They show up after the first meeting — when the property manager raises concerns, asks the wrong building question, or wants to see the math before bringing it to ownership.

07 Objection Handling Matrix.

Ten common objections with clear, tested responses. Space concerns, maintenance liability, resident support, removal at end-of-term, building access. Confidence rises when you've already heard the objection. Calls stay on track.

08 Building Targeting Guidelines.

Spend time where you can win. Ideal property types and unit counts, space and power checklist, simple traffic test, and red flags to avoid. Better targeting increases your approval rate — and saves you weeks chasing buildings that were never going to say yes.

09 ROI Calculator & One-Page Model.

Editable assumptions for locker count, pricing, pickup frequency, and operating cost. Output shows break-even by property and monthly profit per location. Numbers answer risk better than adjectives — this is what gets the manager comfortable presenting your proposal up the chain.

● THE COMPLETE BLUEPRINT

Business guide and *onboarding support*.

10 Creating a Laundry Locker Business Guide.

A complete blueprint for the operator. Market fit, pricing strategy, operations and software, delivery workflow, and a first-30-days plan. This is the document you reference when you're not sure what comes next — refined from a decade of running the business ourselves.

11 Guidance & Support.

Start strong without heavy hand-holding. A **30-minute onboarding call** to tailor targets and scripts to your market. **Email support for proposal reviews** — send us a draft proposal and we'll suggest improvements before you send it to the building manager.

ALL ELEVEN ITEMS, SUMMARISED

The full Sales & Marketing Pack is: **(1)** Custom website, **(2)** Pitch deck and proposal letter, **(3)** Legal agreement template, **(4)** Decals and visualisation pack, **(5)** Targeted lead list, **(6)** Outreach playbook and scripts, **(7)** Objection handling matrix, **(8)** Building targeting guidelines, **(9)** ROI calculator and model, **(10)** Business guide, **(11)** Onboarding call and email support.

“My wife and I decided against reinventing the wheel and went with Dan. We saved enough time and money to make using Laundry Wise well worth it.”

MICHAEL DONOVAN · ELITE DRY CLEANERS

● WHEN YOU WANT US RUNNING OUTREACH

We run your first month *for you*.

If you want to step it up a notch and you have more than the basic pack budget to invest in building acquisition, the Premium Launch Sprint adds 20 hours of telemarketing, done-for-you email and LinkedIn outreach, Google Ads, CRM setup, and custom mockups. We run the engine for the first month while you focus on the cleaning partner and operations setup.

01 Telemarketing & appointment setting.

20 hours of outbound calling focused on your Priority 10 buildings. Voicemail drops and live transfers when managers are available. Modelled goal: **6 to 12 conversations** and **2 to 4 meetings** in the first 20 hours. Results vary by list quality and region.

02 Done-for-you email and LinkedIn outreach.

We deploy your five-step email sequence and simple LinkedIn messages, manage replies, and schedule calls on your calendar. You keep visibility and control of the inbox — you just don't have to write the messages yourself.

03 Google Ads setup & 30-day management.

Search campaign built from proven templates. Conversion tracking wired. Two ad variants and a simple A/B copy test on your landing section. Weekly adjustments in the first month.

04 CRM pipeline setup.

HubSpot or Notion pipeline configured to your stages with reminders and a simple dashboard. Nothing complex — a reliable place to track every building you're working.

05 Property manager education pack.

A short PDF that sells the amenity from the manager's point of view. Resident satisfaction points. Low-effort install. Sample resident communications. Easy to forward internally up the chain.

06 Custom building mockups.

Two renders that place your brand on lockers inside photos the manager provides. Seeing the install removes uncertainty — the manager isn't imagining the install, they're seeing it.

07 Progress rhythm.

Light weekly check-in by email in month one and a single snapshot report at the end of the sprint. You always know what's working and what isn't.

08 Add hours anytime.

Need more calling after the first push? Add blocks at **\$29 per hour**. The Sprint isn't capped — you can extend at any time without renegotiating the engagement.

BEST FIT FOR THE PREMIUM LAUNCH SPRINT

Founders new to laundry. Operators who want speed.

If you're *new to laundry*, the Sprint is high-leverage: someone books your first meetings while you set up the cleaning partner and operations. If you're an *existing operator* who wants approvals fast and doesn't have time to run campaigns, the Sprint compresses your first quarter.

● CHOOSE YOUR BEST START

Side-by-side. *Pick the right one.*

What's included	Basic Sales Pack	Premium Launch Sprint
Custom website	Included	Included
Pitch deck and proposal letter	Included	Included
Legal agreement template	Included	Included
Decals & visualisation pack	Included	Included
Lead list (2–3 days)	Included	Included
Outreach playbook	You run it	We run it
Objection matrix & targeting	Included	Included
ROI calculator & business guide	Included	Included
Onboarding call	30 minutes	Extended setup
Telemarketing	Not included	20 hours
Done-for-you email + LinkedIn	Templates only	Included
Google Ads setup + 30 days	Add later	Included
CRM pipeline setup	Template only	Included
Property manager education pack	Included	Tailored
Custom building mockups	Templates	2 custom renders
Reporting	—	Weekly + snapshot

● AFTER BUILDINGS APPROVE, RESIDENTS NEED TO USE THEM

Market faster *after install*.

A different problem from securing approvals: once the lockers are installed, you need residents to actually use them. The Resident Usage Marketing Pack is built specifically for that — branded materials and a launch checklist that drive adoption from day one.

What's in the Resident Usage Pack

- **Decals — customer-focused visual instructions.** Branded panels with QR codes, clear instructions, numbering, and placement guide.
- **Print materials.** Posters for the lobby, brochures for the leasing office, banners, promo cards.
- **Locker website section.** A customer-facing page on your site explaining how the service works.
- **Social media templates.** A pack of branded social posts for Instagram, Facebook, and LinkedIn announcing your service.
- **Digital ad creatives.** Branded ad creatives for Facebook, Google, and email campaigns — ready to deploy.
- **On-site QR flows.** QR codes that link directly to your sign-up flow, customised for each building.
- **Launch checklist.** A day-by-day roadmap for the first 30 days of resident adoption at each new building.

Pricing — Resident Usage Pack tiers

Locker quantity	Pack price
Less than 10 lockers	\$599
11 to 24 lockers	\$399
25 lockers or more	\$199

WHY THIS PACK MATTERS

You receive everything ready-made, professionally designed, and fully aligned to your brand. After years of marketing locker businesses ourselves, we know what works to drive adoption and what gets ignored. **Bundle the Premium Launch Sprint with the Resident Usage Pack** for the full engine — faster approvals plus higher utilisation per site.

● THE NUMBERS

Pricing scales with *your locker order*.

The Sales & Marketing Pack is a flat fee per rollout, scaling down as your locker quantity scales up. The Premium Launch Sprint adds a fixed amount on top regardless of locker count. Resident Usage Pack pricing is tiered separately.

Sales & Marketing Pack — tiered pricing

Locker quantity	Pack price
1–10 lockers • Most popular	\$1,899
11–19 lockers	\$1,499
20–29 lockers	\$1,099
30–39 lockers	\$799
40–49 lockers	\$599
50+ lockers	\$299

Premium Launch Sprint pricing

\$2,999 one-time or **\$999 per month for 3 months**. Add additional calling at \$29 per hour anytime after the initial 20 hours.

Resident Usage Pack pricing

Less than 10 lockers: **\$599**. 11–24 lockers: **\$399**. 25+ lockers: **\$199**.

ORDER YOUR SALES PACK

Get locations faster. *Custom to your brand.*

Editable files. Delivery in weeks, not months. Lead list in 2 to 3 business days. Add calling any time. Bundle with your locker order or order standalone — whatever fits where you are now.

Order my Sales Pack



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