

## NEW INVESTOR PROFILE

### WHY INVESTING IN A LAUNDROMAT IS A SMART BUSINESS DECISION

Marvin and Melissa Gokey of Bath, NY, were seeking a new investor opportunity. After starting their own business as a traveling nurses team, the Gokeys were looking for a new business venture that provided them a financial gain as well as afforded them work-life balance. They found it in the laundry industry. The couple invested in a laundromat in 2012 and they've never looked back. Marvin says the decision to get into the laundry business was a "win-win."

"For us it was a matter of sheer convenience. We were looking for an investment opportunity where we would see positive financial results within the first year and at the same time allow us to pursue other passions. We've been fortunate to have a thriving business, while maintaining a healthy work-life balance."

Many new investors, like Marvin, are looking for a business they can operate on their own terms. Today's cutting-edge technologies and control systems for washer-extractors and tumble dryers give store owners the freedom to run their business their way, while maximizing profitability. Revolutionary technology combines equipment controls and programming into one, full-store management system – helping owners adjust cost structure, reduce utility costs and increase revenue from any computer, anywhere in the world.

Marvin says starting a Facebook page was also a great way to connect with his customer base. "We realized that most of our customers find their news online. We needed an environment which was familiar to our customers and one they would frequent for our store promotions and news."

In their first years of operation, the Gokeys are right on target with their financial goals and they're on pace to have their 20-year mortgage paid off in nine years. The couple says the process was seamless – in large part because of the support Speed Queen provided them including comparative analyses, factors to consider before opening a laundromat and information about financing.

For more information about profitable business investment opportunities with Speed Queen please call **800-590-8872** or visit **[www.investinginlaundromats.com](http://www.investinginlaundromats.com)**.



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**Marvin and Melissa Gokey**  
Village Laundromat, est. 2012  
Bath, New York



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