

● FOR LAUNDROMATS & DRY CLEANERS

# Grow your laundry business *without opening a new store.*

A practical guide for operators ready to expand using smart lockers placed inside apartment buildings, offices, gyms, and universities — without rent, without staff, and without a second lease. Read straight through in about 12 minutes. Configure your order. Receive your Letter of Engagement in two business days.

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READING TIME

**~12 minutes**

WHAT YOU'LL DECIDE

**Mix · software · location strategy**

AFTER THIS GUIDE

**Configure your order. [LOE](#) in 2 days.**

● READ THIS FIRST

## A working document, *not a brochure.*

By the time you finish reading you should know exactly what you want to order — locker quantity, locker types, lock finish, software path, and which sales and marketing services to add. We've built this to be useful, not to be admired. Skim it once, then come back to specific sections as you make each decision.

### NO PRETENDING

#### This booklet won't tell you the lockers do the work.

Lockers are good hardware that make it possible to expand without storefronts. They don't, on their own, make you money. The work that moves the numbers — landing buildings, getting residents to use the system, running consistent outreach — is what your team does in months one through six. We'll be honest about that throughout.

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## ● WHO'S ALREADY RUNNING THIS

## Trusted by laundromats and dry cleaners *worldwide*.

From single-store independents to regional chains, Breezy operators grow using professionally installed lockers, branded sales materials refined over a decade, and operator playbooks built from the field.

**100+**

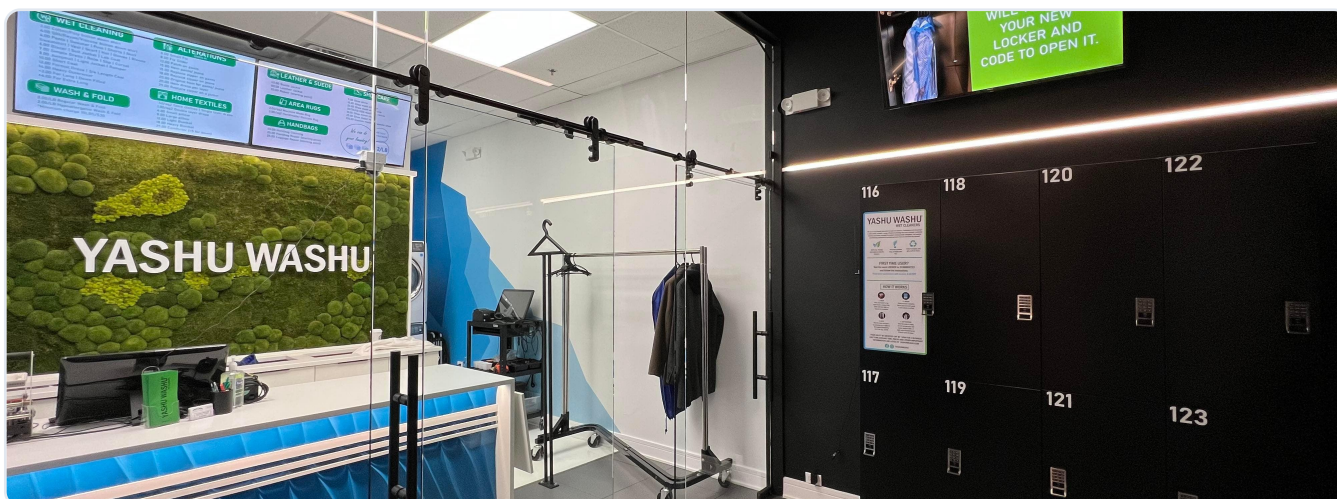
OPERATORS WORLDWIDE

**5,000+**

LOCKERS IN OPERATION

**14yrs**

IN THE LOCKER MARKET



YashuWashu, Chicago – Breezy Multi-Purpose locker bank, 24/7 service without overnight staff.

“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 Breezy 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 CASE FOR LOCKERS

# Five real reasons. *And one trap to avoid.*

Lockers don't replace your store. They turn it into a network. Read these five honestly and decide which ones describe your situation today.

### 01 **Open a new location for the cost of a single locker bank.**

A 5-locker bank inside an apartment lobby is roughly \$3,000 all-in. No rent. No lease. No fit-out. The building wants the amenity; you get a captive audience that rebooks weekly. Compare that to opening a second laundromat at \$300,000+ plus a multi-year lease.

### 02 **Capture customers your counter never reaches.**

Each locker bank is a micro-storefront drawing orders from residents and workers who would never make the drive to your existing store. Locker volume sits on top of counter volume rather than cannibalising it.

### 03 **Run 24/7 without 24/7 staff.**

Lockers are unattended by design. No security risk, no overnight wages, no after-hours liability. Your staff handle the wash, the locker handles the handoff. Drop-off and pickup happen any hour without changing your counter hours.

### 04 **Reduce counter pressure during peak hours.**

Lockers placed inside your store shift drop-offs and pickups into a self-service flow. Existing customers move to lockers for convenience, freeing the counter for higher-touch interactions. This is the Automation use case — covered in detail in the Automation Guide.

### 05 **Modernise your brand without rebuilding your store.**

24/7 access through branded lockers is something traditional competitors can't match without significant cost. The 18–35 demographic, who index strongly for laundry-service usage, increasingly expect digital-first, no-counter experiences.

#### THE TRAP TO AVOID

**Lockers without marketing don't grow utilisation.** Operators who install lockers and assume residents will figure them out usually see slow ramp. Operators who pair the install with in-building outreach, lobby launch activations, and concierge enablement see materially faster utilisation. Plan the launch as carefully as you plan the hardware. Section 08 covers what we provide to help.

● THE MECHANICS

## Three flows. *Customer, driver, owner.*

### FLOW A – YOUR CUSTOMER

#### Drop & collect

- 1 **Sign up & place items in a locker.**  
Customers find an empty locker, place their garments inside, follow the lock instructions on the door.
- 2 **Submit the order in the app.**  
Through your existing POS or MyLockers, depending on the software path you choose.
- 3 **Receive automatic updates.**  
System notifies them when the order is in cleaning, ready, or returned to the locker.
- 4 **Collect anytime.**  
Pick up using the code and locker number — 24/7, day or night.

### FLOW B – YOUR DRIVER / STAFF

#### Pickup & return

- 1 **View daily pickups and route.**  
Drivers open the app to see all orders and the optimised route for the day.
- 2 **Access lockers.**  
Unlock with an RFID master key or master code. Take items to the cleaning facility.
- 3 **Return cleaned items.**  
Finished garments go into any open locker. The system reassigns each to the original customer.
- 4 **Trigger automatic alerts.**  
Customers are notified instantly that items are ready. Driver moves on.

### FLOW C – YOU, THE OWNER

#### Operate & grow

- 1 **Install lockers and activate support.**  
Lockers ship pre-assembled and bolt together against any flat wall — no contractor, no drilling. Support channels and marketing assets activate at the same time.
- 2 **Monitor everything in the dashboard.**  
Orders, payments, locker status, and activity all appear in the admin section.
- 3 **Let automation handle operations.**  
Notifications, payments, and routing run through the software you chose.
- 4 **Focus on growth and new locations.**  
Once running, you secure more buildings using your Sales Pack and grow the network. Cleaning is outsourced or handled at your store, depending on your model.

“I installed Breezy lockers in my laundromat and revenue's increased 3–4k per month. Highly recommended.”

GAVIN FURLOUGH · SOUTHSIDE LAUNDROMAT

● WHY NOW

## The locker model isn't a startup pitch. *It's been working for over a decade.*

When operators ask whether the locker-laundry model is real or speculative, the answer is on this page. Strategic acquirers have already moved on the players who got there first — which means the unit economics have been validated by buyers with eight-figure due-diligence budgets.

Chicago · Founded 2013 · Acquired by P&G 2018

### Pressbox

Pioneered the locker-drop laundry and dry-cleaning model in Chicago. Installed self-service lockers in apartment and office buildings paired with a mobile app. Acquired by Procter & Gamble in 2018 for integration into the Tide Cleaners system — demonstrating the locker model can move from pilot to acquisition in a short window.

San Francisco · Founded 2005 · Acquired by Mulberrys 2018

### Laundry Locker

Built a 24/7 kiosk and locker network across the Bay Area starting in 2005, placing lockers in residential, office, and public-access locations. Recognised for eco-friendly cleaning. Acquired by premium dry-cleaning chain Mulberrys in 2018, validating that locker networks are strategic infrastructure for traditional cleaners.

Melbourne · Founded 2012 · Operating today

### Breezy Laundry Lockers

Launched in 2012 in Australia. Built a 24/7 locker bank network across apartments, offices, universities, and gyms. The decade-long Melbourne operation is the basis of the operator playbooks now shipped with every Breezy order globally.

Featured · National media

### Press & visibility

The Breezy locker model has been featured on NBC, CBS, USA Today, and Fox News — confirming the consumer-facing demand signal that made the acquirers move on the operators above.

#### WHY THIS MATTERS FOR YOUR DECISION

### Three companies, three paths to scale, all proving the same thing.

The locker-based laundry model has been profitable for over twenty years across multiple geographies and operator types. The unanswered question is never *does it work* — it's *does it work for your specific market, with your specific service mix, at your specific price point*. That's what your LOE will help you decide.

● DECISION 1 – WHERE TO PLACE

## Ten location types, with what *each* will pay.

Lockers fit almost anywhere people live, work, study, or move daily. Each location type carries different demographics, different ideal services, and different price tolerance. Match these to your service capabilities before you pitch.

### 01 / Residential

#### Apartment buildings

Busy professionals, families, young couples in mid-rise and high-rise buildings.

**IDEAL SERVICES** Wash dry fold, dry cleaning, household items (bedding, towels)

MEDIUM TO HIGH

### 02 / Commercial

#### Office buildings

Corporate staff, managers, government workers, tech companies. Drop before work, pick up after.

**IDEAL SERVICES** Dry cleaning, shirt service, business attire care

MEDIUM TO HIGH

### 03 / Education

#### Universities & colleges

Students living on campus or in student housing. High volume, lower per-order pricing, near-constant utilisation in term.

**IDEAL SERVICES** Wash dry fold, bulk laundry bags, weekly subscriptions

LOW TO MEDIUM · HIGH VOLUME

### 04 / Fitness

#### Gyms & fitness centres

Health-conscious professionals, commuters, frequent visitors. Surprisingly high repeat rate among premium members.

**IDEAL SERVICES** Wash dry fold, towel service, activewear, optional shoe cleaning

MEDIUM

### 05 / Hospitality

#### Hotels & serviced apartments

Travellers, long-stay guests, business visitors. Concierge-adjacent placement turns a frustration into a paid amenity.

**IDEAL SERVICES** Wash dry fold, express service, guest personal laundry

MEDIUM TO HIGH

### 06 / Industrial

#### Industrial complexes

Warehouse staff, factory workers, manufacturing plants. Steady volume, low complexity, high repeat.

**IDEAL SERVICES** Wash dry fold, uniform cleaning, PPE and workwear

LOW TO MEDIUM · CONTRACTED

07 / Retail

**Shopping malls & retail centres**

Shoppers, retail employees, commuters passing through. Best near supermarkets and anchor tenants.

**IDEAL SERVICES** Dry cleaning, express WDF, quick drop-off

MEDIUM TO HIGH · VARIES BY MALL

08 / Grocery

**Supermarkets & grocery**

Families, working professionals, daily shoppers. Customers fold laundry into a trip they were already making.

**IDEAL SERVICES** Wash dry fold, dry cleaning pickup, family bundles

MEDIUM

09 / Transit

**Transport hubs & airports**

Commuters, travellers, airport staff, frequent flyers. Low volume but very high price tolerance.

**IDEAL SERVICES** Express dry cleaning, fast WDF, hotel guest integration

HIGH · TIME-SENSITIVE

10 / Premium

**Luxury condos & high-end residential**

Affluent professionals, families, luxury renters. Lower volume per locker but the highest per-order pricing.

**IDEAL SERVICES** High-end dry cleaning, premium WDF, specialty garment care

HIGH · PREMIUM ENVIRONMENT

**Summary — pricing tolerance by market type**

Pricing tier	Locations that fit this tier
Low to Medium	Universities · Industrial complexes · Student housing
Medium	Gyms · Supermarkets · Community centres · Mid-tier offices
Medium to High	Apartment buildings · Hotels · Retail centres · High-end offices
High	Luxury apartments · Airports · Premium office towers · Transport hubs

WHY THIS MATTERS FOR YOUR ORDER

Industry research consistently finds that **location alone influences up to 80% of laundry-business success**. Picking the wrong location quality is the single most expensive mistake an operator makes. Use this table to filter your shortlist before you write your first proposal.

## ● SEQUENCING MATTERS

# Your first three approvals teach you more than *the next thirty*.

Pick deliberately. Operators who treat the first install as a learning install — measuring everything, iterating on signage and onboarding — see materially faster utilisation across locations 4 through 25. Here's the recommended sequence.

## What we recommend you target first

- **One apartment building near your existing customer base.** Residents who already know your brand will adopt fastest. Use this to prove utilisation and capture testimonial videos for your sales pack.
- **One office building or co-working space within delivery range.** Different demographic, different service mix. Tests whether your operations handle a second use case.
- **One high-demographic-fit building you'd otherwise have skipped.** A gym, a university dorm, or a transit-adjacent site — somewhere that would normally feel out of reach. Often the highest-utilisation install once it launches.

## Six factors that decide whether a location works

- **Product-market fit.** Whether your service mix matches what the building's residents or workers actually want. Premium dry cleaning in a student dorm under-performs; bulk wash-dry-fold there does well.
- **Location quality.** Foot traffic, population density, demographics (18–35 with \$30k–\$60k household income index strongest), tenant turnover, visibility from the building's main thoroughfare.
- **Pricing tolerance for the local market.** What the same neighbourhood pays for nearby laundromats and competing pickup services. Mispriced offers stall adoption either direction.
- **Marketing and customer acquisition effort.** Operators who run consistent in-building outreach, lobby launch activations, concierge enablement, referral offers, and digital campaigns see materially faster ramps.
- **Local competition.** Existing laundromats and pickup services within roughly a 2-mile radius affect both achievable price and rate of customer acquisition.
- **Cleaning partner economics.** If you run the wash yourself, your margin is set by your store's costs. If you partner with an external laundry, by the wholesale rate you negotiate.

● THE FINANCIAL PICTURE

## Three scenarios. *Honest ranges.*

Per-location revenue typically falls in the \$1,000 to \$5,000 per month range, with industry margins around 50% net for established operators. Profit per location per month: \$500 to \$2,500+. The ranges below are illustrative — actual returns are driven by the six factors on the previous page.

Scenario	Starter	Builder	Network
Lockers	10	25	50
Locations	2	5	10
Investment incl. freight	\$5.5k–6k	\$10k–11.25k	~\$15k
Profit / mo · low use	\$1,000	\$2,500	\$5,000
Profit / mo · mid use	\$3,000	\$7,500	\$15,000
Profit / mo · high use	\$5,000	\$12,500	\$25,000
Payback range	~1–6 mo	~1–4.5 mo	~0.6–3 mo

**IMPORTANT – READ THIS PART**

**These are illustrative ranges, not guarantees.** Industry research finds **location alone influences up to 80%** of a laundry business's success. Actual returns depend on the six factors on the previous page — product-market fit, location quality, local pricing tolerance, marketing effort, competition, cleaning partner economics — stacked together.

Operators who run consistent in-building outreach and digital campaigns ramp materially faster than operators who install and wait. Our Sales & Marketing pack is built specifically to address most of these levers — see section 08.

**BE HONEST WITH YOURSELF**

## The hardware is *the cheapest part*.

Locker hardware is roughly \$300–\$550 per unit. The work that determines whether each locker generates \$1,000 or \$5,000 per month is everything that happens around the hardware. Be deliberate about each lever.

### The four highest-leverage changes you can make

**LEVER 1 · PICKING THE RIGHT BUILDINGS****Skip 2 buildings to find the right 1.**

An average building with strong outreach beats a great building with weak outreach. But a great building with strong outreach pays back in 2 months. The 2-mile demographic and competition profile from section 04 is how you tell the difference at the door.

**LEVER 2 · LAUNCH ACTIVATION****The first 30 days set the trajectory.**

Buildings that launch with a lobby activation, concierge enablement, signage at every entry point, and a resident email blast hit moderate utilisation in 60–90 days. Install-and-wait often takes 6+ months — or never.

**LEVER 3 · PRICING FOR THE LOCAL MARKET****Match the neighbourhood, not the average.**

Pricing too high stalls adoption. Pricing too low burns margin without lifting volume. Operators who study their 2-mile competitive landscape calibrate to a price that closes orders without leaving money on the table.

**LEVER 4 · CONTINUOUS OUTREACH****Locations 4 through 25 come from the same channel.**

The Sales Pack is designed to be reused. 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.

● DECISION 2 & 3 – LOCKER MIX & QUANTITY

## Same secure base. *Four door configurations.*

All Breezy lockers share the same lock body, same battery system, same modular bolt-together base. The difference is door configuration and compartment layout — pick the mix that matches your services.

### Multi-Purpose

\$300+ / Locker

*Wash dry fold + dry cleaning. The default for most stores; works for the majority of order types.*

WIDTH	15.4 in / 390 mm
DEPTH	23.6 in / 600 mm
HEIGHT	78.7 in / 2000 mm
HANGING INT.	37.4 in / 950 mm
COMPARTMENTS	2 per unit

### Wash Dry Fold

+\$49 / Locker

*Three compartments per unit, sized for bulky bags. Best when WDF is the majority of revenue.*

WIDTH	17.7 in / 450 mm
DEPTH	23.6 in / 600 mm
HEIGHT	78.7 in / 2000 mm
COMPARTMENT	24.9 in / 633 mm
COMPARTMENTS	3 per unit

### Standard across every Breezy locker

- **Battery operated — 3+ year life.** No wiring, no contractor required for install.
- **No internet required.** Locks operate fully offline. Fewer points of failure, simpler installs.
- **Modular & bolt-together.** Add, remove, or relocate units as the network grows.
- **Lock finishes.** Matte black (default, hides fingerprints) or brushed silver (premium against light interiors).
- **5-year warranty** across all hardware.

## Estimated pricing including freight

Quantity	Per locker	Total	Best for
5 lockers	\$550–600	\$2,750–3,000	Starter automation
10 lockers · Most popular	\$550–600	\$5,500–6,000	Single store or 2-location starter
25 lockers	\$400–450	\$10,000–11,250	Multi-location network or 24/7 retail
50 lockers	\$300	~\$15,000	Network expansion · ~45% off entry tier

Per-locker prices include indicative shipping to a US address. Final freight to your specific delivery address is confirmed in your Letter of Engagement. International shipping similar by tier and confirmed in the LOE. WDF lockers add \$49 per unit. One-time crating fee of \$88 per crate (5 lockers per crate).

● WHEN TO ADD THEM

## Long-Door and Express-Drop.

### *When to add them.*

#### Long-Door

From \$300 / Locker

*Hanging garments — suits, dresses, gowns.*

DOOR STYLE	Full-height single door
WIDTH	15.4 in / 390 mm
DEPTH	23.6 in / 600 mm
HEIGHT	78.7 in / 2000 mm
BEST FOR	Dry cleaners with hanging garments
USE IT WHEN	You serve high-end residential, business attire, or formal wear
MIX IT WITH	Multi-Purpose for the bulk of the bank, 2–4 Long-Door for premium hanging

#### Express-Drop

From \$300 / Locker

*Single-compartment overflow for peak times.*

DOOR STYLE	Single compartment
WIDTH	15.4 in / 390 mm
DEPTH	23.6 in / 600 mm
HEIGHT	78.7 in / 2000 mm
BEST FOR	High foot-traffic, retail, transit hubs
USE IT WHEN	You have limited footprint or need to absorb peak demand
MIX IT WITH	Multi-Purpose for the standard service, 1–2 Express-Drop at the entry edge

### A practical mix for most operators

If you're not sure how to split your order, the typical mix for a 10-locker store-automation install:

Type	Quantity	What it handles
Multi-Purpose	7	Bulk of your service — WDF and dry cleaning
WDF	2	For high-volume WDF customers (3 compartments each)
Long-Door	1	Premium hanging garments — dry cleaning
Express-Drop	0	Add later if peak demand exceeds the bank

#### DON'T OVER-ENGINEER THE FIRST ORDER

If you can't decide the mix, default to **100% Multi-Purpose**. They handle every service well, and it's easy to add WDF or Long-Door units later as you learn what your residents actually use. The order configurator includes a recommended-mix calculator that runs against your service profile — use it.

## ● DECISION 4 — SOFTWARE

## Will my current software *work with lockers?*

Keep, switch, or add. There are four real paths and one decision to make. Pick yours in the table below — your Letter of Engagement will confirm setup details and any migration support.

Your situation	Your path	Outcome
<b>You already use CleanCloud, Cents, or SMRT with a locker module</b>	Keep your current system	One login, no retraining. We connect lockers to your account.
<b>You use another POS and you're open to switching</b>	Migrate to a locker-ready platform	Unified orders, routing, and payments in one place.
<b>You want to keep your POS and run lockers separately</b>	Add MyLockers for lockers only	Locker ops stay simple while your POS remains unchanged.
<b>You're starting fresh</b>	Start with MyLockers	Built for lockers and easy to scale across sites.

### Cost notes

Software access has **no monthly subscription fee**. We operate under a transaction-share model tied to credit card processing. Final percentages are confirmed during onboarding and reflected in your Letter of Engagement. There's no per-locker software cost regardless of how many you deploy.

### Hardware notes

Breezy locks run on long-life AA batteries with 3+ year expected lifespan. They do **not** require Wi-Fi. This reduces points of failure, makes installs significantly faster, and means lockers operate normally during internet outages or in buildings with poor connectivity. The keypads use RFID for staff/driver access and PIN codes for customer access.

#### RECOMMENDED FOR MOST OPERATORS

If you're already on **CleanCloud, Cents, or SMRT**, keep them — these are the platforms with native locker modules. If you're on something else and you don't love it, migrating to a locker-ready platform during this rollout is the right time. If you love your current POS but it doesn't have a locker module, **add MyLockers** alongside it.

## ● DECISION 5 – SALES SUPPORT

# The work the hardware *doesn't do* for you.

Lockers don't market themselves. Buildings don't approve themselves. Residents don't onboard themselves. We provide three packs that handle the work the hardware can't — pick the one that matches where you are.

## What each pack does

Your situation	Best fit	What it does
<b>You can self-execute outreach but want proven materials</b>	Sales & Marketing Pack	Custom website, pitch deck, lawyer-drafted location agreement, branded locker decals with QR codes, targeted lead list (2–3 days), operator playbook library.
<b>You want approvals fast and don't have time to run campaigns</b>	Premium Launch Sprint	Everything in the pack, plus 20 hours of telemarketing, done-for-you email + LinkedIn outreach, Google Ads with 30 days of management, CRM pipeline setup, two custom building mockups.
<b>You have buildings approved and need resident adoption</b>	Resident Usage Pack	Branded assets to drive utilisation post-install. Locker decals, posters, social templates, digital ad creatives, on-site QR flows, launch checklist.

## Pricing — Sales & Marketing Pack tiers

The pack price scales with your locker quantity. The bigger the deployment, the lower the per-locker cost of the pack:

Locker quantity	Pack price
1-10 lockers	\$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: \$2,999 one-time or \$999/month for 3 months. Resident Usage Pack: \$199-\$599 depending on locker count. Exact numbers confirmed in your Letter of Engagement after we review your order.

**DON'T OVER-BUY ON DAY ONE**

**Most first-time operators are best served by the standard Sales Pack.**

Run it for 60-90 days, prove utilisation at your first 2-3 buildings, then add the Premium Launch Sprint when you're ready to scale to 5+ buildings. The exception: if you're a new founder with no laundry experience, the Premium Launch Sprint is worth it for the first quarter — having someone book your first meetings while you set up cleaning is high leverage.

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

MICHAEL DONOVAN · ELITE DRY CLEANERS

## ● AFTER THIS GUIDE

# By now you should know *what you want*.

After reading this guide, you should know your locker quantity, your type mix, your software path, and which sales and marketing services to add. The order configurator takes about 8 minutes. Your Letter of Engagement comes back within 2 business days with everything confirmed.

## Your decision summary

- **Locker quantity** — based on your service mix and number of target locations. Most operators start with 10 across 2 locations.
- **Locker type mix** — Multi-Purpose for most installs. Add WDF if WDF is the bulk of your revenue. Add Long-Door for hanging garments. Default 100% Multi-Purpose if uncertain.
- **Lock finish** — matte black (default, hides fingerprints) or brushed silver (premium against light interiors).
- **Software path** — keep CleanCloud / Cents / SMRT, migrate, add MyLockers, or start fresh with MyLockers.
- **Add-on services** — Sales & Marketing Pack (recommended for nearly everyone), Premium Launch Sprint (if you want us running outreach), Resident Usage Pack (if you have buildings approved already).

## What happens after you configure

- **You configure your order on the form.** Locker quantity, type mix, lock finish, software path, add-on services. ~8 minutes.
- **We source confirmed freight rates** against your delivery address through Freightos and prepare your LOE. 2 business days.
- **You receive your LOE by email.** Locker pricing at your tier, two freight options (ocean LCL and air freight), software path details, an ROI projection, production and rollout timeline.
- **You review.** If anything is wrong or off, reply and we re-issue. No expiry pressure beyond the freight quote validity (~2 weeks).
- **You sign and pay the deposit.** Production starts within 1 business day of deposit.

CONFIGURE YOUR ORDER

## Ready when you are. *LOE in 2 business days.*

No payment collected on the form. No commitment until you sign your LOE.  
Most stores recoup the investment in 6 to 9 months.

**Configure my order**



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