

LaundroLab

BROKER RESOURCE · 2026

Franchise Report

A first look at the LaundroLab franchise opportunity: the industry, the business model, the investment, and what it takes to succeed as a modern laundromat owner.

laundrolabfranchise.com



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The LaundroLab Story

LaundroLab began inside a laundry business, not a franchise business. Its parent company, 2ULaundry, launched pickup & delivery in Charlotte, North Carolina and spent years learning how laundry actually moves — the routes, the facility workflow, the customer economics.

LaundroLab is the retail expression of that operating experience: a modern laundromat brand combining self-service laundry, wash-dry-fold, commercial accounts, and pickup & delivery, all supported by first-party technology.

The company is headquartered in Charlotte, where franchise candidates come for Laundry Day and where LaundroLab 101 training is held. Today the system has 100+ territories sold and more than 300 available.



THE JOURNEY SO FAR

2016	2018	2020	2021	2022	2023–24	2025	Today
2ULaundry Founded	Flagship Laundromat	Concept Incubated	First Franchise Partners	First Stores Open	Growing the Network	Continued Growth	Set for Network Scale
Asset-light wash-dry-fold delivery launches in Charlotte.	Proof of concept with industry leading four-wall economics.	A scalable franchise model built on the proven Charlotte stores.	The founding class of 12 franchise owners signs on.	Tampa, Atlanta, Charleston, and Charlotte kickoff founding cohort.	19 new locations. The Folde acquired to expand delivery in Texas.	32 stores across 14 states with 25 franchisees operating.	The fastest growing brand in laundromats, and just getting started.

The Laundromat Industry

Like food and shelter, clean clothes are a basic necessity — during COVID-19 the Department of Homeland Security designated laundromats critical infrastructure. Demand is strongest in dense, renter-occupied neighborhoods, and it does not disappear when the economy slows.

\$7B industry
revenue

30K fragmented
laundromats

42 states with tax
exemptions

3 ★ or lower average
rating

Six shifts reshaping the category:

Quality beats proximity

Customers drive 3 to 5 miles past a bad laundromat to reach a good one.

Payments de-risk scale

Digital payment removes cash shrink — the unlock for growing past one store.

Full-service is the default

Wash-dry-fold, commercial, and delivery turn one room into several revenue lines.

Smarter machines

Modern equipment uses less water and makes upselling straightforward.

A community business

Owners competing on service and local presence are capturing the demand.

Delivery competitors arriving

Platforms are entering laundry as they did food and grocery. The done-for-you economy has arrived.

The Zombiemat Problem

A growing share of laundromats operating today are uninvested, unattended, and unloved. They survive on inertia. That gap is the opportunity LaundroLab was built to fill.

WHAT MATTERS TO CUSTOMERS	THE TRADITIONAL ZOMBIEMAT	LAUNDROLAB
Cleanliness & amenities	Dim, dated, and neglected — often broken machines and no seating	Bright, spotless stores with lounges, folding stations, and a welcoming atmosphere
Full-service options	Quarters in, clothes out — that is where the service ends	Professional wash-dry-fold, drop-off service, and access to pickup & delivery
Tech-driven experience	Cash-only machines, no loyalty program, no app, no monitoring	LaundryPay, app-based loyalty, machine monitoring, and real-time owner reporting
Fast, efficient machines	Aging equipment that takes 90+ minutes and still underperforms	Electrolux high-spin machines completing a full cycle in under an hour
Community involvement	Transactional at best — no connection to the neighborhood	LaundryCares Foundation, Free Laundry Day, and local events at every store

A Modern Income Statement

A traditional laundromat earns on one line: quarters in the machine. LaundroLab turns the same four walls into a business with several revenue lines, each addressable with its own pricing, marketing, and capacity.

TRADITIONAL LAUNDROMAT

Self-service only

Cash in, clothes out. Revenue rises and falls with walk-in traffic.

THE LAUNDROLAB REVENUE MIX

Self-service

The retail base, on modern high-spin equipment and app-based payment.

Commercial accounts

Gyms, salons, spas, and property managers — recurring contracted volume.

Vending & ancillary

Detergent, snacks, and in-store retail — and no royalty is charged on vending.

Wash-dry-fold

A service margin layered onto labor hours already on the schedule.

Pickup & delivery

Exclusive access to 2ULaundry (pickup & delivery service), filling weekday capacity walk-ins never reach.



The Pickup & Delivery Advantage

Pizza shops don't want to be delivery businesses — they deliver to sell more pizza. Delivery works the same way here: it is how a LaundroLab keeps machines spinning and sells more laundry. 2ULaundry, LaundroLab's parent company, is the platform behind it.

2ULaundry
www.2ulaundry.com

Your laundry day reimaged

Weekly Machine Utilization

Traditional
laundromat



~6%

Top LaundroLabs

~18%

Delivery volume fills the weekday valley, running the same equipment during hours walk-in traffic never touches.

Reach Beyond Four Walls

Delivery serves customers who value convenience and may never visit a laundromat.

Central Operations Support

A central team handles customer support, dispatch questions, and operating SOPs.

Capacity Already Paid For

Orders are processed in open production windows on equipment and labor already in place.

Demand Generation

Digital, paid social, connected TV, and local tactics drive orders into the store.

THREE AGREEMENTS AT SIGNING:

Franchise Agreement

The license to operate a LaundroLab in a defined territory.

Development Agreement

The schedule and commitments for opening locations.

Delivery Partnership Agreement

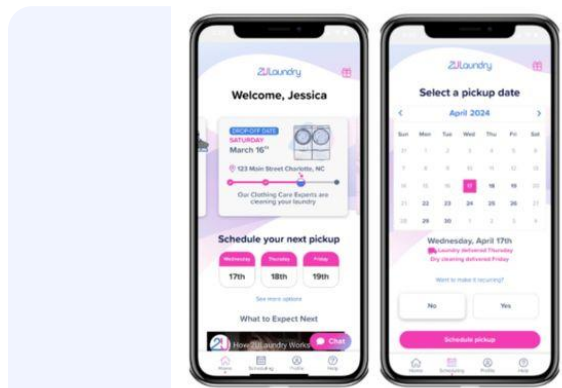
Signed alongside the other two, it sets the terms and mutual commitments for partnership in the delivery business.

Reaching a New Customer:

Delivery laundry service reaches a new customer: Busy families trading tasks for time, professionals whose default is do-it-for-me, and local businesses with recurring linen volume — gyms, salons, spas, rental companies and a variety of other commercial prospects.

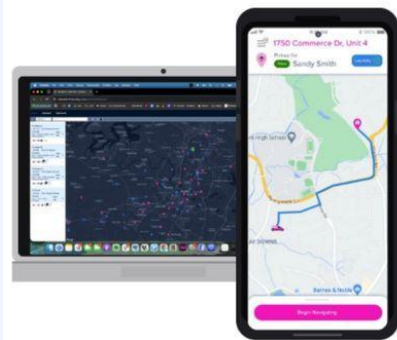
Purpose-Built Technology

Laundry delivery software did not exist, so 2ULaundry built it. Four connected apps, engineered around the way laundry actually moves — all reporting into one dashboard for the owner.



Consumer App

Customers schedule pickups, save laundry preferences, and track orders in real time.



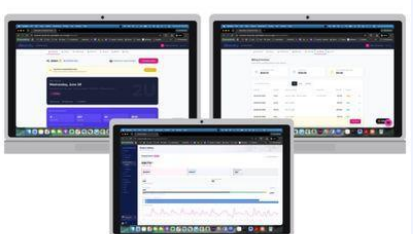
Driver App + Dispatch

Live dispatch, optimized routing, and digital handoffs from pickup through delivery.



Facility App

Staff are guided through check-in, sorting, washing, drying, and folding, with per-bag tracking.

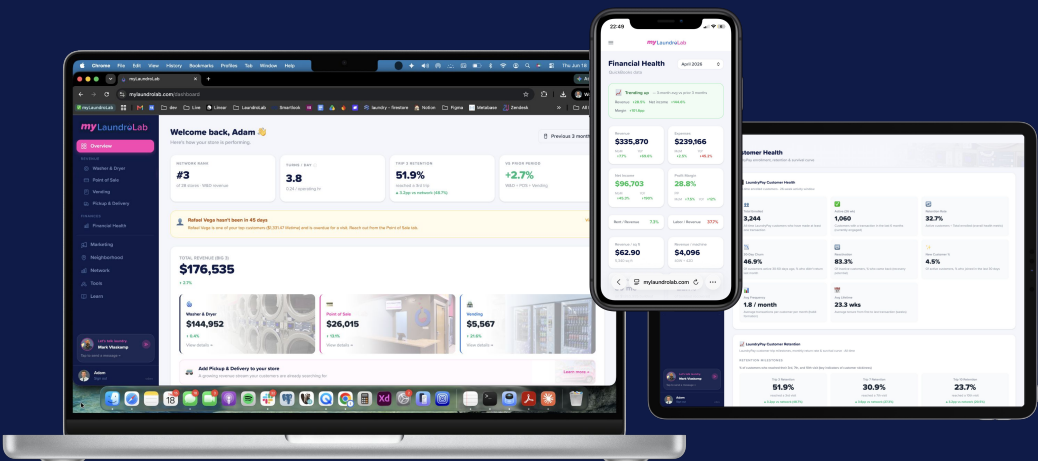


Commercial Portal

Recurring pickups, multiple locations, volume billing, and role-based team access.

The myLaundroLab Owner's Portal

myLaundroLab is the owner's portal for accessing the insights, tools, and resources needed to run a stronger store. Built and maintained in-house, it turns data from across our technology stack into actionable reporting, performance benchmarks, and a clear view of the business.



Cost to Open

A LaundroLab gets built in a variety of shapes and sizes, depending on the operator, the market, and the local opportunity. The 2026 FDD discloses three scenarios — three materially different projects with materially different entry costs.

TABLE A-1

New Store Build Out

A de novo store: new space, full build-out, all-new equipment — quickest with the most control over layout and location.

Total estimated investment
\$1,039,730–\$1,767,230

Leasehold improvements	\$415K – \$670K
Laundry equipment + install	\$375K – \$710K
Acquisition cost	None
Additional funds, 6 months	\$75K – \$145K

TABLE A-2

Acquisition — Equipment Retained

Buy an existing laundromat, keep its equipment, and renovate to brand standard — the lowest entry point.

Total estimated investment
\$217,000–\$1,728,730

Leasehold improvements	\$80K – \$400K
Laundry equipment + install	\$0
Acquisition cost	\$0 – \$950K
Additional funds, 6 months	\$10K – \$48.5K

TABLE A-3

Acquisition — New Equipment

Buy an existing store and re-equip it entirely: existing utilities, new machines, modest build-out.

Total estimated investment
\$599,500–\$1,800,730

Leasehold improvements	\$80K – \$400K
Laundry equipment + install	\$375K – \$710K
Acquisition cost	\$0 – \$400K
Additional funds, 6 months	\$10K – \$48.5K

Source: Item 7, Tables A-1, A-2, and A-3, 2026 LaundroLab, LLC Franchise Disclosure Document.
Estimates only; actual costs vary by market, site condition, and scope.

Financial Performance

Per-store averages for the 12 months ended December 31, 2025, covering 17 franchisee-owned LaundroLab businesses open at least 18 full months. Results will differ. This is not a guarantee of performance.

TOP 25% BY REVENUE	TOP 50% BY REVENUE	ALL 18-MONTH STORES
\$917,673 Average annual revenue	\$794,488 Average annual revenue	\$604,772 Average annual revenue
EBITDA (avg.) \$206,712	EBITDA (avg.) \$179,717	EBITDA (avg.) \$115,779
EBITDA margin 22.53%	EBITDA margin 22.62%	EBITDA margin 19.14%
Total expenses (avg.) \$710,961	Total expenses (avg.) \$614,772	Total expenses (avg.) \$488,993

Affiliate Owned Laundromats

The 2026 FDD also discloses performance for two affiliate-owned businesses substantially similar to the franchised model. The Laundry Room (TLR), operating since 2018, recorded \$1,560,562 in total 2025 revenue. CLT-1, operating under the LaundroLab mark since 2022, recorded \$604,336.

Delivery Launch Performance

We are excited about our new pickup and delivery partnership model, built around updated commercial terms and streamlined operating processes. In our mid-year 2026 FDD update, we released an initial performance summary showing the model’s early potential to improve efficiency, strengthen unit economics, and drive more revenue through franchisee laundromats.

The table below reflects results from the early launch cohort, showing the average performance of three franchised LaundroLab stores across the three months before launch, the launch month, and the three months that followed.

PER STORE	Month –3	Month –2	Month –1	Month 0 · launch	Month +1	Month +2	Month +3
Total revenue	\$54,389	\$57,232	\$55,304	\$61,804	\$82,610	\$87,984	\$93,504
EBITDA	\$7,973	\$3,716	\$1,664	\$9,413	\$16,198	\$15,560	\$22,560
EBITDA margin	14.7%	6.5%	3.0%	15.2%	19.6%	17.7%	24.1%

Source: Item 19, Part 4, Table 6, 2026 LaundroLab, LLC FDD — three-store average, normalized as described in the notes to that exhibit. Historical figures, not a projection or guarantee. Individual results are likely to differ.

Ongoing Fees & Royalty Structure

6.5% Starting Royalty Royalty of gross revenues, excluding vending. No royalty on vending.	1.5% Brand Fund Monthly, funding national marketing and brand building.	\$1,500 Local Advertising / mo. From month 4, there is a commitment to spend a monthly minimum on qualified marketing activities.	\$300 Technology / mo. Covers digital payment technology, POS, Quickbooks, and a variety of other platform systems.
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GROW THE PORTFOLIO, LOWER THE RATE Tiered Portfolio Royalty

The lower rate is not a discount on the new store alone. Every tier applies to 100% of gross revenues across the whole portfolio — so opening a second store lowers the royalty on the first one too.

1 UNIT 6.5% Starting rate	2 UNITS 6.0% Save 0.5% portfolio-wide	3–4 UNITS 5.5% Save 1.0% portfolio-wide	5+ UNITS 5.0% Save 1.5% portfolio-wide
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All ongoing fees sourced from Items 5 & 6 of the 2026 LaundroLab, LLC FDD.
Fee amounts and structures are subject to change; the FDD is the authoritative source.

The Ideal Candidate

Laundromat experience is not required. Candidates need a minimum **\$1,000,000 net worth** and **\$500,000 in liquid capital**, and three profiles tend to see the opportunity quickly — all of them sharing the appetite to build a local operating business.

The Experienced Business Builder

Already owns multiple businesses, franchise locations, or operating units. Understands the people, process, and financial performance required in business ownership.

The High-Earning Professional

High W2 earners who want more than another investment account — they want something to own and grow. And, they understand the commitment needed to get it.

The Next-Chapter Entrepreneur

Leaving a corporate career or approaching retirement, with the capital, judgment, and time to build something meaningful. Wants to be an involved member of the community.

For candidates who want to own the real estate: depreciable equipment and assets, real estate ownership potential, Opportunity Zone overlap in select markets, and long-term portfolio value. There are a lot of very attractive financing options and tax benefits for those interested in owning the real estate.



Who It Isn't For

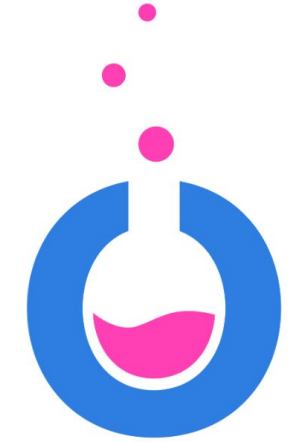
Screening a candidate out early is worth as much as screening one in. LaundroLab is not the right fit for a buyer who:

- **Wants passive income.** This is an operating business, not a hands-off investment – not matter what they say on TikTok.
- **Needs a quick return.** Great laundromats take time to ramp and compound over the long term.
- **Does not want to lead people.** Even with strong systems, the local team decides the outcome.
- **Does not want to engage locally.** Reputation and community presence build the business. We want involved community members.
- **Is looking for a shortcut.** LaundroLab provides the playbook, brand, technology, and support. Ownership still requires dedication, appreciation, execution.



The Discovery Process

Six steps from first conversation to signed agreement.
Candidates vet LaundroLab as much as LaundroLab vets them.



STEP 01

Intro & Application

A conversation about goals, financial fit, target markets, and what the candidate wants out of ownership.

STEP 02

FDD Disclosure

The full Franchise Disclosure Document — fees, territory, financial performance, obligations. A 14-day review period is built in.

STEP 03

Mutual due diligence

Franchisee validation calls and market research on one side; fit assessment on the other.

STEP 04

Executive call

Leadership answers questions on the FDD, Items 7 and 19, and the Franchise Agreement, and opens territory selection.

STEP 05

Laundry Day, Charlotte

A day split between the laundromat and the boardroom: store tours, hands-on time, and deep dives with subject matter experts.

STEP 06

Become a Laundropreneur

Sign the Franchise Agreement, get onboarded into the tools and systems, and kick off site selection.

Qualified sites reach a new franchisee's inbox within 24 hours of signing — the site search starts the moment the agreement is executed.

LaundroLab FAQ

Does a candidate need laundry experience?

No. Some of the strongest owners come from entirely different industries. What matters is business judgment, capital, and willingness to lead a frontline team.

How long from signing to opening?

Roughly 14 months across four phases: about 180 days to find a location, 60 to prepare for construction, 120 to build, and 60 to prepare for opening.

Can an existing laundromat be converted?

Yes. Conversions — by acquisition or of a store already owned — sign the same Franchise Agreement and receive the same technology, delivery access, and support.

What site does the model need?

2,750–5,000 sq. ft. on a high-traffic corridor with strong signage, a dense renter population, and demand generators nearby such as apartments and workforce housing.

How many territories are left?

More than 100 territories are sold and more than 300 remain available. Contact the franchise development team for current availability in a specific market.

Can this be run semi-absentee?

No. LaundroLab requires engaged ownership. Candidates seeking passive income are not a fit, and screening for that early saves everyone time.

Is pickup & delivery part of the deal?

Yes. As part of selecting your territory and planning your development agreement, we will also sign a pickup and delivery agreement that guides the terms for launching pickup and delivery in your market.

Who finds the real estate?

LaundroLab does, alongside approved local brokers. Weekly check-ins keep the search on pace, with a goal of LOI within 60 to 90 days when all parties stay responsive.

Is financing available?

LaundroLab does not finance the investment but offers financing partners who do, including SBA and equipment lenders — and works to drive project costs down through TI allowances, lease negotiation, and vendor-network pricing.

APPLIES THROUGHOUT THIS REPORT

The Franchise Disclosure Document is the authoritative source on all fees, terms, territory, and financial performance.

Next Steps

- 1** Reach out, or have the candidate reach out, and we will set up an introduction.
- 2** Intro call with franchise development to align on goals and target markets, review business fundamentals, mutual fit assessment.
- 3** FDD delivered, with a 14-day review period and validation calls to existing franchisees. Complete Executive Call questionnaire.
- 4** Executive call, then Laundry Day in Charlotte, NC or Austin, TX. One day in the laundromats and one day in the boardroom.
Learn more at laundrolabfranchise.com/laundryday.
- 5** Once the Franchise Agreement is signed, your onboarding begins. Site selection begins immediately, with sites in your inbox within within 24 hours.

GET IN TOUCH

Jason Lipes

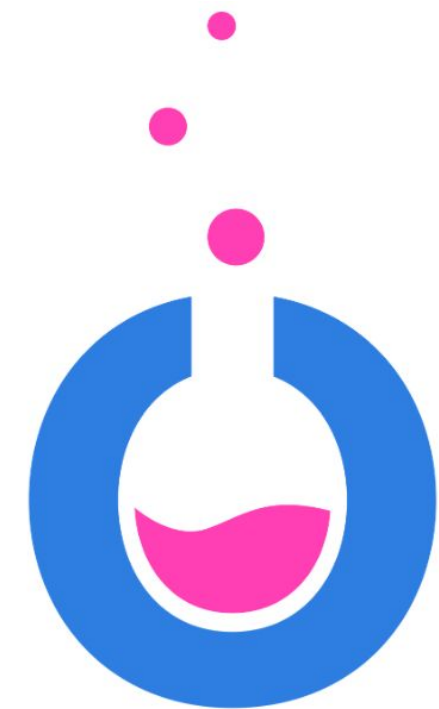
CEO, LaundroLab

Mark Vlaskamp

SVP, Franchising

David Brand

Franchise Development



laundrolabfranchise.com/contact

Resources, video library, and Laundry Day details are available on the franchise site.

This information is provided for informational purposes only and is not an offer to sell or the solicitation of an offer to buy a LaundroLab franchise. Franchise offerings are made by Franchise Disclosure Document only, and only in jurisdictions where LaundroLab has satisfied applicable pre-sale registration and disclosure requirements.