



Get Spiffy, Inc.  
4506 South Miami Boulevard, Suite 150  
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One of the strengths of our franchise model is how it can appeal to a wide array of owners. In the case of Arthur Hill in Wilmington, NC, he was able to take an existing six-year-old mobile detailing business and level it up completely. Now, with a recognizable brand and plenty of support from our team in Durham, Arthur and his business partner Worth Merritt are eager to expand throughout the Port City.

We spoke with Arthur and Worth about what brought them together as franchise partners, Arthur's long career in the detailing industry, and how Spiffy has helped expand their business. This interview was conducted before their Wilmington, NC franchise launch on October 4, 2021, and has been edited for clarity.

### **Tell us your story; what was the road that brought you to Spiffy?**

**Arthur:** I've been in the detailing industry for about 25, 27 years now and it started with car washes. I worked at a carwash when I was in school. Once I finished high school and started college for a little bit, I continued to work and became an Assistant Manager, then General Manager.

My career, as far as car washing goes, was to become an owner. I worked with a gentleman that had no experience in car washing. He gave me all the tools and everything I need to actually become an owner. But when that time came, it didn't happen.

So I went off on my own, doing mobile detailing. That started out really well, just working by myself. Eventually, I was looking to hire some employees, but they just didn't work out. So my solution was to continue working by myself and focus on the higher-end clientele. I've been doing that for the last six years, which worked for me.

I've got a great clientele base. I do a lot of work with everyone here in Wilmington, specifically some of the higher-paid professionals and owners around town, and have developed a great relationship with them. In terms of bringing Spiffy into the mix, it was Vinton [Fountain, co-partner] who turned me on to the idea. As I learned about their franchise model, it was pretty much everything I wanted my business to be. That's how I end up where I'm at, then [Vinton] got me in touch with Worth and history goes on.

**Worth:** My background is mostly real estate, property management, and appraisal. I transitioned out of that into some different sales jobs. And finally, I got fed up with that and started my own business for just drone photography and 3D virtual tours, videography, that sort of thing. That work is targeted mostly for real estate just because I knew the industry, and that's gone really well.

Vinton, my father-in-law, is an investor at the corporate level with Spiffy, and when they decided that they were going to franchise he was like, "That'd be awesome to bring one here, but I don't want to run it." That's when he approached me with the idea and suggested it to Arthur. I thought it was an awesome opportunity, and now here we are.



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**That's a really fascinating connection. It's exciting to see that Arthur has decades of experience that's being elevated with the Spiffy brand. Are there any aspects of that relationship that have stood out to you as you transform Arthur's business into a franchise?**

**Arthur:** The biggest thing for me is being able to focus on one thing at a time, instead of wearing two different hats. I think that will help us grow into servicing new customers, particularly local fleets. It expands a little bit further than what I can do with word of mouth alone.

**What has your experience with mobile services been like, both before and after your decision to franchise with Spiffy?**

**Arthur:** Compared to a typical car wash, it's much more focused. At the end of my time running traditional car washes, I had three different locations, so I was going from one to the other all day. There was nothing I was actually focused on specifically, I was pretty much like an owner doing everything from maintenance and managing to supplies ordering and paychecks. The only thing I didn't really do was put money in the bank.

Coming to where I'm at now with mobile services, I've basically been doing the same thing but on a smaller scale, since it's been me working solo for a while. Except I've been able to take a breath when it feels like I'm doing too many things at once. Now, with Spiffy, I'm able to keep stuff like Marketing or scheduling off my plate, so that I can be focused on doing good work and spreading the word to new customers.

**Since you have such an impressive history in car detailing, did your training experience feel like you had to relearn things you've done for years, or was it more aligned with your experience?**

**Arthur:** It fell right into place. Everything that we did before coming to Spiffy was pretty much the same thing. Maybe the chemicals that I've used were different because I have a different array of chemicals. As far as doing the work, the steps are basically pretty much the same all the way across the board. The way of doing things is basically the same. So I just took that and made it into my own.

**Now that you're with Spiffy, you're able to have a more focused role and you're looking to expand your labor force. How has that been going for you?**

**Arthur:** Since we've been out there, it's a lot of attention. I have one guy right now and he's eager, I just got off the phone with him yesterday because he's really looking forward to it. It's a lot different from me out on my own. With that being said, I think as far as expanding in the labor force, it's going to work. There's no problem once they see those vans, the logo, and how those things stand out. We're good to go.



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**Now that you have the Spiffy branding and national fleet connections, is there anything different about opening yourself up to a new line of business?**

**Arthur:** Personally, I don't think much has changed. At least I don't see much of a difference in the fleet side versus the consumer side of things.

**Worth:** The fleet side of things is exciting, we just haven't gotten to a point yet where it's creating a shift in how Arthur conducts business. We've had some delays in setting up our warehouse space, plus some shipping issues for chemicals, so it's mostly been business as usual for Arthur. But once we have those issues fixed, it should be an easy transition into some of that fleet-focused work.

**Arthur:** Yeah, we're bumbling through it a bit right now, but it seems to be working out. There have been some hurdles and obstacles that we have to work through, but it's already been better.

**Beyond getting into your new warehouse, what are there aspects of your franchise launch that excite you the most?**

**Worth:** Right now, we're soft-launched as soft as you could possibly be. We're focused on getting Arthur's clients over to the Spiffy scheduling side, but I'll be excited to be able to scale up and bring a new brand to Wilmington that has some background and a supportive corporate team behind it. There wasn't any way I can scale my business as one person without diluting my profit margin to where it would be not practical, and there wasn't any way Arthur could scale his business really either. So this allows us to build something, and that's exciting.

It'll just be nice because we'll have a beautiful warehouse to show people we're recruiting what we're all about. And on our side, we're thinking of doing a ribbon cutting with the mayor and getting a write-up in the Wilmington Business Journal. Beyond that, what excites me is being able to offer oil change, because we're wash and detail only right now. That and the fact that we have a marketing team pushing stuff out from the Spiffy HQ takes a lot off our plate. We're able to just focus on providing good service and building a business in recruitment.

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Thank you so much to Arthur and Worth for chatting with us about their experiences launching a Spiffy franchise in Wilmington, NC. It's a thrill to help small mobile detailing companies elevate their operations by franchising with us.

If you're looking to learn more about starting your own Spiffy Franchise, [contact us](#) today!