



Amplify Car Wash appoints new VP of Mergers and Acquisitions

Colton Rodgers was the corporate development manager at GO Car Wash.

Amplify Car Wash Advisors expands its leadership team with the addition of Colton Rodgers.

"I am so excited to join the most respected car wash advisory firm in the industry. Amplify has achieved some incredible milestones in the car wash industry over the past couple of years and I hope to help the team reach new heights in the years to come," said Rodgers.

Rodgers joined the Amplify team from True Blue Car Wash where he served as director of development and acquisitions. While there he generated mergers and acquisitions leads through leveraging personal relationships with car wash owners, brokers, and vendors and grew the platform from 37 sites to about 70 in a year and a half.

Prior to True Blue, Rodgers was the corporate development manager at GO Car Wash where he helped establish a mergers and acquisitions process, including due diligence templates, acquisitions evaluation models, projections, and integration checklists.

"Our number one goal is to maximize the value of our client's business. We truly understand the needs of car wash owners and know how to structure a deal that best represents them. Colton's dynamic experience in the car wash space and expertise in mergers and acquisitions strengthens our team even further," said Rodgers

Beginning his professional career, Rodgers worked for Service King Collision Repair Centers as a manager in the strategic development and acquisitions department. Rodgers helped Service King grow from 113 locations to 350 locations in just five years. He is a graduate of Brigham Young University, Hawaii with a Bachelor of Science in business management.