



SALON SUITES

An Investment in the Future of the Salon Industry

1.2M

Businesses in the salon & spa industry

\$57B

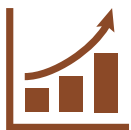
Estimated salon & spa industry annual sales

10%

Estimated YOY increase in beauty professionals

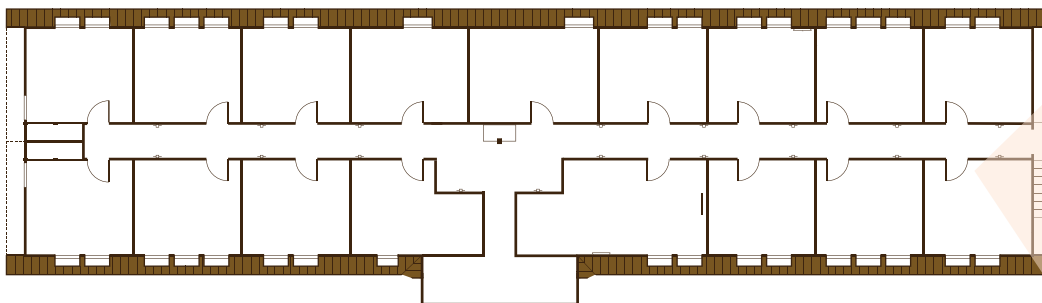
What is a Salon Suite?

Salon suites are one of the fastest-growing segments in the salon industry. A salon suite is an unit located within a 5,000 - 7,000 sq. ft. facility. These in-demand models offer independent lifestyle professionals the opportunity to become their own boss. In a salon suite setting, these professionals control their own schedule, decor, offerings and booking and can offer private and safe one-on-one services to clients.



RECORD DEMAND

Historically, the salon & spa industry has been one of the only industries to see growth throughout every recession.



Facility (n.) - 5,000 to 7,000 sq. ft. structure owned by a franchisee containing individual salon suites

Salon Suites (n.) - units within a facility that professionals can rent on a month-to-month basis

For More About This Report:

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Benefits for Potential Salon Suite Franchisees

- **Revenue is reliable and recurring.** Income comes from collecting rent, and salon suites tenants are highly motivated individuals.
- **You'll enjoy semi-absentee ownership.** Since every tenant essentially runs their own business, owners can manage much of the business remotely with only one employee.
- **No salon experience is necessary.** From restaurant owners to C-suite executives, a wide variety of motivated professionals find success with salon suite facilities.

Phenix Salon Suites Case Study

Phenix Salon Suites opened its first location in 2009, on the cutting edge of an emerging industry. The brand has grown to nearly 300 locations across the country and has been recognized 7 years in a row on *Entrepreneur's* Franchise 500® list and ranked in the Top 100 on *Entrepreneur's* first Top Growth Franchises list.

In 2020 alone, the brand saw...

- 30+ new salon openings
- 55+ signed agreements
- 344% increase in lifestyle professional inquiries

“2020 has been a whirlwind of a year but the salon industry has proven to be resilient, once again. Phenix continues to thrive under every circumstance.

-Brian Kelley, President & COO