

Trademarked Salon & Beauty Supply with Two Established Locations *50,000 Frequent-Buyer Cards in Circulation | Concept Franchised in Arkansas* Northwest Arkansas

Financials

Asking: \$1,100,000

Gross: \$526,207

Cash Flow: \$105,000

FF&E: \$70,000 (included in Asking Price)

Inventory: \$80,000 (NOT included in Asking Price)

Real Property: \$660,000 (included in Asking Price)

Business Summary

Established in 1984, this award-winning salon and beauty supply business has a trademarked and franchised concept that makes it unique in the industry. With a base of over 50,000 club member cards circulating throughout the area, this business has a loyal following at both its salon/day spa and on-site beauty supply retail centers.

This business operates out of two locations in neighboring cities. The flagship location has space for 11 lessees and currently has a waiting list, while the second location has space for six. Services offered between the two locations' salons, day spa and medi-spa include hair, nails, skin care, waxing, sunless tanning, hair and vein removal, teeth whitening, Microdermabrasion and pigmentation.

Each salon has an adjoining retail center carrying more lines than any retail beauty supply in the country. Products include OTC perms, colors, sundries, appliances, combs, brushes and accessories. In addition, this business has an unparalleled assortment of exclusive professional lines, including Paul Mitchell, Redken, Matrix, Schwarzkopf, Sebastian, KMS, Aquage, Tigi, O.P.I., Pureology, BioSilk, Sexy Concepts, American Crew and many others.

This business offers a rare opportunity for an experienced salon owner to take an established local brand with numerous competitive advantages and turn it into a regional powerhouse!

General Information

Employees: 2 FT; 3 PT

Facilities: The flagship store operates out of one of the best commercial locations in the city. Located at one of the primary intersections in town, the store's prominent signage has become a landmark for locals when giving directions. The building has 2,400 square feet dedicated to the salon/day spa/medi-spa, and 1,700 square feet of retail space for beauty supply. This location has suites for nine hair stylists, a pedi-spa, waxing and skin care studio, medi-spa and sunless tanning with shower and Jacuzzi.

A second location has 1,200 square feet dedicated to the salon, serving five hair stylists and two nail artists with private pedi-spa rooms. The beauty supply retail center is situated in 1,100 square feet. Both buildings are up to code, and have gone through numerous improvements and remodels over the past ten years.

Market Outlook

Competition: This business competes with local independent salons, although none have a similar concept offering a full range of beauty supply products in adjoining retail centers. Several national beauty supply competitors – including Regis, Trade Secret, Sally, Famous and Beautyco – have been

unable to compete with this local favorite. “Many have come and gone,” states the seller, who has successfully owned and operated this business for 26 years.

Growth/Expansion: The bulk of the company’s beauty supply marketing efforts come from its popular frequent buyer discount Club Card program. The salon at its flagship location has won local reader’s choice awards, and both stores have extraordinary word-of-mouth and brand recognition from their long and respected tenure in the area.

There are enormous opportunities for a new owner to bring this business into the digital age with a website and Internet marketing campaign. The current owner has chosen not to pursue any major efforts to sell the concept to new franchisees throughout the state. There are currently only two franchisees operating in contiguous cities.

If you’ve never heard of Northwest Arkansas, we have one word for you – Walmart! In fact, several Fortune 500 companies call Northwest Arkansas home, including Tyson Foods, J.B. Hunt Transport, and the world’s largest retailer. Walmart’s prominence has brought the national spotlight to Northwest Arkansas, which continues to receive high rankings in national surveys like “Most Livable City,” “Fastest-Growing & Best Performing Economy,” and one of the “Top 25 Recession Resistant” parts of the country. Northwest Arkansas is ideally situated in the geographic center of North America and surrounded by the natural beauty of the Ozark Mountains. With the University of Arkansas in Fayetteville, a new minor league baseball team in Springdale, and a world-class art museum opening in Bentonville, Northwest Arkansas offers an enviable lifestyle in a business climate that offers both economic opportunity and stability.

About the Sale

Support/Training: Seller will provide four to six weeks of training at no charge. A loyal assistant manager, currently working 30-hours per week, would most likely stay on under new ownership.

Reason Selling: Moving out of state

Listing Info

Listing #1196

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