



Sola[®]
SALON STUDIOS

A Franchise That Fits
Your Life, Your Style[®]



Why Choose *Sola Salon Studios?*

As the most dominant brand in the segment, we've led the way as the largest salon studios concept. But we aren't just in the beauty business. We're driven by our desire to use real estate to help aspiring business owners achieve their dreams, and we're looking for franchisees who feel the same way.

As a Sola franchise owner, you'll receive unparalleled support from the beginning because we believe in making the process as efficient as possible and setting up you and your tenants for success.



“Having been a franchisor with over 1,000 franchises, I knew what to look for in the support of our franchise, and what I found with Sola is that their support is phenomenal.”

David McKinnon, Franchise Owner, FL and CA
Founder of Services Brands International

Your Investment

If you're looking for a franchise that is established, has no or few employees, is appealing to landlords because technology won't make it obsolete, empowers and supports entrepreneurs, and has simple, attractive unit level economics, then you'll love our innovative real estate rental model.

Your total investment will vary depending on the size of your build-out and other factors, but the amount for a single location will range from about \$530K to \$1.7M. Potential franchise owners should have a net worth of \$1.5M and liquid assets totaling \$500K.

Franchise Fee

- Single Unit: \$55,000
- 3-Pack: \$100,000
- 6-Pack: \$175,000

Other Fees

- Royalty: 5% of gross revenue
- National Marketing Fund: 2% of gross revenue



Our National Marketing Fund helps immensely with advertising costs, including location-specific websites, and enables your Sola to benefit from our national brand recognition and large marketing campaigns.



Our Story

Founded in 2004, Sola Salon Studios is truly a community built to inspire and support beauty professionals in chasing their dreams and achieving the freedom of salon ownership. In the last four years alone, the number of professionals leasing space at a Sola location has grown from 5,000 to 12,000+. We're proud to be on track to meet our goal of 1,000 locations.

Myrle McNeal, COO

With an extensive background in real estate and communications, Myrle is uniquely qualified to facilitate our forward progress.

Jennie Wolff, VP, Marketing & Education

By bringing a holistic strategy, authenticity and an eclectic skill set to our initiatives, Jennie helps Sola franchisees thrive.

Ben Jones, VP, Legal & Business Development

Ben's passion and expertise in developing growth strategies help us achieve continued growth.

J. Todd Neel, CFO

Real estate and finance are Todd's bread and butter, and it shines through in his daily management of Sola Salons' overall financials.



A Simple, *Compelling Business Model*

We attract top investors looking for stability. Our proven salon studio concept is thriving, with current franchisees reporting they are very satisfied with their Sola business. If you want recurring, electronically-collected revenue, largely fixed expenses and minimal employees, Sola may be the perfect fit for you. Find out why franchisees are adding Sola to their portfolios and why our current franchisees are growing at a rapid pace.

Unmatched Benefits

Site Selection

Work closely with our team to identify competitive locations and markets.

Construction

Preferred contractors who have worked on hundreds of Sola locations can build out your 4,500 – 6,000 sq. ft. location with 25 – 35 fully-equipped, upscale studios.

Occupancy

Beauty professionals consistently choose Sola because of our supportive culture and educational events.

Retention

Tenants are drawn to our high-end studios and exceptional technology-driven tools, which allow their businesses to run smoothly.

Excellence

One-of-a-kind customer service is always top of mind for us. We create customers—our beauty professionals—for life.





Site Selection

We'll help you analyze potential sites so you can select the most competitive area to build your best-in-class Sola Salon Studios. We'll give you all our commercial real estate pointers, and our legal staff can provide guidance and assistance with reviewing and negotiating the lease.



Design

A high-quality build-out at the best price is the end result through preferred contractors we can recommend. Plus, you'll have access to our in-house design services and design vendor so you can complete each modern studio with cabinets, lighting, chairs and mirrors.



Training & Support

Spend time with us in Denver, where we will walk you through step-by-step how to successfully open and operate a salon. We also host regular trainings and conferences (most recently in Mexico), where you'll be able to meet some of the most supportive franchisees in the industry. Plus, you can tap into our dedicated franchise support team, weekly system communications, discussion board and resource center.

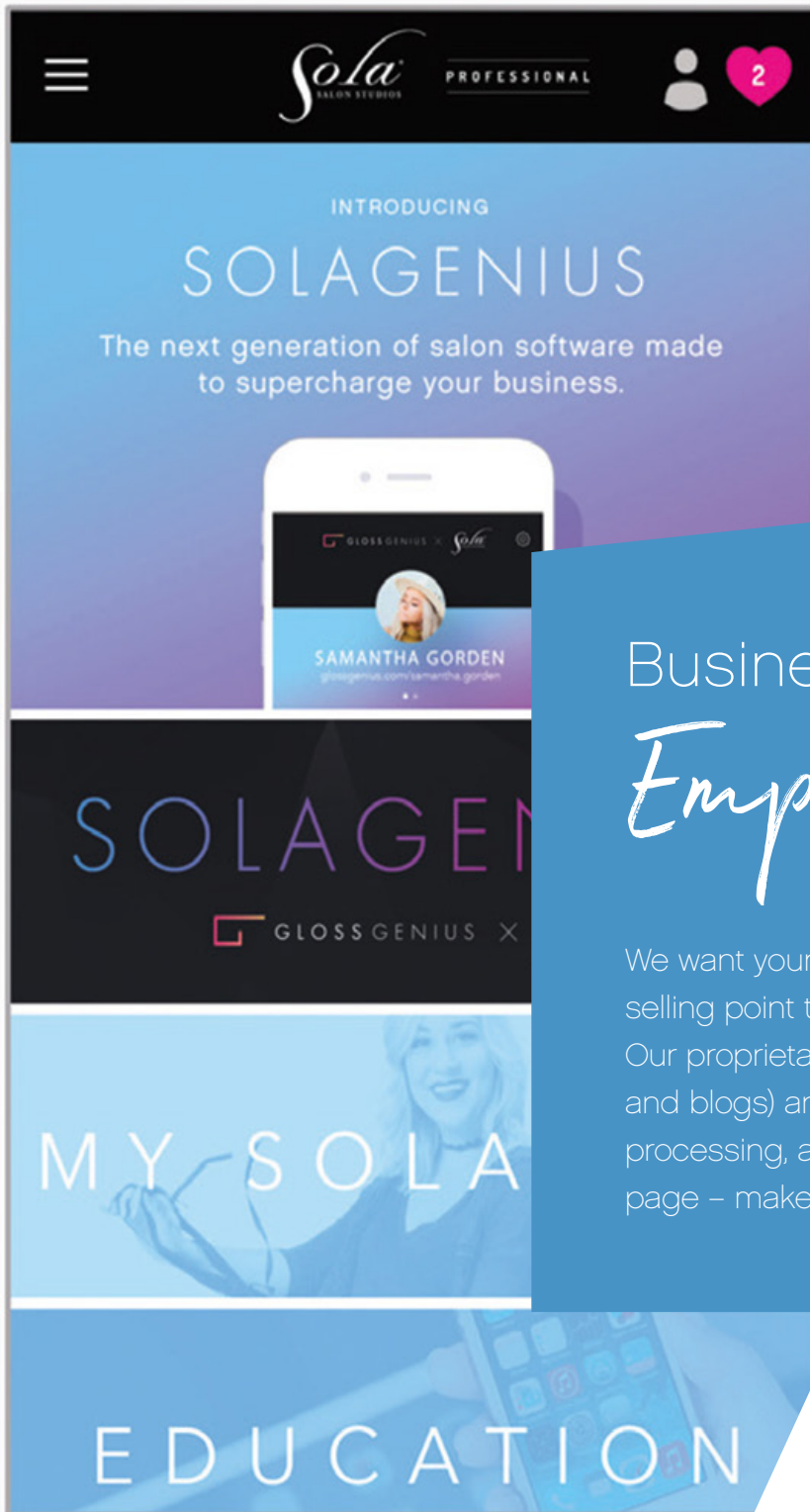


Marketing

Leverage national marketing initiatives at a local level with guidance from our in-house local marketing director. Our proven concepts easily integrate into your marketing campaigns so you can attract beauty professionals to rent studios in your Sola.

“Sola has integrated property management and merchant processing software so you can operate the back office of your operation, and then they give you comprehensive marketing collateral that you can deploy on a local level.”

– *Scott Ditzworth*, Franchise Owner, Los Angeles, CA and Detroit, MI



Business Tools to *Empower Entrepreneurs*

We want your beauty professionals to work smarter, not harder. A main selling point to tenants is being set up and ready to operate from day one. Our proprietary apps Sola Pro (features include inspiration, education, deals and blogs) and SolaGenius (features include online booking, credit card processing, and analytics and reports) – along with a dedicated Sola web page – make that possible.

What's Next?

Becoming a Sola Salon Studios franchisee is simple:

1. Schedule a Call
2. Financial Qualifications
3. Come Meet Us
4. Path to Ownership

If you're ready to create an amazing community and empower independent beauty professionals, we're ready to tell you more about our franchise opportunities.

"It's a good business investment. But it's more than that. I honestly really love what I do. I don't think I'll ever want to do anything else."

—Austin Campbell, Franchise Owner of 13 Locations, San Diego, CA

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