













Business Overview

RE: Huge West Omaha Salon for Just \$35,000!

Specifications

 Price \$35,000	 Cash Flow \$87,828	 Revenue \$289,135
 Equipment \$45,000	 Inventory \$2,000	 Industry Beauty/Fitness
 Location NW Omaha	 Lease \$5,584	 Reason for Sale Out-of-State Owner
 Employees 10 Employees	 Valuation Cost to Create	 Service Area Omaha, NE



SUMMARY OF THE BUSINESS –

Convert this salon with huge growth potential to a booth rental system and expand spa services with the 4 existing spa rooms. Currently outfitted with 9 stations, employees include 6 stylists, 1 massage therapist, 1 skin care professional and 2 receptionists. The immediate area has a higher average income than 93% of Nebraska, with a 52.3% female population. Nearly 50,000 cars pass by this location each day, making expansion potential a great possibility.

Currently the employees are part of a payroll, but a new owner could convert to a booth rental system. With

all 9 stations rented out at \$400/week, and the 4 spa rooms rented to estheticians or masseurs at \$600/week, a new owner could see rental income of \$24,000/month, minus expenses. Current payroll expenses average over \$20,000 per month, and a new owner could consider keeping current employees on payroll and renting out the remaining booths/rooms.

At 3,234 sq. ft., the salon services clients in haircuts, color, wraps, massages, nails, waxing, tanning, skin treatments and makeup. Spa services include a hydro tub used for therapeutic services. While there are roughly 6 nearby salons, none of them offer the extensive services or luxe found at this one. It is also the only salon/spa within a well-trafficked strip mall.

Growth potential abounds in hiring 5 more stylists or converting the salon & spa to a booth rental system. The 4 spa rooms can be rented out to estheticians or masseurs to expand spa services, or 1 or 2 can be converted into stylist suites for a higher rent.

Own your own salon for only \$35,000! This business is perfect for a stylist looking to invest or a salon owner wanting to branch out.

Learn More

Business Highlights

- Employees: 10 total employees
 - 6 experienced stylists
 - 1 skin care professional
 - 1 massage therapist
 - 1 FT receptionist
 - 1 PT receptionist
- Hours: Mon. – Fri. 9 AM to 8 PM, Sat. 9 AM to 6 PM, Closed Sunday
- Growth Opportunities: Able to hire up to 5 more stylists; utilize all spa rooms
- Large established online presence with rave reviews
- Location: High income area with 52.3% female population; 49,000 pass by this business daily
- Current Owner Responsibilities: Payroll (bi-weekly); owner lives out-of-state and is absentee

Financial Highlights

- List Price: \$35,000
- 2016 Gross Sales of \$289,135

- Assets: All salon and spa equipment and furniture included; loyal customers and established brand
- Inventory: \$2,000 * amounts may vary

Services

Hair	Color	Men's Services	Body Wraps
All over color & haircut	Accent Highlight	Chest Wax	Arctic Algae
Bang Trim	Brow Tint	Haircut	Aromatherapy
Beard Trim	Color up to 4oz	Manicure	Cryothermic
Brazilian Blowout	Full Foil	Partial Color	Mud
Child Haircut	Gloss Treatment	Pedicure	Herbology
Flat/Curl Iron & Style	Lowligh/Second Color	Stomach Wax	Salt Glow
Full Highlight & Haircut	Partial Highlight	Brow Wax	
Shampoo Blow Dry			
Special Occasion	Hydro-Therapy	Tanning	Eyelash Extensions
Split End Mender	30 min in tub	Full Body	1 week
Haircut & Style	60 min in tub	Legs Only	2 weeks
		Upper Body Only	3 weeks
Nails	Massage		4 weeks
Express Pedicure	90 min Hot Stone	Waxing	
Shellac Removal	60 min Hot Stone	Bikini	Bikini Extreme
Shellac	60 min Deep Tissue	Brazilian Maintenance	Brazilian Wax
Paraffin Treatment	90 min Deep Tissue	Brow & Lip	Brow & Nostril
Polish Change	30 min Pregnancy	Brow Maintenance	Brow Shaping
Express Mani/Pedi	60 min Pregnancy	Brow Wax	Cheek
Spa Manicure	90 min Pregnancy	Full Leg	Full Leg with Bikini
Spa Pedi/Mani	30 min Chair	Half Arm	Half Leg
Spa Pedicure		Lip	Neck
		Underarm	Chin

Skin		<i>Full Arm</i>	<i>Full Face</i>
<i>Back Facial</i>	<i>Eye Rescue Mask</i>	<i>Full Leg Brazilian</i>	
<i>Brow Tint - Esthetician</i>	<i>Eye Treatment</i>		
<i>Chemical Peels:</i>	<i>Eye & Lip Combo</i>	<i>Full Face Makeup</i>	<i>Microdermabrasion</i>
<i>Express</i>	<i>Eyelash – False</i>	<i>Specialty Facial</i>	<i>Teen Facials:</i>
<i>Glycolic</i>	<i>Eyelash/Brow Tinting</i>	<i>Facial – 35 min</i>	<i>Medicated</i>
<i>Perfection</i>	<i>Classic Facial</i>	<i>Lip Conditioning</i>	<i>Non-Medicated</i>
<i>Wrinkle Lift</i>	<i>Lip Conditioning</i>	<i>Airbrush Makeup</i>	

Cash Flow Analysis

Pro Forma by Number of Renters

Currently all employees are paid a salary and receive a commission percentage based on tenure. As with most other salons, a booth rental system is a great alternative as a way to ensure income and to encourage upselling of retail products. There are currently 6 stylists, 1 skin care specialist and 1 massage therapist employed.

Monthly Income

6 stylists renting at \$400/week = \$9,600

1 skin specialist renting at \$400/week = \$1,600

1 massage therapist renting at \$500/week = \$2,000

Total rent of \$13,200/month

Retail Commissions at 20%

\$2,640 in estimated monthly retail commission

Monthly Expenses

1 FT receptionist at \$11/hour = \$1,760/month

Rent of \$5,584

Utilities (OPPD/MUD) of \$928/month (\$11,136/year)

Licensing & insurance of \$249/month (\$2,994/year)

Total expenses of \$8,521/month

Monthly Profit of \$7,319 (\$87,828/year)

There are currently 9 commissioned chairs and 4 rooms for spa treatments. A new owner could add more chairs (up to 5), or convert some of the 4 rooms into stylist suites or rent them all to dedicated spa professionals.

9 stylists renting at \$400/week = \$14,400

4 spa rooms rented at \$600/week = \$9,600

Total rent of \$24,000/month

Retail Commissions at 20%

\$4,800 in estimated monthly retail commission

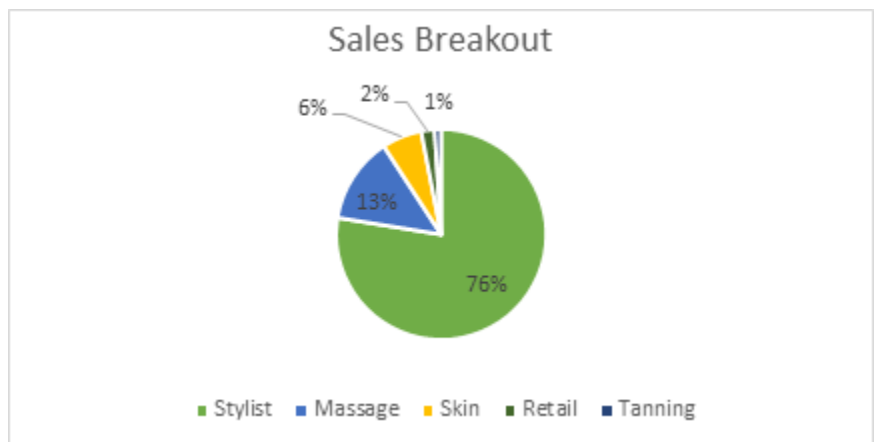
Monthly Profit of \$20,279 (\$243,348)

**** Amounts will vary based on increases in expenses and/or rental agreements**

Current owner spends an average of \$20,375 per month in payroll expenses, in addition to the Projected Monthly Expenses shown above.

Sales Statistics

- Over 5,400 guests were serviced in 2016
 - **769 new clients**
 - 931 were salon clients
 - **575 referrals**
- Average ticket was \$50.79
- \$280,877 in service sales
- \$8,257 in retail sales
 - This is an area ripe with growth opportunity
 - Train stylists and estheticians on upselling
 - Offer more incentives for retail purchases (i.e., coupons, specials offered with purchases)



Floor Plan

3,234 sq. ft. - Currently there are 6 stylists, 1 esthetician and 1 massage therapist with room for the addition of 5 more stylist stations. The spa area is not being fully utilized, and with some refurbishment or rearranging, there are 4 rooms that may be rented out to more estheticians, masseurs or additional services.



Competition

- There are 6 nearby salons
 - One specializes in only nails
 - Space is small and in need of upgrading
 - National chain
 - Typical run-of-the-mill salon chain
 - Boasts lower prices, but their services are not as extensive
 - Salon specializing in eyebrow threading
 - Caters to a specific crowd
 - Offers Ayurvedic spa treatments
 - Includes waxing, facials, peels, haircuts and hair treatment
 - Lease rental salon with booths
 - Offers similar services
 - Each stylist rents their booth/space
 - Nail salon & spa
 - Similar services are offer

- Interior is similar
- The salon & spa industry will always have competition, but what makes one place stand out is products and services
 - This business offers an extensive list of services and has trained employees
 - The salon itself is stylish, and the website is far better than that of its immediate competition
- In a strip mall with currently no other salons/spas
- Leg up in providing mid to high-end styling, full makeup, skin treatments and tanning

Employees

- Service employees are paid on a commission schedule based on their tenure
 - Stylist 1 – 60% (8 years - *manager*)
 - Stylist 2 – 54% (7 years)
 - Stylist 3 – 54% (7 years)
 - Stylist 4 – 54% (5 years)
 - Stylist 5 – 48% (2 years)
 - Stylist 6 – 48% (1 year)
 - Massage Therapist – 50% (1 year)
 - Skin/Esthetician – 49% (1.5 years)
- Receptionists
 - Full-time - \$11/hour (2 years)
 - Part-time - \$9.80/hour (1.5 years)
- All stylists, massage therapists and skin care specialists are employees – possible to restructure the salon to make it a booth rental system
- The manager (stylist 1) handles the day-to-day operations, as the owner is an out-of-state investor

To receive a full financial package and specific information regarding this business:

1. Complete the Qualified Buyer Documents (Non-Disclosure Agreement and Buyer Questionnaire) [on our website](#) or print, scan and return the attachments to info@TheFirmB2B.com
2. Call The Firm Business Brokerage at 402.998.5288 to schedule an appointment or conference call with a Broker.

The Firm currently has over 90 cash flowing businesses available. If you find that this is not a fit for you, please let us know and we would be happy to provide you with other opportunities.

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