

Franchise Matches for Cara Cooper

POWERED BY FRANCHISE BROKERS ASSOCIATION

Cara's Requirements

1. Strong Proven Brand
2. Verifiable Success
3. Franchise that is not saturated
4. Gave back to the community
5. Low risk
6. Scalable
7. Brand needs to be beautiful, clean
8. Quality of life franchise
9. Cool and trendy
10. No cold calling

Market Information - 10005

1. High renter market – 84% of households
2. Young market - **Median age** significantly below **state average**. **Median resident age** = 29.4 years
3. Affluent market - **Median household income** above **state average**. **Salary/wage**: \$215,824 (**reported on 84.6% of returns**)
4. High density population
5. Transient population - **Length of stay since moving** is significantly below **state average**.
6. Highly Educated - **Percentage of population with a bachelor's degree or higher** significantly above **state average**.
7. Family households are lower – **Percentage of Family households 29% compared to state 46.4%**



- Semi-Absentee Model – (Manage the Manager/ Develop multiple locations)
- Work flexibility
- Retail Analysts help owners run the business by the number
- Concierge type service and individualized client styling (personalized shopping)
 - Retail and Trunk Shows
- Ongoing Field Support
- Perfect Business for NY - Boutique clothing in a fashion market
- Strong Marketing support
- Each location will have an area of protection of a minimum 3-mile radius



BLOG

Three new shops announced for Avalon

August 26, 2016

Exclusive: Three new shops announced for Avalon

Local favorite Boogaloos—plus two new-to-market shops—land in Alpharetta this spring.

August 26, 2016 | Photo by [unreadable]



A rendering of the expansion of Avalon.

Alpharetta's retail and development division continues to lead the shopping options for GTP-ers. We got the scoop on three new boutiques it plans to add to its retail lineup come spring: Boogaloos, Scout & Molly's, and Hammer Made. (Read to open)

<http://www.alpharettagazette.com/story/news/local/2016/08/26/three-new-shops-announced-for-avalon/>

"We got the scoop on three new boutiques it plans to add to its retail lineup come spring: Boogaloos, Scout & Molly's, and Hammer Made." ... [Read more...]

Choose the Right Fall Hat

October 23, 2015



During any season, the right hat can enhance an outfit, making it more complete and fashionable. As summer passes and autumn is ushered in, ... [Read more...]

FALLing for Fashion

October 1, 2015



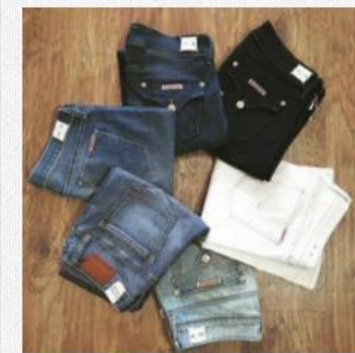
Along with pumpkin flavored beverages and falling leaves, autumn brings with it cooler weather and new attire. As we shift from bikinis to ... [Read more...]

Suit Up For Summer!

June 8, 2015

Shop Till You Drop — No More!

August 24, 2015



Shopping can be a process, but there are some simple steps you can take to make your experience fun and productive. You'll have more success ... [Read more...]

SCOUT & MOLLY'S®

BOUTIQUE

What are other people saying about it?

"It's like my own personal 1000 square foot closet! I have dreamt of owning my own boutique and my manager does a great job running my boutique. Scout and Molly's has made that dream come true!"

- Scout & Molly's Franchisee
Sally

SCOUT & MOLLY'S®



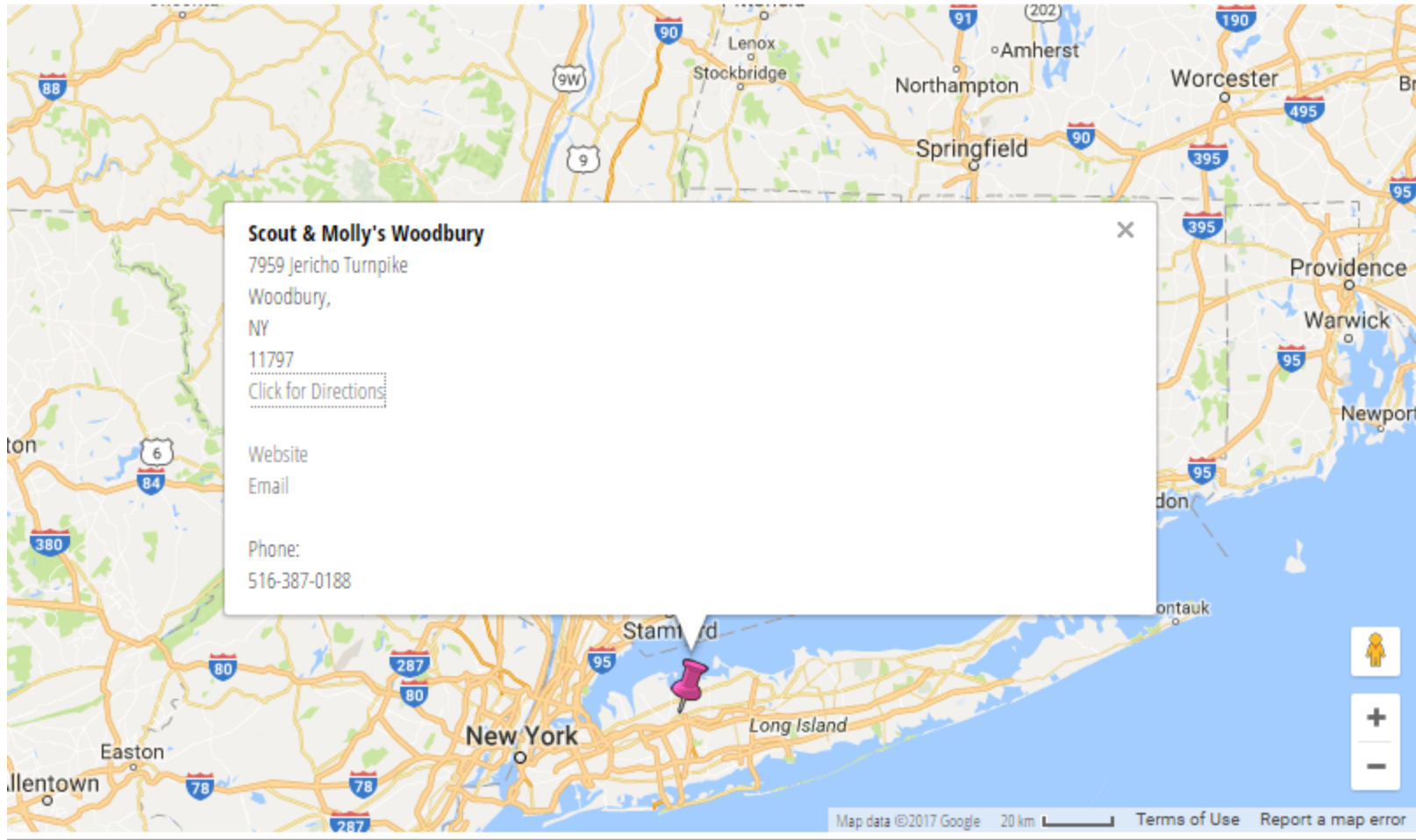
SCOUT & MOLLY'S®

BOUTIQUE

- According to Business Insider, the women's clothing industry is a \$750 Billion industry.
- Investment averages \$300,000 including working capital
- Fun & Simple business model!
- “Rustic Chic” shopping experience
- Scout and Molly's is a storefront business catering to women of mid to high income households. Average customer is 25-65 year old female but Scout & Molly's does a good job selling to husbands or boyfriends too.
- The targeted Scout and Molly's customer is a woman who wants to feel good about herself and sees clothing as a way to reflect that.
- Item 19 in the FDD shows \$275,000 Net Income

SCOUT & MOLLY'S®

BOUTIQUE





Scout & Molly's Boutiques are beautiful. People shop where they are made to feel comfortable and important as a guest. Scout & Molly's customers are loyal and our associates act as a personal fashion stylist for them.

How?

1. Sales Rx Prescription – Sales training program for owners and managers
2. Retail Analysts help owners run the business by the numbers
3. Brilliant Buyer Program – helping zee in the buying process
4. Concierge type service and individualized client styling (personalized shopping)
5. Unique Marketing



- Nationally recognized brand – 80% Retention Rate of Franchisees
 - Membership Based Business Model
 - Blow Dry Bars are a thriving industry disrupting the salon Business.
 - The style looks simple, but can be difficult, time-consuming and physically tricky To achieve at home.
 - Recurring Monthly Revenue
 - Ability for Multi-Unit Ownership and it allows for a semi-absentee owner model.
 - They have been a franchise business for 9 years, established in 2008.



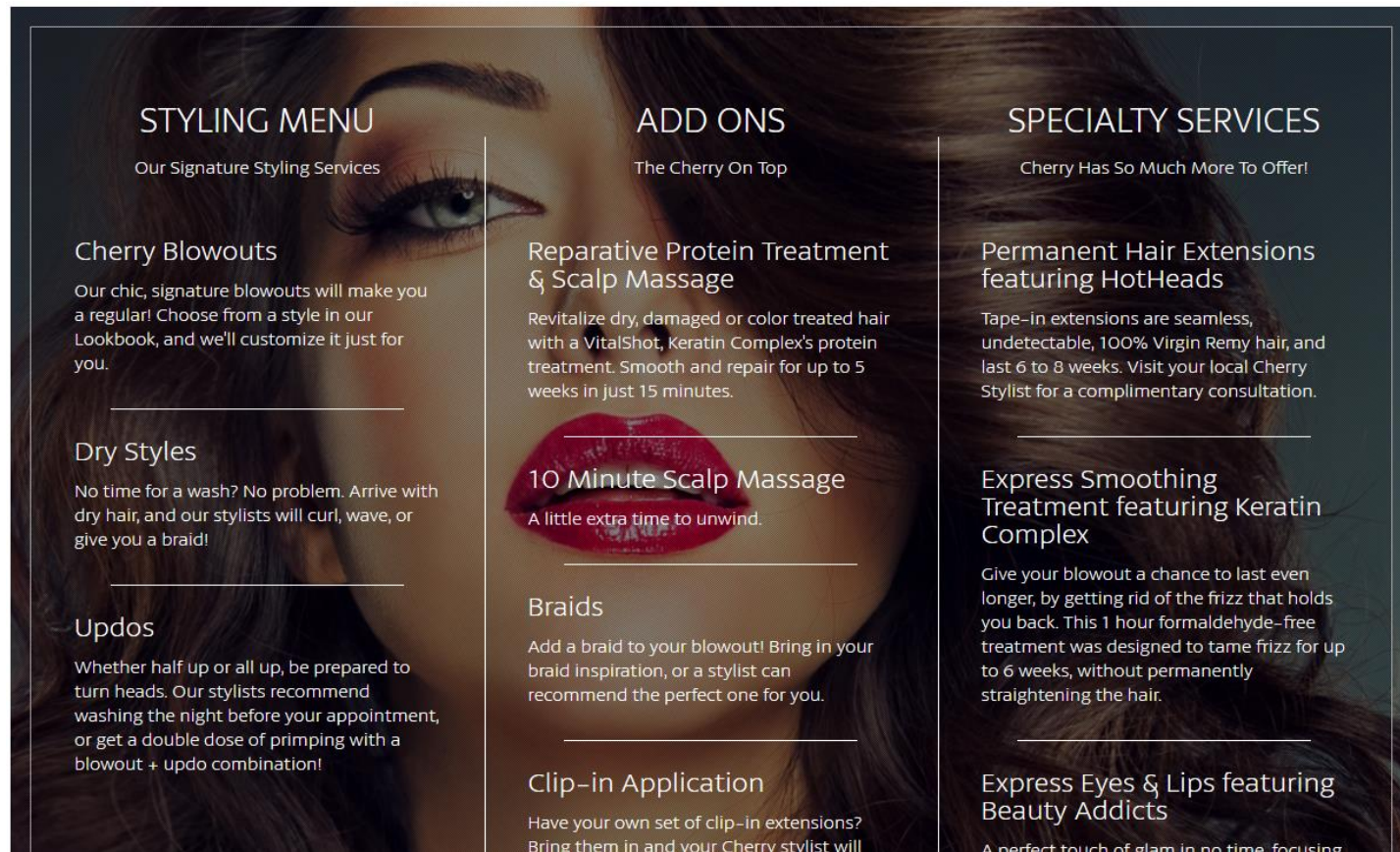
cherry

BLOW DRY BAR





- Services
 - Hair
 - Treatments
 - Make-up
 - Travel to location
 - Parties



STYLING MENU

Our Signature Styling Services

Cherry Blowouts

Our chic, signature blowouts will make you a regular! Choose from a style in our Lookbook, and we'll customize it just for you.

Dry Styles

No time for a wash? No problem. Arrive with dry hair, and our stylists will curl, wave, or give you a braid!

Updos

Whether half up or all up, be prepared to turn heads. Our stylists recommend washing the night before your appointment, or get a double dose of primping with a blowout + updo combination!

ADD ONS

The Cherry On Top

Reparative Protein Treatment & Scalp Massage

Revitalize dry, damaged or color treated hair with a VitalShot, Keratin Complex's protein treatment. Smooth and repair for up to 5 weeks in just 15 minutes.

10 Minute Scalp Massage

A little extra time to unwind.

Braids

Add a braid to your blowout! Bring in your braid inspiration, or a stylist can recommend the perfect one for you.

Clip-in Application

Have your own set of clip-in extensions? Bring them in and your Cherry stylist will

SPECIALTY SERVICES

Cherry Has So Much More To Offer!

Permanent Hair Extensions featuring HotHeads

Tape-in extensions are seamless, undetectable, 100% Virgin Remy hair, and last 6 to 8 weeks. Visit your local Cherry Stylist for a complimentary consultation.

Express Smoothing Treatment featuring Keratin Complex

Give your blowout a chance to last even longer, by getting rid of the frizz that holds you back. This 1 hour formaldehyde-free treatment was designed to tame frizz for up to 6 weeks, without permanently straightening the hair.

Express Eyes & Lips featuring Beauty Addicts

A perfect touch of glam in no time, focusing



- Co-Op Advertising support
- Regional Media
- National Media Support
- State of the Art furniture and overall floorplan appearance
- Cherry is a membership based concept with an average salon having 800 to 1000 members paying an average of \$80 per month for their membership
- Members are receiving world-class styles 2 & 3 times per week.
- This concept is not for the occasional night out – it serves the professional business woman who is always needing to look and feel her best.
- Investment Range - \$220,600 - \$395,000

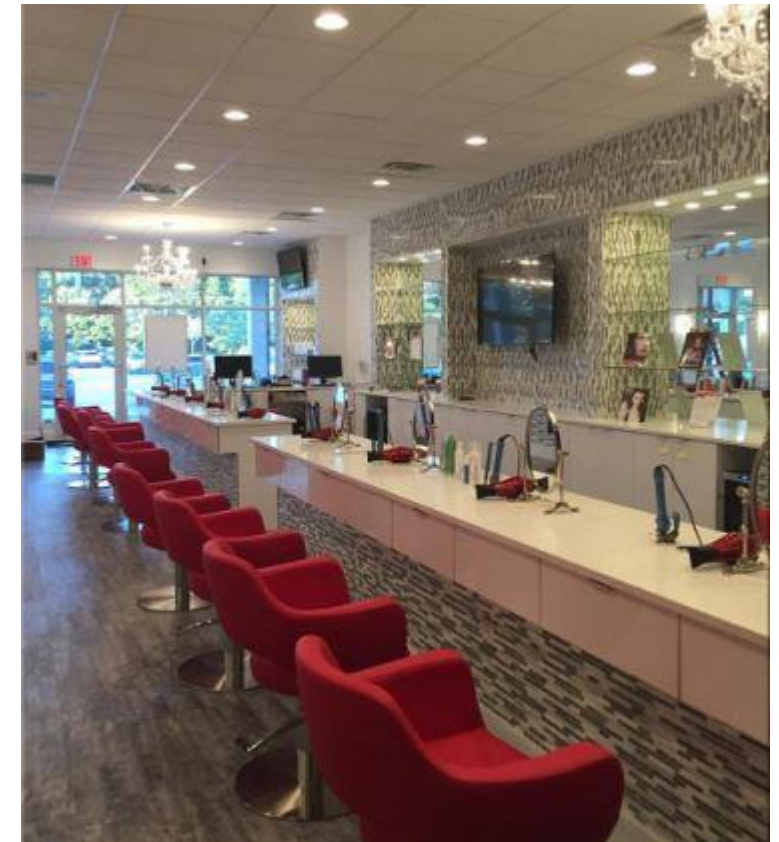




The owners of Cherry Blow Dry Bar are also master / area developers with Hand & Stone --- they have sold all 40 units they have available within their territory of NJ and have been consistently among the strongest region for the entire Hand & Stone Chain.

They have taken what they learned over the past 12 years at Hand & Stone regarding the membership model perfected it and now it has become the Cherry Blow Dry Model as well.

Total Investment: \$218,600 – \$392,500 (dependent on the size and condition of the location to be transformed into your Cherry Blow Dry Bar)





- 1500 Sq Ft
- 1200 being the lowest
- 1 locations can handle up to 2000 memberships per month and 10 chairs.
- Monthly membership charges range from \$59.99 to \$125 depending on the level of services purchased
- Members can visit 2-3 times a week (Restricted Membership)
- Easy to hire, less restrictive licensing

OUR CUSTOMERS SAY

“Fast, efficient, and walk away feeling beautiful! I cannot say enough great things about the experiences I have had here.”

Jessica K. – San Francisco, CA

“I am walking proof that it's the greatest salon. Love it so much I go three times a week!”

Barbara R. – Cherry Hill, NJ

“Thank you so much Cherry Blow Dry Bar! I visited today and tried a fun new curly look! I feel like Carrie Bradshaw!!!”

Jenny O. – Arlington, VA



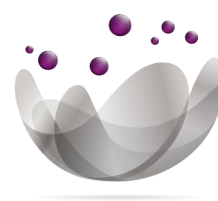
VITALITYBOWLS

• SUPERFOOD CAFÉ •

- Established brand – 93.75% franchisee retention rate.
- Owner is required to be in Business full-time for the first 3 months, but then it can be run semi-absentee.
- Established in 2011 with 23 locations
- Multi unit options available
- Protected territory is available
- Franchises are typically placed near schools, gyms, offices and residential



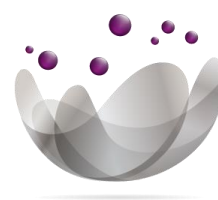




VITALITYBOWLS

• SUPERFOOD CAFÉ •

- This a great role for an owner that wants to make a difference in the community and mentor young adults.
- High quality products that are easy to make and owner can operate without putting in tremendous hours
- High Growth Industry with demand from a large range or customer profiles
- Fantastic performing corporate stores with strong profit margins
- A brand and products you can stand behind
- A great role for an owner that wants to make a difference in the community and mentor young adults



VITALITYBOWLS

• SUPERFOOD CAFÉ •

Business Basics

Industry	Healthy Super Food	Year started franchising	2014
Year business started	October 2011	Franchise units open	16 as of 8/28/15
Number of Company units open	3	Investment Range \$	\$175,000 – \$225,000 Ave \$200,000
Franchise fee \$	\$35,000 for 1st and \$25,000 for each additional.	Required liquid capital \$	\$70,000 plus ability to get a loan
Required net worth \$	\$300K plus	Royalty	6%
Industry size \$	Over \$1B. growing 14% yr.	Available in Canada/ Internationally	No
SBA Registry?	Yes	VetFran/Minority Fran	Yes – 10% off franchise fee / Minority: No
Offer Group Health Insurance?	No	State Registrations	California, Indiana, Washington
In House Financing?	No	Franchise units sold	37

Vitality Bowls continues to create new and exciting Acai Bowls, smoothies, juices, soups, salads and Panini. All our products meet our strict quality and nutrition guidelines.

0g trans-fat, no artificial flavors, no fillers, no ice, no added sugar and no artificial preservatives. We source locally and seasonally organic whenever possible.

Rating of the Franchises & Questions?
