



## How to Grow a Legacy Brand

*By Creating a Vibe out of Value*

When we think of the word legacy, we might think of words like longevity, experience, or vintage. In the auto industry, that's code for "stable and reliable, but not necessarily sexy." In the fashion industry, however, an experienced designer with longevity is highly respected, and vintage translates to what's old is new again, and likely better than ever!

The perception of being a successful legacy brand clearly depends on its industry. Are we bidding farewell with a lifetime achievement award, or are we keeping the legacy alive by pivoting when it's necessary to stay on top? Therein lies the key to making the most out of legacy. Inspired, not tired.

Never could this be truer than in a hair salon. Americans are emotionally attached to their hair. It is a self-identifier. Right or wrongly, people are judged by it, start their day with it, alter their mood by it. If ever there was a place where it's important to feel inspired by vibe, and reassured by longevity and experience, it's in a hair salon.

The Beauty and Personal care industry in the U.S. is enormous -- \$91.4 billion. American consumers want to feel good about the way they look. They care about value, product sourcing, customer service, and convenience. The average American wants to feel confident about the way they look and feel, and they don't want to have to pay a fortune to make it happen.

## IN THIS OUTLOOK:



Discover more information about the Beauty and Personal Care market, specifically Haircare, and what consumers want.



Understand the differences and benefits of investing in a franchise versus independent startup.



Find out how the Fantastic Sams® franchise opportunity is inspiring everyone with its legacy.





## Introduction

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# Where Does Haircare Fit into the Beauty and Personal Care Industry?



Everyone wants to feel good about how they look. There are psychological studies that measure the impact personal appearance can have on our mental health. The better we feel about the way we look, the more positive we are in our lives. This isn't a new concept, nor a subtle one. Yale University did a study on the psychological effects of a bad hair day back in 2000. A year later the New York Times was still talking about the study, and how a haircut or style can affect politics; good hair must be the equivalent of intelligence?

*"The cultural belief is that we should not pay attention to appearances, that integrity and character are what count," Dr. LaFrance said. "But we are suckers for small differences in appearance, and take them as indicative of other things."*

*– Dr. Marianne La France, Yale University Professor, NYT, A Yale Discourse on Hair*

**All this is to say, hair matters. It matters to everyone. Unfortunately, access to quality haircare isn't created equal.**







## Consumer Behavior – The Haves and Have Nots

The affordability gap when it comes to haircare services is vast. The cost of a haircut, color and highlight can cost anywhere from \$100 to \$350 depending on the length of hair, style of cut, and products used, pricing out many Americans who can't justify the expense. With, on average, only 20% of women willing to pay more than \$100 at each salon visit, that leaves 80% in need of more affordable options, or trying to use store-bought, box color to cover up those grays themselves.

Men are even less willing to pay higher prices for haircuts. 60% of them pay, or aspire to pay, less than \$20 per visit.

**There are less options for those who fall between upscale salons, and the corner drugstore. Where does a middle-class family of five go? Where do they take their kids for quality haircare? Babies are in need of first haircuts as early as 8 months old, and parents don't want to break the bank.**





## The Market

Despite the affordability gap, more than 100 million Americans visit salons each month. The question is, which ones do they visit? According to a Study on Consumer Attitude, Behavior and Opinion on Salons and In-Salon Media, salons truly are recession proof, continuing to expand annual revenues, units, number of clients, and menus of services.

**100 MILLION PEOPLE**

Plus, there is a general increase in demand for hair services post-pandemic.



**People were unable to duplicate at home the quality of hair care they receive in a salon.**



**The Zoom Effect has caused more people to want to improve their appearance online for work.**



**More men are seeking products and services beyond a general haircut.**

If you're looking for more good news, employment in the personal care services industry is expected to grow five times faster than the economy as a whole, easing labor shortage fears.

As part of the personal care services industry, hair salons are excellently positioned to benefit from many other more specific research findings projected through the end of the decade.



# The Roles of Customer Service and Company Culture

Imagine being on the waiting list for a salon so exclusive that they can't squeeze you in until a year from now. Now imagine going there to find the outcome acceptable, but the stylist was dismissive, the receptionist rude, and the price exorbitant. Do you feel good walking out of that salon? Are you going to return? Chances are you will not. And the likelihood that some of the staff will join you is high.

More than 65% of consumers expect more from customer service than they did three years ago

Employees who practice good customer service experience more productivity and a more positive vibe.

Let's talk about vibe. According to Dictionary.com, the definition of vibe is the atmosphere of a place as communicated to and felt by others, or to transmit or give out a feeling in the atmosphere.

There is something to be said about the energy people bring to a space, the vibe. It's the reason personality tests are so common at job interviews. It's a professional way for a company to say "we want someone who plays well with others," because one sour apple can bring down an entire staff. But company culture isn't just important to the business owner. Prospective employees are all about the vibe.

77% of prospective employees consider a company's culture before applying for employment, and 56% site culture as more important than compensation.

People who feel closely aligned with their company's culture are more likely to feel great about their workplace.

There are measurable increases in turnover for companies lacking a solid and well-defined company culture.

Clearly there are compelling reasons to own a salon. With more than a million salon locations in America, and counting, you can see why longevity, experience, legacy, and vibe might be good words to search by. A million locations sounds like a saturated market, but it isn't when you think of how many people live in any given area – and 99% of them need haircuts!

Some salons are individually owned as startups, some are corporate owned national chains not for sale, and some are from franchised brands. They're all very different, and you need to find one that is the right fit for you. Cultural fit for a franchisee into a new franchise network, is as important as the vibe in a local shop. It must work.



## So, You Want to Have Your Own Salon

There are a couple ways of going into business. One of them is a start-up, the other is a franchise. Going it alone with your own idea has its privileges. You get to be your own boss, make all the rules, create your own menu of services, set your own hours. It's what dreams are made of. You're also on your own, responsible for all the things – services, inventory, staff, technology, licensing, legal entity, payroll, marketing and more. It will be up to you decide how much work is worth having the stylish white sign out front with your name on it.

**But what if you can have most of those things, complemented with even more?**

Keep that same dream of business ownership in your well-coiffed head, but now imagine it with an army of support behind you to guide you as you operate and thrive as a business owner.





## A Franchise Might Look Good on You

A franchise is a business system where potential franchise owners pay a fee to utilize and grow an existing brand. The transaction is regulated by the Federal Trade Commission for the protection of both parties, and a Franchise Agreement spells out the intricacies of the transaction.

To clarify, a franchisor (the brand you are exploring) has laid all the groundwork for you. Typical franchisors provide awarded franchisees the business blueprint for operations and training, along with a wealth of support that includes everything from site selection guidance to tech help and marketing, from payroll and HR to innovative training and support – and more.

Most importantly, a franchisor is obligated to disclose initial costs and ongoing fees so you'll have a very good idea of what the business will cost before you even get started. A good franchise already has the service menu, the system, and a recognized brand. They already have incredible word of mouth marketing and social media presence and are excited to share it with you.



Taking the **steps toward owning a franchise** is called “doing your due diligence,” and may include:

1. **Completing an Inquiry Form**
2. **Connecting with a Director of Development**
3. **Reviewing Disclosure Document**
4. **Meeting the Team for Discovery Day**
5. **Signing the Franchise Agreement**
6. **Finalizing Your Salon Location and Set-Up**
7. **Hiring Your Team and Conducting Training**
8. **Preparing to Launch Your Salon!**

**Franchise ownership means going into business for yourself, but never by yourself. It's a network of support so you never feel alone, and you always feel encouraged.**

## The Fantastic Sams® Franchise Opportunity

Fantastic Sams® is a legacy brand with all the swagger. We've been around for nearly 50 years, have adapted to every trend and technique, and most importantly, have created careers and lifestyles for our franchise owners and stylists – many beyond their wildest dreams.

Fantastic Sams® is all about the vibe. The most powerful thing about our brand is that we are a people-first business.

Introducing Our Core Values:



**People Before  
Everything**



**Strive For  
Excellence**



**Win With  
Integrity**



**Inspire, Develop,  
and Empower**



**Enjoy The  
Ride**

**Why Fantastic Sams?** We are an experienced brand with over five decades of market-tested experience. A huge part of the hair salon market share is targeted toward affordable quality, and we've bolstered our position in this market. Fantastic Sams® is a household name that families trust.

We have built an incredible brand – a legacy brand -- and now we are sharing it with financially qualified individuals who want to learn about our system by the best in the business, be inspired by our incredible culture, and spend their careers empowering others.





## Outstanding Support is Our Style

It's going to be fantastic! We'll show you how it's done:

-  Guidance and steps to building out your location.
-  Thorough training on day-to-day operations, including use of our technology, hiring and training systems, and so much more.
-  Comprehensive Confidential Operation Manual for a daily resource.
-  On-site assistance to help you launch your salon.
-  Ongoing training, plus periodic support visits to cover marketing, operations, finances, maintenance, whatever you need, whenever you need it.
-  List of supplies and equipment from approved vendors.
-  Modern technology tools that have been vetted and approved by our team (for inventory, HR/scheduling & payroll, POS, accounting, etc.).
-  Extensive marketing support that includes



# Going Into Business is a Major Decision

It can be intimidating and overwhelming, but not when you let us help you. It's what we are here for. It's what we do. We are ready to help you become a Fantastic Sams® salon owner. Join us.

For more information on how you can join the Fantastic Sams® group of franchise owners, contact us today!



## Fantastic Sams Franchise Corporation

300 Tradecenter Drive, Suite 4680  
Woburn, MA 01801

[franchise@fantasticsams.com](mailto:franchise@fantasticsams.com)

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