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# Brand Focused Webinar



# Agenda

- Who we are / backgrounds
- Our roles to help you
- Phenix Salon Business Overview
- What franchisors are looking for
- Should I work with a Consultant?
- Is franchising right for you?
- How to get awarded
- Timeline

# Telanda Sidari Experience



## Sr. Franchise Business Consultant / Coach

- The Franchise Educator / The Franchise Consulting Co.
  - [www.thefranchiseeducator.com](http://www.thefranchiseeducator.com)
- Rhino7 Franchise Development

## Former Franchisee of 2 Brands

- B2C / Service Brands

## Owner of Sidari Studio Photography

## Marketing @ Sherwin-Williams

## Let's Connect: [LinkedIn](#)

## Fun Fact:

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# Philip Watson Experience



## Phenix Salon Suites

- VP Franchise New Business Development

## Tropical Smoothie Cafe

- Director Franchise Development

Let's Connect: [LinkedIn](#)

## Fun Fact:

1. All 3 brothers are in franchising
2. Stepdad is lead guitarist of the band Kansas

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# Consultants

- Similar to Executive Headhunters / Realtors for Business
- Paid by the franchisors - free service to clients & fees do not change
- Provide research, information & resources

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## My Role:



## Role:

### Franchise Match

- Determine if business ownership in franchising is a viable option
- Thoroughly analyze clients unique goals & skills sets to provide a curated list of potential options
- Advise & consult on all aspects of due diligence /investigation
- Provide financial & legal recommendations

### Investigation

- Conduct the investigation process to learn all aspects of the business model
- Provide financial information
- Assist with validation calls w/current franchisees
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## Common Questions We Cover During Your Consultation:

**Pros vs Cons of Franchising?**

**Is franchise ownership for you?**

**How we conduct a franchise match**

**What should I be focusing on for  
business ownership?**

**What are my goals?**

**What do franchisors look for?**

**When to look at funding?**

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# Popular Questions & Hang-Ups

## Without a Doubt...Every Client:

- This wouldn't work in my market
- Too much competition
- What if an employee / manager leaves?
- I've never done...(insert industry)!
- What if I want out of the business?
- I'm not ready to speak w/the franchisor? But can you tell me....
- How much can I make?
  - [FDD Item 19 \(Blog Post\)](#)



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# Rules & Guidelines

## Some General Points to Follow:

- Only the franchisor can provide all the detail of the business model and financials
- Investigating a franchise is not making a business decision - learning & evaluating
- If you can follow the process of the investigation you are more likely to be awarded a franchise
- Both sides are interviewing each other
- Both sides can choose to respectfully end the investigation if it is not a good fit
- My role is to help you get awarded

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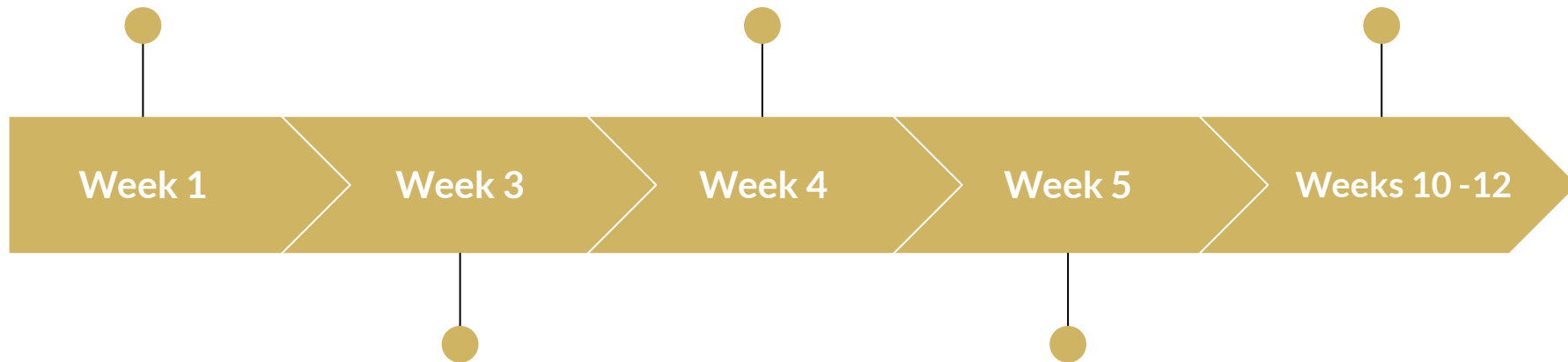
# Timeline

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Initial Call

Introduce Franchisor  
Matches

Accept Offer from  
Franchisor



Consultation Call

Begin Investigations  
with Franchisors

# Explore the rewards of Phenix Salon Suites

Philip Watson

Vice President of  
New Business  
Development





## AGENDA

- About Us
- The Model
- Support
- Financials
- Process

FRANCHISE  
OPPORTUNITY

## About Us

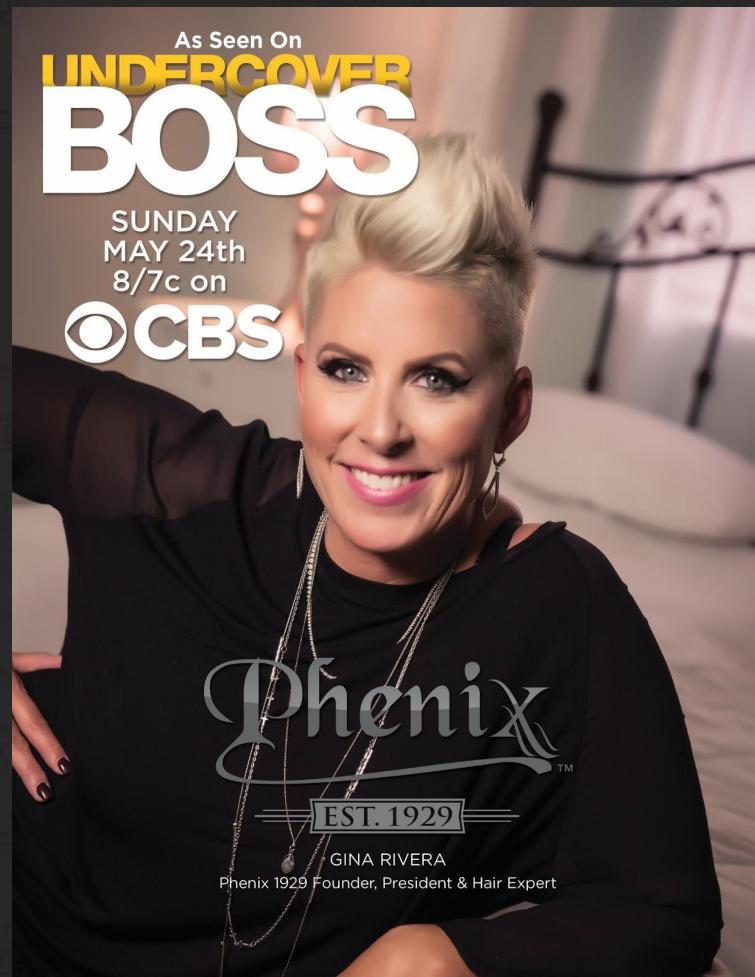


FRANCHISE  
OPPORTUNITY



# Inspired & Experienced Leader, Founder

- Founded Phenix Salon Suites in 2007 (started franchising in 2010)
- Over 25 years of hairstyling experience & still cuts & colors hair
- Developed a full line of proprietary hair tools and products
- Career as an A-list stylist has evolved to include roles as an entrepreneur, industry expert, teacher, TV personality, and columnist



A photograph of a Phoenix Salons building at dusk. The building is a modern, single-story structure with large windows and a curved roofline. The sky is dark with some clouds, and the building's lights are on. A car is parked in the foreground on the left.

# Where We Are Today

- Strong Culture in Locations
- 300 Locations
- Over 50 Currently Under Construction
- Over 100 in the Pipeline for Development
- Over 8,000 stylists
- 8 years in Entrepreneur Franchise 500 (top 15%)
- 7 years in Fastest Growing Franchise 200













**The Model**

**Phenix**  
SALON SUITES®

FRANCHISE  
OPPORTUNITY





Many of our franchise owners keep their day jobs while owning multiple Phenix Salons

# Truly Absentee

Most of our franchisees & executive staff own multiple locations dedicating only a few hours of management per week when leased.

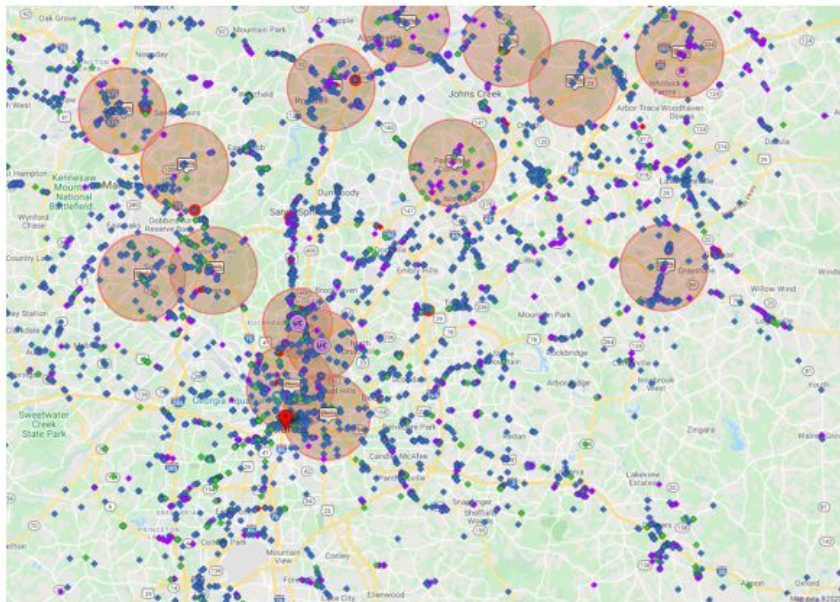
The business model is exciting to *entrepreneurs* seeking an opportunity with...

- NO INVENTORY
- NO FULL-TIME EMPLOYEES
- NO CASH HANDLING
- NO FAILURES

**Support**



FRANCHISE  
OPPORTUNITY



All types of real estate can work: strip malls, freestanding units, retail parks, second floor. We will help you find the one that's best for your market and help build it out!

# A Real Estate Advantage.

Our deep salon industry knowledge and experience in conjunction with significant real estate expertise provides us a distinct advantage over our competitors.

Phenix maximizes the square footage of each suite for the salon professional, providing the optimum amount of workspace and allows you to generate revenue from every square foot.

Design and construction down to a science to build out on-time and on-budget



# Marketing Support

Phenix employs an **in-house marketing team** that designs and executes the strategy of attracting and securing salon professionals for all Phenix-Branded locations.

Our online portal provides countless **marketing templates** for you and your salon professionals to customize and use to drive customers to your location.

Our **Mobile App**, Gina's Platform, provides turnkey solutions for franchisees & salon professionals to market their business.



Our team will help you:

- Connect with lifestyle professionals
- Communicate the Phenix Salon concept
- Answering all questions

And signing contracts with stylist

**Financials**



FRANCHISE  
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# QUALIFICATIONS & FEES

## Our Partners

Highly Qualified  
Professionals

No Specialized  
Experience Required

Ability to Grow

Willingness to Contribute  
and Follow the System

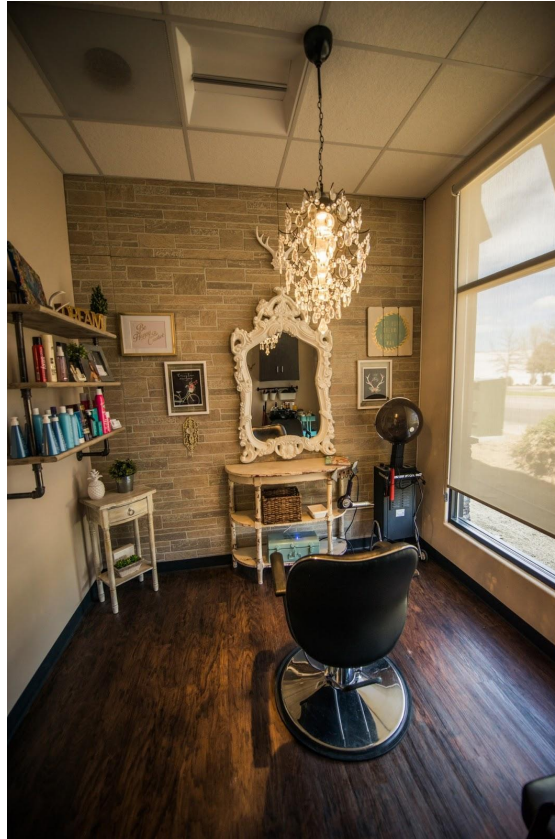
## Qualifications

Number of Units	Initial Franchise Fee	Liquid Capital	Net Worth
1	\$52,500	\$300,000	\$850,000
2	\$93,000	\$400,000	\$1,000,000
3	\$128,000	\$500,000	\$1,000,000
Royalty Fees			
\$0.30/sq. ft			
National Marketing Fee			
\$0.06/sq. ft			

# DISCOVERY AND DEVELOPMENT PROCESS

## SIMPLE STEPS TO OWNERSHIP

- Intro Call
- Application
- FDD and Blank Site Analyzer
- Franchise Overview
- Validation calls
- Virtual Discovery Day
- Franchise Agreements Executed
- Site Selection
- Architectural and Engineering
- GC Selection and Bidding
- Build-out
- Training
- Grand Opening!!!
- Start looking for your second location



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# COMMON QUESTIONS....

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# Next Steps

## Reach out to Telanda

[www.thefranchiseeducator.com/book-online](http://www.thefranchiseeducator.com/book-online)

Schedule a Casual Call & mention the  webinar to begin the process.

Guidant Pre-Qual Link: [Click Here](#)

Benetrends Pre-Qual Link: [Click Here](#)