

The World is Ready for a New Look

## INVEST IN ONE OF THE WORLD'S FASTEST-**GROWING SALON SUITE FRANCHISES**

When top investors and franchisees seek out a new and exciting model to bring to their countries, they now look to Phenix Salon Suites. Our real estate/co-working concept requires only one part-time employee and promotes entrepreneurship for lifestyle professionals. Hair stylists, barbers, massage therapists, skin and body treatments, chiropractors and much more. It's a newer, better way for customers to receive beauty, health and wellness services and offers a strong ROI for franchise owners to scale this recurring revenue business.

## **Phenix Fast Facts**



More than 300 locations open globally

Locations in development FJ. in 5 countries



60% lower operating costs than restaurants

Biggest development year in brand's history in 2021

## **Ideal Franchisee**



Understanding of real estate



Previous management & marketing experience



Passionate & willing to follow a proven system



Minimum net worth of over \$2,000,000



**Gina Rivera** PHENIX FOUNDER

Founded in 2007 by beauty expert and celebrity hairstylist Gina Rivera, who continues a family legacy dating back to 1929. Phenix provides unique knowledge and systems to locate, design and operate successful Salon Suites locations.



phenixsalonsuitesfranchising.com

Special Aspects of Our Brand	Phenix® Salon Suites	My Salon Suite®	Sola® Salon Studios	Freedom Suites (Australia)	Salons by JC®	Tony & Guy®	Air Salon® Japan	Local Conventional Salons
Gina Rivera Founder actively engaged	SeY	No	No	No	No	No	oN	No
Gina Rivera brand legacy	səY	No	No	oN	No	No	oN	No
Seen on 'Undercover Boss'	səY	No	No	oN	No	No	oN	No
Family beauty business legacy since 1929	səY	No	No	oN	No	No	oN	No
"By Gina" and "Colours" Retail Product Lines	Yes	No	No	No	No	No	No	No
2021 Entrepreneur Magazine Fastest Growing Franchises	səY	No	No	oN	No	No	oN	No
2021 Mirror Review Top 20 Franchises in America	səY	No	No	oN	No	No	oN	No
Training is led by the Founders	Yes	No	No	Yes	No	Yes	Yes	No
Gina's Platform - mobile app with global business management and Client marketing tool	Yes	No	No	No	No	No	No	No
Property management franchise	səY	Yes	Yes	Yes	Yes	No	oN	No
Over 320 franchised and company owned locations open	SeY	Yes	Yes	No	No	Yes	oN	No
Locations awarded in the US, Sweden and the United Kingdom	SeY	No	No	No	No	Yes	oN	Yes
Middle and upper class customer demographic	Yes	No	No	oN	Yes	Yes	oN	Yes
International Operations and Marketing Support	Yes	No	No	No	No	Yes	No	No
Senior management team owns Phenix Salon Suites® units	Yes	No	Yes	Yes	No	Yes	No	No
One part time person needed to manage a unit	Yes	Yes	Yes	222	Yes	No	No	No
Strong Social Media Presence	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No