



CHRISTINA WHITE SALON

— FRANCHISE OPPORTUNITY —

We do more than just hair extensions, we change people's lives.
Help us change the lives of hair stylists and clients across the United States.

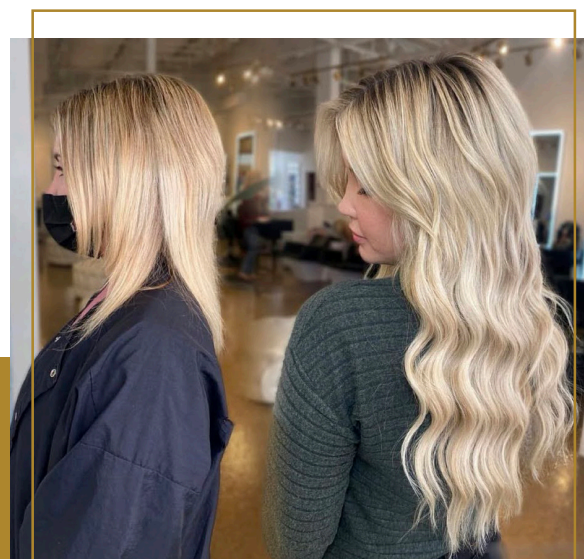
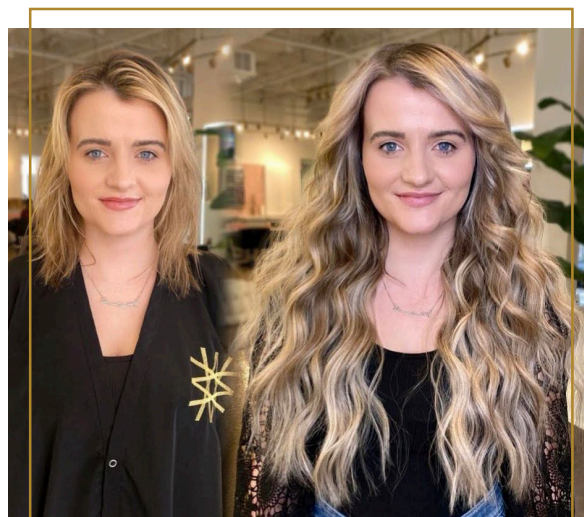
ESTIMATED START-UP COST

Type of Expenditure	Amount
Initial Franchise Fee	\$50,000
Your Training Expenses	\$19,074 - \$28,843
QuickBooks Online Training	\$0 - \$680
Stylist Salaries for Initial Onsite Training	\$3,595 - \$5,393
Training Packs	\$5,000 - \$7,000
On-Site Location Evaluation	\$0 - \$1,000
Premises lease deposits	\$7,500 - \$11,333
Utilities deposits	\$0 - \$600
Leasehold Improvements, Construction and/or Remodeling	\$218,000 - \$338,000
Furniture, Fixtures, Equipment	\$75,000 - \$1000,000
Office Equipment and Supplies	\$2,000 - \$4,000
Professional fees	\$5,000 - \$10,000
Architect/Interior Designer Fees	\$27,000 - \$30,000
Business Licenses and Permits	\$500 - \$4,000
Hair Styling tolls	\$4,000 - \$7,000
Exterior Signage	\$7,000 - \$12,000
Initial Inventory	\$20,840 - \$28,550
Initial Inventory of Private Label Products	\$13,160 - \$16,450
Technology Package	\$18,000 - \$20,000
Software Fees – 3 months	\$4,370
Technology Fees – 3 months	\$450
Music Subscription Fees – 3 months	\$36
Utility, Telephone and Internet Fees	\$2,550 - \$3,060
Rent – 3 months	\$28,125 - \$42,500
Insurance	\$4,000 - \$5,000
Grand Opening Advertising	\$20,000
Local Marketing – 1 Month	\$1,500 - \$5,000
Initial Supply of Promotional Materials	\$\$4,000 - \$5,000
Operational Expenses/Additional Funds - 3months	\$50,000 - \$65,500
Total	\$590,700 - \$821,828

WHAT ARE HAIR EXTENSIONS?

Hair extensions are one of the hottest segments of the beauty industry. Hair extensions transform women's looks and lives by instantly giving them longer, thicker, and fuller hair. Christina White Salon has created a proven business model for franchises to become experts in the sale and installation of hair extensions using our training, technology, marketing, and business processes.

Our very own Christina White hair extensions and preferred hair extension vendors come in a variety of colors, texture, and lengths. There are various types of hair extensions like clip in, tape in, keralink, cold fusion, and sew in extensions. All of the hair we use is ethically sourced and 100% human hair.



WHY GET INTO THE HAIR EXTENSION BUSINESS?

Christina White Salon is the first and only hair extension franchise! The hair extension business provides a built in recurring revenue model as women with hair extensions must return approximately 4-8 weeks for maintenance.

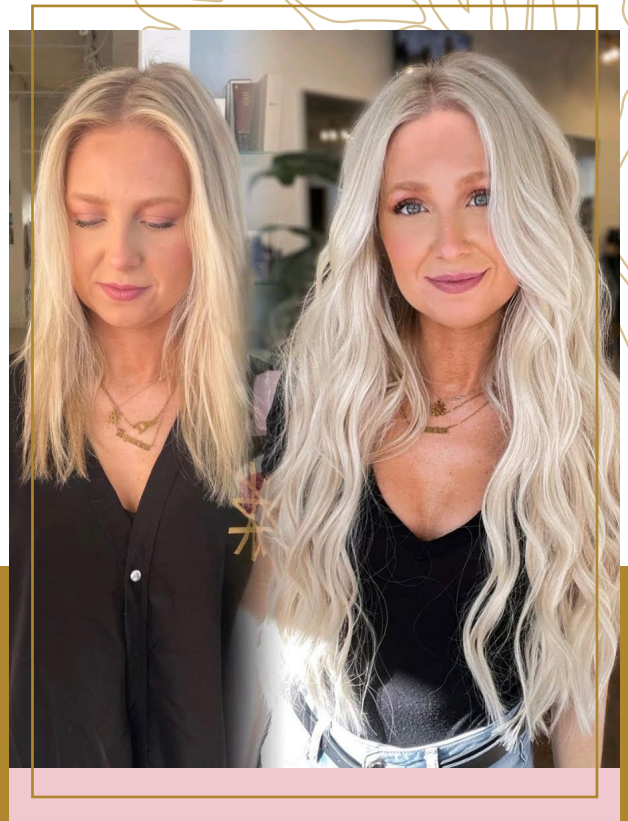
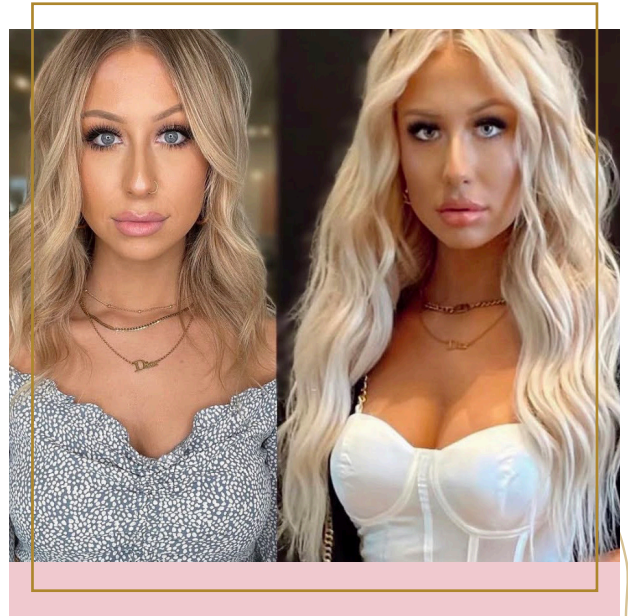
Christina White Salon's proven business model also includes the Gold Club, a monthly membership program that provides a consistent recurring revenue that helps with client retention, promotes client retail purchasing, and rebooking.

The popularity of hair extensions continues to grow because of the amazing transformations it gives to the client. Seeing a client leave smiling ear to ear is very rewarding. Recruiting employees is easier than most franchise opportunities because of the 100% commission pay the Stylists receive. Stylists have the opportunity to make more money at Christina White Salon than your average hair salon because of our focus and expertise on the high end service of hair extensions.



DO YOU ONLY DO HAIR EXTENSIONS?

We just don't do hair extensions! Although hair extension sales and installation create the lionshare of gross revenue, we also provide balayage, blinding, and color services. We have found that our expertise in hair extensions attracts like minded clients for more traditional salon services.



FAQ'S

If there are questions that are not answered below please call us at 314.616.5410. We would be happy to answer all of your questions!

How long does it take to open a Christina White Salon?

After signing the franchise agreement, it will take approximately 270 days. The most time consuming of the 270 days is the buildout of the salon.

What are the fees associated with opening and running a Christina White Salon?

Our initial, one time franchise fee is \$50,000. There is also a royalty fee of 6.5% of gross sales and a marketing fee up to 2% of gross sales.

Do I need to know how to do hair extensions or even how to cut hair?

No! We are looking for people with a good business acumen who understand and appreciate the finer things in life including luxury products and five star service.

What are the average gross revenues of a Christina White Salon and how much can I make?

According to the Federal Trade Commission we can't provide you profit projections. Although, our Franchise Disclosure Document (FDD) provides financial information including gross sales and Gold Club membership revenue and growth.

Does Christina White Salon provide financing?

No. But, if you need help with financing we do have business brokers and financiers that can help you with 401k roll overs and other innovative finance options.

This advertisement is not an offer to sell a franchise or the solicitation of an offer to buy a franchise. It is for general informational purposes only. A franchise offer can only be made after delivery of an effective franchise disclosure document filed first with the appropriate agencies of the respective filing states, as applicable. Acceptance of such filing by a state agency does not constitute approval or endorsement of the disclosure document by the applicable state agencies.

SITE SELECTION & BUILDOUT

We partnered with a nationwide Real Estate group to help you find the perfect spot for your store. We also provide you with an interior designer, architect, and detailed buildout specs to make the construction process as pain free and quick as possible.



TAKE THE NEXT STEP AND LET'S CHAT!

CHRISTINA WHITE SALON

1238 Strassner Dr., Brentwood, MO 63144

christinawhitesalon.com/franchising

314.616.5410