













Business Overview

RE: Children Focused Salon in Omaha

Specifications

 Price \$190,000	 Cash Flow \$94,807	 Revenue \$340,088
 Valuation \$237,017	 Profit Margin 27.88%	 Equipment \$46,000
 Down Payment 10%	 Lease \$3,360	 Industry Beauty/Fitness
 Location Omaha, NE	 Reason for Sale Family health concerns	 Employees 4



SUMMARY OF THE BUSINESS –

An exciting atmosphere with entertaining distractions for kids and services for parents too, make this Omaha salon a unique experience. Focused on making haircuts easier on kids and parents, the salon is bright and inviting, with lots of electronic entertainment and kid-friendly chairs. Opened in 2007, over 16 customers/hour and 200-350 customers/week are treated to fun and style by the 8 stylists.

While children are treated to haircuts and games, parents may also receive manicures/pedicures, waxing and color. Each kid station is outfitted with a car-shaped chair and a TV with DVD and gaming capabilities. There

is also a fun waiting area with baseball-shaped chairs and a large TV. Girls are invited to check out the many costumes on display, and can choose from Nebraska's largest bow selection.

Many customers have voiced their desire for a location closer to them. The seller has seen interest from people coming from Lincoln, Council Bluffs, and Papillion. With the current customer base in Omaha, the owner has profited over 19% each of the last two years.

At the proposed purchase price, a buyer can expect a first year's profit of \$64,061 after all debts paid. This represents a three-fold return on 10% down.

Business Highlights

- Year Established: 2007
- Demographics: average income nearby is \$98,383 with 86,713 households; daily car count average is 58,570
- Number of Clients: 16 Customers per Hour with Staff of 4, Range of 200 to 350 Customers per Week
- Lease: 2,000 sq. ft. for \$3,360/month
- Reason for selling: Family health concerns
- Services: cuts, colors, waxes, party packages
- Employees: 1 Full-time, 8 Part-time; Stylists are responsible for opening and closing and provide services such as cut, color, etc. Receptionists check customers in and help with maintaining a clean area
- Hours: Mon through Fri 10am – 7pm, Sat 9am – 5pm
- Growth Opportunities: Expand party room options, open more salons – business is unique and has growth potential with expansion
- Current Owner's Responsibilities: Staffing and Maintaining Salon, Ordering products and supplies

Financial Highlights

- List Price: \$190,000 (*business valued at \$237,017, but price reduced as sellers need to move out of state*)
- 2016 Gross Sales of \$340,088
- 2016 Net Income of \$35,219
- 27% Profit Margin in 2016
- \$46,000 worth of assets included in the purchase:
 - 6 Hydraulic Chairs, 6 hydraulic car chairs, 6 hydraulic chairs, massage table, dual warmer wax machine, 15 TV's, stereo system, 8 DVD players, 7 gaming systems (XBOX, Wii, PS3), movies

and video games, 3 tables, microwave, refrigerator, stacked washer and dryer, computer with Salon Iris

- Intangible Assets: attractive, fun environment; positive social media reviews; unique product

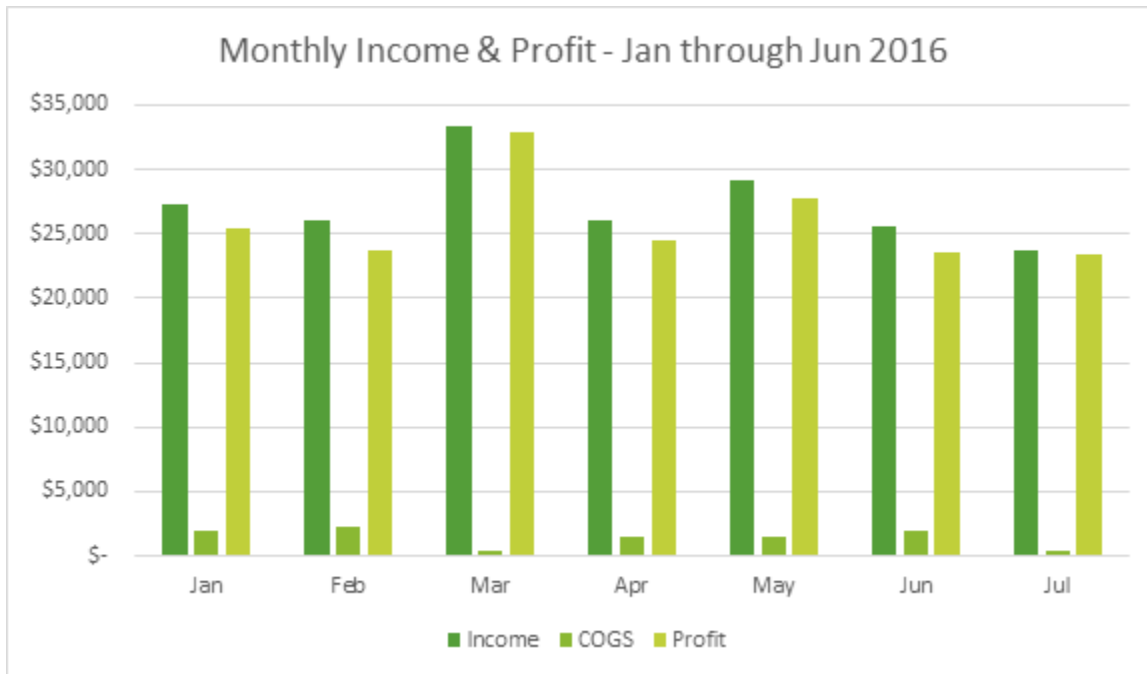
**amounts may vary*

Cash Flow Analysis

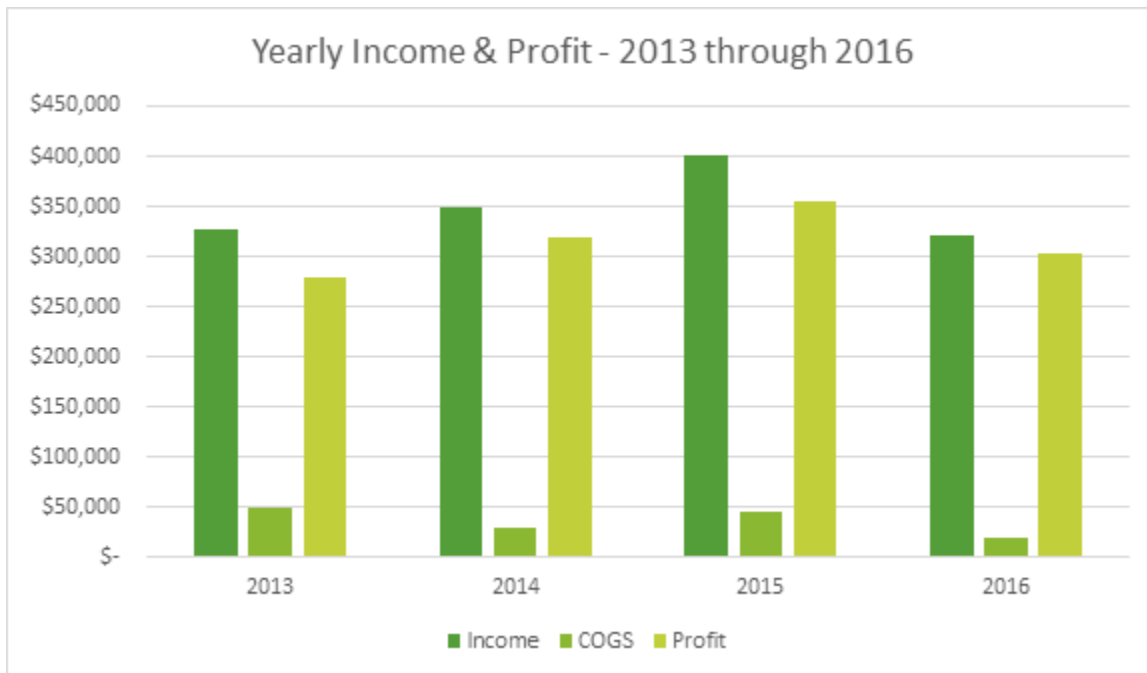
Description of Financial Statement	Tax Return	Tax Return	Tax Return	Tax Return	Notes
	2016	2015	2014	2013	
GROSS SALES	\$340,088	\$400,856	\$348,229	\$326,505	
Net Income Shown on Financial Statement	\$20,157	\$9,149	\$24,537	\$30,913	
ADDBACKS					
Compensation to Owner	\$49,339	\$46,984	\$34,660	\$30,334	
11% Tax on total W2 Salaries	\$5,427	\$5,168	\$3,813	\$3,337	
Depreciation	\$1,624	\$1,625	\$1,858	\$2,090	Non-cash item
Interest	\$0	\$0	\$0	\$672	Non-onward going expense
Amortization	\$1,477	\$1,477	\$1,477	\$1,477	Non-cash item
Auto-Personal Use	\$14,290	\$10,085	\$12,154	\$5,462	Personal auto use unrelated to business
Insurance Premiums for Owners: Life and Dental	\$1,813	\$2,253	\$1,019	\$915	Non-ongoing expense
Contract Labor	\$680	\$2,233	\$2,247	\$2,140	Babysitters, etc.
TOTAL ADDBACKS	\$74,650	\$69,825	\$57,228	\$46,427	
Seller's Cash Flow = Total Addbacks + Net Income	\$94,807	\$78,974	\$81,765	\$77,340	
Profit Margin	27.88 %	19.70 %	23.48 %	23.69 %	

- 27% profit margin
- 20% increase in Cash Flow between 2015 and 2016

Monthly Profit & Loss - January through July 2016



- Highest income of \$33,307 in March
 - Highest cost of goods was in February – income from product sales trickled into March



- Steady growth in income and profit, with a 15% increase between 2014 and 2015

Assets - \$46,000

Equipment

6 rolling carts	6 hydraulic chairs
Curling irons	Massage/wax tables
Flat irons	Dual warmer wax machine with wax/waxing products
6 hydraulic car chairs	

Furniture

5 shelving units	Microwave
4 wicker shelves	Fridge
Cupboard	Stackable washer/dryer
10 chairs	3-shelf cabinets
4 sport ottomans	15 displays
Armoire of costumes	Thousands of hooks
2 tables	

Electronics & Toys

Stereo system & speakers	Wii
Disco ball laser lights	Playstation 3
5 Xbox machines	Karaoke machine
60-inch TV	Barbie Dream House
23-inch TV's – 4	Train table
15-inch TV's – 10	Kids art table
2 princess TV's	

Pricing

- Hair
 - Children's Haircut (18 and under) - \$17.95
 - Adult Haircut - \$19.95

- Bang Trim - \$6.95
- Buzz Cut - \$12.95
- Boys Quick Style and Spray - \$5
- Clarifying Treatment - \$12.95
- Add a Shampoo - \$3
- Up-Do's
 - Style – \$19.95 +
 - Updo - \$39.95 +
 - For every 10 min - \$10
 - Straighten - \$34.95
- Ear Piercing
 - Ear Piercing - \$30 + tax
 - Cubic Zirconia - \$40
- Girl's Fun
 - Kid's Manicure - \$10.95
 - Kid's Pedicure - \$15.95
 - Facial - \$40.95
 - Children's Facial - \$12.95
 - Makeup Application - \$18.95
 - Makeup Lesson - \$18.95
 - Little Girl's Makeup - \$6.95
 - Feather - \$10
- Chemical Services
 - Full Foil Highlight/Lowligh - \$75.95
 - Front Top Highlights - \$25.95
 - Single Application Color - \$55.95 +
 - Color Retouch - \$45.95 +
 - Color Design (Multi) - \$85.95 +
 - Corrective Color Consultation – FREE
 - Corrective Color - \$85.95 +
 - Gloss - \$30.95
 - Perm - \$45.95 +

- Anti-Aging Peel - \$50.95
- Acne Peel - \$45.95
- Acne Spot Treatment - \$20.95
- Waxing
 - Wax Chin or Lip - \$8.95
 - Wax Eyebrow - \$9.95
 - Wax Sideburns/Cheeks - \$12
 - Whole Face Waxing - \$36.95

Party Packages

All parties are 2 hours long and include Karaoke, use of the dance floor, and for the boys, their hair colored and spiked. Party time slots are Monday – Friday 6 – 8pm, and Saturday 5 – 7pm. The last 15-20 minutes of the party are set aside for anything you bring, such as cake, ice cream, pizza and opening presents.

Pop Star Diva - \$215

It's your big day so get ready for the spotlight! Let's rock the house, but first you need to get ready for all your cheering fans. Pick a pop star or any outfit of your choice and our stylist will make you look amazing with a manicure, pedicure, updo and makeup. Then each girl has fun being a popstar singing on the karaoke, dancing on the dance floor and playing games.

Night at the Spa - \$195

Every girl needs to be pampered once in a while. So let us pamper you like you never have before with all your girlfriends. First, get cozy in comfy robes. Second, just sit back and enjoy a manicure, pedicure and mini facial. Last, dance away with your friends and enjoy fun games and karaoke.

Pampered Princess - \$185

All dressed up for the princess ball. Each girl picks out a beautiful dress then they receive the royal treatment with a manicure, updo and makeup. Next have fun with all your girlfriends singing karaoke, fun games and dancing on the dance floor. Then at the end each girl is announced on stage and crowned princess.

Princess Party - \$155

Let's get ready to go to the ball. The princess ball that is. Get dressed up in your favorite princess outfit and let's start with updo's and manicures. Next have fun singing karaoke and dancing on the dance floor to your favorite songs. Then enjoy fun games until it's time to crown the princess.

Fun for Everyone - \$120

Face painting for everyone. Then have your hair colored and spiked. We turn the salon into an arcade with eleven stations to play the latest video games on including Xbox 360 and Wii game systems. Dance away with your friends and enjoy fun games. (This party is generally a coed or boy's party.)

Fancy Party - \$300

Get ready for an enchanted evening with hostesses extraordinaire. Each girl gets to choose and keep their own tutu, boas, tiara and jewelry (\$30 value per child). Then get pampered with a glamorous updo and a dazzling manicure and a brilliant makeup application. This party is perfect for your exquisite little girl and her friends' joie de vivre (which is a fancy phrase for having lots of fun).

Employees

- 9 - 1 full-time employee, 8 part-time employees
 - the stylists open and close, and do services such as cut, color, etc.
 - stylists can handle 4-16 customers per hour
 - receptionists help check people in and out, and help sweep and clean
 - the receptionists also help with manicures/pedicures, makeup and parties or pampering the kids

Competitive Edge & Growth Opportunities

- One-of-a-kind full family salon specializing in kids
- Particular with whom hire, making sure the staff is clean cut
- When people walk in, it's a "wow factor"
 - Very large with lots to offer.
 - Girls love the selection of bows
 - Monthly sales of bows average \$5,000
- Family friendly - parents are able to receive services and kids are entertained.
- Staff that loves working with children and play with them
 - Make sure their experience is fun and stress free.
- Expand the party packages by doing more with the party room
- Open other salons in Lincoln, Council Bluffs and Papillion
 - People are begging for a closer salon

To receive a full financial package and specific information regarding this business:

1. Complete the Qualified Buyer Documents (Non-Disclosure Agreement and Buyer Questionnaire) [on our website](#) or print, scan and return the attachments to info@TheFirmB2B.com
2. Call The Firm Business Brokerage at 402.998.5288 to schedule an appointment or conference call with a Broker.

The Firm currently has over 90 cash flowing businesses available. If you find that this is not a fit for you, please let us know and we would be happy to provide you with other opportunities.

The Firm makes no warranties or representation in consideration to the information provided above. All communication regarding this business must occur directly with The Firm Brokerage, LLC.