



OPPORTUNITY DOESN'T KNOCK  
IT HAMMERS







**FLEE THE HAIRCUT FARM. WELCOME TO THE MEN'S LOUNGE.**



We've built a grooming club, and it has everything you'd expect and more.

You get your own tv and remote, top of the line noise cancelling headphones, no bright lights shining in your face, a complimentary frosty beverage, or one with a nice smooth finish, if you'd like (and who wouldn't)?

Every seat you kick back in is custom crafted to our specifications with your comfort being priority number one. Whether it's the all black, classic barber chair or the oversized and overstuffed leather chairs in the hand and foot grooming room, you're gonna feel like a modern-day king. And, oh yeah, you can get an amazing haircut, shave, manicure or pedicure, to get you on point.



**WE'RE DIFFERENT. PERIOD.**







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# WHY HAMMER & NAILS?

## **First-Mover Advantage**

Lock up the category with first-to-market brand recognition and exclusive lease agreements.

## **Recurring Membership**

Make money even when you're closed. Repeat business drives revenue.

## **Built-In Loyalty**

Shift the loyalty that male customers show their barbers into loyalty for the shop.

## **Multiple Revenue Streams**

Diversify your income: monthly memberships, high-ticket services, private label products, gift cards and group sales.

## **Recession-Resistant**

Protect your investment in a category known to withstand economic downturns. We can't be outsourced or replaced by technology.

## **Absentee Business**

Enjoy the freedom and flexibility of hands-off management, with a strong employee training system that empowers your shop to run itself.

## **Retention & Recruitment**

Solve the labor shortage with attractive full-time employment opportunities that act as a talent magnet.

## **Your Voice Matters**

Don't waste your life under an oppressive corporate behemoth. Don't risk your investment at a small start-up. Get the best of both worlds: be part of an organization where you have a seat at the table, a say in building a brand, and highly engaged leaders who return your calls.



**Hammer & Nails | Grooming Shop for Guys**  
is the first grooming franchise in the

**\$52 billion men's grooming market**

that has a core focus on hand and foot grooming for men. This first-to-market opportunity features a distinctive “man cave nirvana” atmosphere; a proven business model that includes barbering, hand & foot grooming, and cost-effective memberships; world class franchise support; and an executive team lead by some of the foremost experts in the health and wellness franchise field.



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### **WE'RE COMING IN AT AN EXCELLENT PRICE POINT**

\$50.00 for a men's hair cut at Hammer & Nails versus an average of \$28.30 at salons overall and \$55.00 at upscale men's salons.

### **MEN ARE VERY LOYAL**

Most men report they have been going to the same stylist or barber for 6.2 years.

### **A MARKETING PROGRAM THAT WILL STAND OUT**

81% of salons do not have male-focused marketing programs.

### **DEMAND IS GROWING**

63% of salons have experienced an increase in male clients over the past few years.

### **MEN GET THEIR HAIR CUT FREQUENTLY**

52% get a haircut every four weeks.



## **A SUCCESSFUL INDUSTRY**



- **REPEAT VISITS**

Our membership model builds loyalty and encourages repeat visits.

- **HIGH TRAFFIC COUNTS**

Our shops have hundreds to over one thousand members.

- **APPOINTMENT BASED SERVICES**

We have a robust POS system allowing for online, in person or over the phone appointment setting to help ensure consistent usage.

- **BRAND INNOVATOR**

Our model is the only one of its kind providing nail grooming/wellness services to men.



## WE MAKE GREAT TENANTS



## FACILITIES DESIGNED TO DRIVE CONSUMERS

- A “man cave nirvana” setting
- Custom furnishings and finishes
- Luxury environment
- Walk-in and appointment based
- Convenient hours of operation

## PROVEN BUSINESS SYSTEMS AND PROCESSES

- Recurring revenue membership model
- Proprietary treatments and care
- Automated payment management

## COMPREHENSIVE SUPPORT

- Pre-opening assistance
- National real estate broker
- Local operational support
- National and regional marketing



## FRANCHISE SUPPORT

## DEMOGRAPHICS

- Population: > 50,000 within a 3-mile radius
- Income: > \$85,000 within a 3-mile radius
- Target market: men ages 25+ and the women who care about them

## SUITE REQUIREMENTS

- 1,800 - 2,300 sq. ft.
- Lifestyle centers/destination centers
- High visibility/convenient locations

## CO-TENANTS

- Male driven businesses
- Health and wellness concepts
- Grocery store
- Other membership model concepts



## SITE CRITERIA



WHERE EVERY MAN CAN BE *THE* MAN.





# ADDITIONAL SITE SELECTION REQUIREMENTS

**Shop Width** - 19 ft minimum width baseboard to baseboard.

**Shop Height** - 10ft minimum open ceilings, no drop or drywall ceilings.

**Electrical** - 200 amp – 120/280 V available to premise, 3 phase 42 breaker pane

**Gas** 500 MBH at 7" w.c. at the space sized for an additional 150 feet of total developed length from the lease line.

**Water** 1 to 1.5" cold water line at 60 psig or a PRV shall be added if the pressure is over 80 psi.

**Sewer** 4" sanitary line with a minimum invert of 3'-0" below finished floor

**Grease** 4" grease line with a minimum invert of 3'-0" below finished floor. Grease interceptor shall have a capacity of 15 GPM for bar sink.

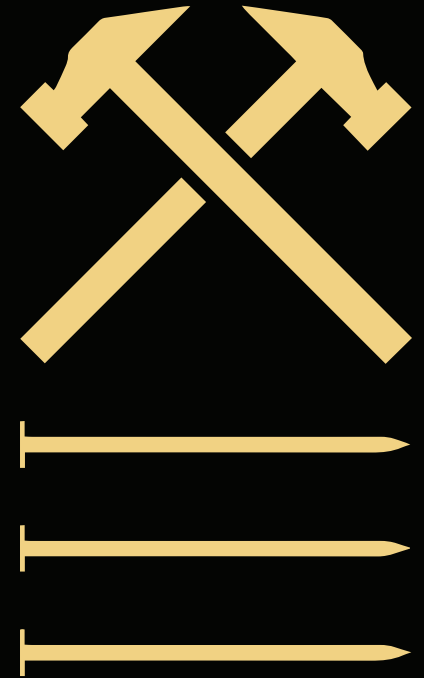
**Flooring** Polished concrete, the imperfections created during buildout give the floor character.

**Mechanical Considerations** HVAC: 1 ton per 300 square feet with minimum one (1) year landlord warranty

**Signage** Exterior signage rights / Monument signage rights. Channel lit, local installer needed.







**THE HAMMER & NAILS SALON GROUP, LLC**

**[hammerandnailsfranchise.com](http://hammerandnailsfranchise.com)**

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