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FANTASTIC SAMS HAIR SALONS IS 'STYLIN' IN PHILADELPHIA

Leading hair salon chain plans for 65 locations in Philadelphia in the next five years

Boston, MA – Fantastic Sams, a full service hair salon brand with nearly 1400 salons in the US and Canada, is continuing its expansion into the Philadelphia market. The company recently opened an additional franchise location in South New Jersey with a new salon located in the Greentree Square shopping center in Marlton, NJ.

This opening is part of a broader growth plan that calls for 35 new locations in the Philadelphia market in the next five years. Each salon generates about 10 new jobs, allowing for over 350 jobs to be created with this expansion. Currently, there are 9 Fantastic Sams Hair Salons open in the Philadelphia region.

“We are incredibly excited about our growth in the Philadelphia/South Jersey area,” said Jeff Sturgis, Vice President of Franchise Sales and Development for Fantastic Sams. “As the leading full service salon brand, we look forward to offering the highest quality salon services to our guests.”

Franchisees from all backgrounds are drawn to the Fantastic Sams business opportunity. The new salon is the second location that is owned by multi-unit franchisee, Jay Schwartzkopf. He attributes his career change from a Channel Sales Manager at IBM to franchise owner in order to support his wife's, Kristine, career as a Captain in the United States Air Force. Kristine received orders to transfer to McGuire Air Force Base in New Jersey from the Washington, DC area in 2007, and this gave Jay the opportunity to focus on new investment opportunities. Fantastic Sams provided the ability to transition out of his career.

“I was attracted to Fantastic Sams because it provides a great support system, low initial investment, convenient location, and what has proven to be a very good return on our investment,” said Schwartzkopf. “Even while the economy has declined, we have been able to grow our business significantly because customers want to get great full-salon services at affordable prices. People are always going to need their haircut. Fantastic Sams provided all the training and resources for someone new to the hair industry and I was able to hit the ground running - all I had to do was follow their system and the results have followed.”

Fantastic Sams offers a full range of hair salon services to its clients, providing them with the best in full service hair care and professional hair salon products. Salon stylists are always up-to-date on the latest styles and trends. From haircuts to styles, to straightening, to color services, and more...Fantastic Sams offers full salon services at affordable prices.

“Fantastic Sams continues to expand its brand in markets all across the country,” Sturgis added. “We are very pleased to be working with Jay in developing the brand in the local market and building upon our strong history, rich heritage and loyal customer base.”

Already a big player in the \$59 billion hair salon industry, Fantastic Sams is fueling interest in their development plans with a cutting-edge, client centric salon design for franchise owners.

Fantastic Sams is currently concentrating its efforts on attracting quality franchise partners who want to invest in a leading hair salon brand with a solid operating system and a strong corporate support structure. The average initial investment to open a Fantastic Sams Hair Salon (ranging from \$100,000 to \$225,000) and the company’s fixed fee royalties make it one of the most competitive opportunities in the industry. “With Fantastic Sams’ attractive economic model, experienced franchise partners find our brand a worthwhile investment,” added Sturgis.

“Prospective franchise owners for Fantastic Sams should have well developed people skills to be successful. Our best salon owners set a standard for guest service that translates into highly trained and motivated hair stylists. Our guests recognize the difference when they step into our salons,” said Sturgis. “We have become the leading full service hair salon brand by offering the best in salon services and products, and by creating a customer loyalty that sets us apart from our competition.”

ABOUT FANTASTIC SAMS

With nearly 1,400 salons located throughout North America, Fantastic Sams (www.fantasticsams.com) is one of the world’s largest full service hair care franchises with an excellent reputation for providing quality hair care services for the entire family. Opening their first salon in July 1974, Fantastic Sams began franchising in 1976, marketing their “fixed fee” system and “no appointments” necessary concept to entrepreneurs seeking to own and operate their own successful business.

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