



# SHEAR KNOWLEDGE

MAXIMIZING YOUR INCOME

## Salon Site Selection

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You've decided on your next step as a professional stylist or barber. You are going to open your own salon. Choosing the right location is critical to your long-term success. It cannot be overstated -- it's all about location, location, location.

Here at the **Top 10** things to consider when it comes to choosing a salon location:

1. **Demographics:** Do your target customers live in the immediate area? What's nearby? Apartments or homes? Office buildings?
2. **Traffic Counts:** How many cars per day (CPD) drive by the center? Check with your county or the state DOT. Most maintain a traffic count database you can access.
3. **Ingress/Egress:** Is it convenient for customers to get into and out of your shopping center? Drive it and find out.
4. **Parking:** Are there enough parking spaces for your customers?
5. **Safety:** Is it a safe area for both your customers and your employees?
6. **Signage:** Will you have adequate space for your store signage?
7. **Competitors:** How close are you to the nearest salon?
8. **Anchor Store:** Does your shopping center have an anchor (Kroger, Publix), or is it a strip shopping center? Both have their advantages.
9. **Square Footage:** Is the leasable space big/small enough to accommodate your salon? In general, the square footage is about 1200 sq. ft. which will handle about 6 to 8 cutting stations.
10. **Cost:** How much will your monthly rent be?

Just about every salon in the US is built in a shopping center that is leased (not owned) by its tenants. Stated differently, chances are you'll be renting your space not owning it. It's akin to renting an apartment, not buying a home.

**Next edition:** Lease Negotiation.