



An original franchise with a market niche.

Guys watch sports.

Guys get haircuts.

The mission of the 850 Sport Clips® locations is to “Create a Championship Haircut Experience for Men and Boys in an Exciting Sports Themed Environment.”

For information on an international license contact
Ray Hays at rhays@egs-intl.com or on +1 714 797 3386

Important Data on the Sport Clips® Franchise

- International Franchisor: Sport Clips Inc.
- Corporate Office: Georgetown, Texas
- Website: www.sportclips.com
- Founded: 1993
- Franchising Since: 1995
- U.S. units: More than 850
- International Offer: Country Master Franchise



The almost 20-year-old Sport Clips® franchise ranks in **Entrepreneur Magazine's top 20 "fastest growing franchises"**, in the **top 100 in the "Franchise 500"** and in the **top 10 in Forbes' 2011 "Top 20 Franchises To Start"**. With over 100 new stores opening annually, Sport Clips® has demonstrated its leadership as a recession-resistant U.S. service franchise.



What makes Sport Clips one of superstars of U.S. franchising?

In brief, Sport Clips provides its local franchise owners with an unsurpassed business model for their success, an exceptional customer experience, a turnkey start-up and marketing package, strong training programs and high customer loyalty.



What you get with the Sport Clips® Country Master Franchise:

- ✓ Proven hair care franchise for men
- ✓ Sports focused business
- ✓ Modern, up-to-date facility
- ✓ Web-based POS management system
- ✓ Strong, detailed, multi-focus marketing programs
- ✓ Ongoing training and certification programs for stylists focused on men's hair

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Sport Clips Original “MVP” Haircut Experience

Sport Clips® offers quality male hair care services, and are known for their “MVP Experience” that includes a precision haircut, invigorating scalp massage with Tea Tree shampoo, a classic hot steamed towel treatment, and a relaxing neck and shoulder massage.

Sport Clips® represents the ultra-modern evolution of the barbershop, which uses sports to bring people together in a comfortable and convenient environment. Our loyal Sport Clips® clients enjoy:

- ❖ Quality haircuts for men from stylists who specialize in hair care for men and boys, and who stay up-to-date on hairstyle trends
- ❖ Large flat-screen televisions playing sports at each barber-style station and in the lobby
- ❖ Relaxing lighting and massaging chairs in the shampoo area
- ❖ Featuring the latest in hair care and styling products for men and boys
- ❖ Haircuts for men without an appointment – walk-ins are welcome

What makes Sport Clips different from the other hair salons?

Special Brand Features	Sport Clips	SuperCuts	Fantastic Sam's	Great Clips	Toni and Guy	Local Barber
Branding targeted for men and boys = Less competition	Yes	No	No	No	No	Yes
Sports themed décor and marketing - racing, football, baseball, soccer, etc.	Yes	No	No	No	No	No
Ranked in the Top 100 of the 'Entrepreneur' Magazine "Franchise 500"	Yes	Yes	Yes	Yes	No	No
20 Fastest Growing Franchises - 'Entrepreneur' Magazine, 2012	Yes	No	No	No	No	No
More than 850 U.S. units in operation	Yes	Yes	Yes	Yes	No	No
Multiple local, regional and national sport sponsorships	Yes	No	No	Yes	No	No
MVP Service - Enjoyable experience versus just a haircut	Yes	No	No	No	No	No
No harsh bleaches, chemicals or dyes used	Yes	No	No	No	No	Yes
Stylists training focus on male haircutting and beard grooming	Yes	No	No	No	No	No
Hair Stylist Training and Certification with annual re-certification	Yes	No	No	No	No	No
Online tool kit with customizable artwork for local stores	Yes	No	No	No	No	No

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The Business Tools that Drive Success for Sport Clips® Master And Unit Franchise Owners

Master And Unit Franchise Training Tools

- **Classroom and on-site Training:** Sport Clips® has strong in-person training programs for team members at all levels, including:
 - ❖ *Franchise owner training*
 - ❖ *Store Manager training*
 - ❖ *Stylist training*
 - ❖ *Stylist Coach training*
- **Conference Training Events**
 - ❖ *Annual Franchise Owner Conference*
 - ❖ *Regional conferences*
 - ❖ *Quarterly Business Reviews*
 - ❖ *Peer-to-peer networking*
- **Online Training Modules** – Extensive written and video on-demand training that supplements detailed classroom and on-site learning



Custom Store Management Software

- **Centralized, web-based POS software** allows access to local store data by web browser
- **Synchronizes all shop data** with one database, enabling tracking of multiple store information
- **Generates a range of reports** for the unit franchise owner and the Master Franchisee
- **Tracks sales and cash** received, eliminating the need for franchisees to submit sales reports
- **Includes centralized inventory management** functionality, for cost-efficient tracking of store supplies
- **Integrates CRM functionality** for direct marketing campaigns and client retention
- **Global software vendor** with clients in over 45 countries, localized in 9 languages

Master And Unit Franchise Marketing Resources

- **Store décor package** reflecting consistent branding and positioning
- **Comprehensive Grand Opening** marketing process and tools
- **Multiple sport sponsorships** at the local and national levels
- **Web and Social Media initiatives** providing integrated marketing promotions
- **Online** – Web to print customizable creative marketing materials
- **Marketing Toolkit** with guidance and tools for local store marketing

International Master Franchise Qualifications

- **Strong, marketing-oriented company** or group, involved in retail service businesses
- **Enthusiasm for sports**
- **Access to appropriate real estate** and site selection experience
- **English-speaking management team** with significant business experience
- **Access to US\$750,000 - \$2,000,000 capital** for a country Master Franchise and store

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