

**ESTABLISHED, UPSCALE SALON & DAY SPA**  
**MOTIVATED SELLER, LONG-TERM CLIENTELE, GROWING CASH FLOW**  
**ABI Client # 4015**

**COMPANY OVERVIEW**

This full service salon and day spa features hair care, facials, massage, body treatments and an extensive shopping area for salon products and unique gifts. Having served the SF East Bay area for 15+ years, the business enjoys a large database of repeat customers and a long term, dedicated staff. Strengths include a **strong brand/web presence**, 4-5 star Google reviews, **excellent customer service** and a **streamlined operation** based on training, customized procedures and software tracking.



**Facility:** Centrally located near major freeways, public transportation, and situated in the heart of a busy downtown area, this custom spa draws loyal clients from around the bay area as well as referrals and walk-ins. The beautifully appointed distinctions include \$750k of leasehold improvements and top line furnishings and equipment.

**Financials:** This business has grown at a healthy pace since opening, and stabilized around \$3.5M over 10 years ago. Revenue dipped to \$1.35M during 2020 due to pandemic and mandated closings, however is now rebuilding at a healthy pace and is on track to generate ~\$2M in 2021. With continued growth, revenues could reach \$2.75M in 2022 and back up to \$3.5M in 2023. Long term, the salon has the potential to grow beyond \$5M+ based on square footage and infrastructure.

**Growth & expansion:** The owner is currently **working on average 15-20 hours per week** and seeking an acquirer with salon experience, an entrepreneurial spirit, commitment to excellent customer service and a passion for growth. A new owner could explore many opportunities to grow further by additional investment in SEO, database marketing, adding medi-spa services, as well as further leverage of the online marketplace. Buyer could work full-time and replace some key roles or remain part-time or even absentee. Training will be provided to ensure a **smooth transition**.

**SUMMARY**

|                          |                                   |                             |   |
|--------------------------|-----------------------------------|-----------------------------|---|
| <b>Location</b>          | SF Bay Area                       | <b>Purchase Price</b>       | <b>\$875,000</b>  |
| <b>Working Owner</b>     | 1 PT Working Owner, 1 FT Mgr      | <b>Gross Income</b>         | \$1,950,000 (2021 Proj) / <b>\$3,688,000 (2019)</b>                               |
| <b>Employees</b>         | 27 FT, PT as needed               | <b>Cash Flow – SDE*</b>     | \$325,000 (2021 Proj) / <b>\$525,000 (2019)</b>                                   |
| <b>Training/Support</b>  | Up to 80 hours post close         | <b>Financing</b>            | SBA pre-approved or some Seller financing   |
| <b>Ownership</b>         | S Corporation                     | <b>FFE (included)</b>       | \$260,000   |
| <b>Years in Business</b> | 15+                               | <b>Inventory (included)</b> | \$55,000  |
| <b>Facilities</b>        | 9,500 sq. ft includes spa, office | <b>Monthly Rent</b>         | \$13,600 currently under reduced rent with steps planned to increase over 2 years |
| <b>Reason for Sale</b>   | Retirement                        | <b>Lease(s)</b>             | Long-term, assignable   |

**Further Information:** please fax or email your completed Confidentiality Agreement (NDA) to:  
**Amy Cole**, MBA, CBB, M&AMI, BRE License #01878465, [acole@abi-ma.com](mailto:acole@abi-ma.com), 925-890-6012  
ABI Group Inc., 2010 Crow Canyon Place, #100, San Ramon, CA, 94583

**DISCLAIMER:** All information contained in this document was provided by the subject company. ABI has made no independent effort to verify the contents hereof. Consequently, ABI makes no representation or warranty regarding the accuracy or completeness of such information. The recipient of this information should perform a thorough and complete due diligence on the subject company prior to entering into a commitment to acquire or merge with said company. For further information, a detailed, in-depth Offering Memorandum is available to qualified Buyers subject to the execution of the Non-Disclosure Agreement (NDA) located on the reverse side of this Profile and the completion of a Buyer Profile.



**BUYER'S ACKNOWLEDGMENT OF INTRODUCTION AND CONFIDENTIALITY AGREEMENT (NDA)**

The undersigned, individually and on behalf of any affiliated prospective buyer, acknowledges being first introduced to the business identified herein by The ABI Group, Inc. (Broker"). The undersigned requests information relating to the following business: Client #4015 Salon & Spa ("Business"). Such information shall be provided to the undersigned for the sole purpose of entering into discussions with Seller ("Seller") of said Business for the possible purchase by the undersigned of all or part of the stock or assets of the Business. As used herein, the term Buyer ("Buyer") applies to the undersigned and any partnership, corporation, individual, or other entity with which the undersigned is affiliated. The undersigned agrees as follows:

**1. NON-DISCLOSURE OF INFORMATION:** The undersigned acknowledges that Seller desires to maintain the confidentiality of the information disclosed. The undersigned agrees with Broker not to disclose or permit access to any Confidential Information without the prior written consent of Seller, to anyone other than Buyer's employees, legal counsel, accountants, lenders or other agents or advisors to whom disclosure or access is necessary for Buyer to evaluate the Business. Disclosure of Confidential Information shall be made to these parties only in connection with the potential acquisition of the Business, and then only if these parties understand and agree to maintain the confidentiality of such Confidential Information. The undersigned shall be responsible for any breach of this Agreement by these parties, and neither Buyer nor these parties shall use or permit the use of Confidential Information in any manner whatsoever, except as may be required for Buyer to evaluate the Business or as may be required by legal process. If Buyer does not purchase the Business, Buyer, at the close of negotiations, will destroy or return to Broker (at Broker's option) all information provided to Buyer & will not retain any copy, reproduction, or record thereof.

**2. DEFINITION OF "CONFIDENTIAL INFORMATION":** The term "Confidential Information" shall mean all information, including the fact that the Business is for sale, all financial, production, marketing and pricing information, business methods, business manuals, manufacturing procedures, correspondence, processes, data, contracts, customer lists, employee lists and any other information whether written, oral or otherwise made know to Buyer: (a) from any inspection, examination, or other review of the books, records, assets, liabilities, processes, or production methods of Seller; (b) from communication with Seller or its directors, officers, employees, agents, suppliers, customers or representatives; (c) during visits to Seller's premises, or (d) through disclosure or discovery in any other manner. However, Confidential Information does not include any information which is readily available and known to the public.

**3. DISCLAIMER OF BROKER'S LIABILITY AND BUYER'S RESPONSIBILITY:** When business brokers take a business to market they receive information about the business from the seller, usually including but not limited to tax returns, financial statements, equipment lists and facilities leases. Based on information provided by the Seller, brokers often prepare a summary description of the business which may include a cash flow projection, an adjusted income statement, or a seller discretionary cash flow statement. Buyer understands that the Broker does not audit or verify any information given to Broker or make any warranty or representation as to its accuracy or completeness, nor in any way guarantee future business performance. Buyer is solely responsible to examine and investigate the business, its assets, liabilities, financial statements, tax returns, and any other facts which might influence Buyer's decision to purchase or the price Buyer is willing to pay. Any decision by Buyer to purchase the Business shall be based solely on Buyer's own investigation and that of Buyer's legal, tax and other advisors. **Broker urges Buyer to obtain independent legal and tax counsel.**

**4. NON-CIRCUMVENTION AGREEMENT:** The Seller has entered into an agreement providing that Seller shall pay a fee to listing broker if during the term of that agreement or up to twenty-four months thereafter, the Business is transferred to a buyer introduced by listing broker or a cooperating broker. Buyer shall conduct all inquiries into and discussions about the Business solely through Broker and shall not directly contact the Seller or the Seller's representatives. Should Buyer purchase all or part of the stock or assets of Business, acquire any interest in, or become affiliated in any capacity with Business without Broker's participation, or in any way interfere with Brokers' right to a fee, Buyer shall be liable to listing broker or cooperating broker for such a fee and any other damages including reasonable attorney's fees and costs.

**5. FURTHER TERMS:** Neither Buyer nor Buyer's agents will contact Seller's employees, customers, landlords or suppliers without Seller's consent. For three years, Buyer shall not directly or indirectly solicit for employment any employees of Seller. Broker may act as a dual agent representing both Buyer and Seller. Seller is specifically intended to be a beneficiary of the duties and obligations of this Agreement and may prosecute any action at law or in equity necessary to enforce its terms and conditions as though a party hereto. Seller may assign this Agreement to any new ownership of Business. This Agreement can only be modified in writing, signed by both Broker and Buyer. Waiver of any breach of this Agreement shall not be a waiver of any subsequent breach. This Agreement supersedes all prior understandings or agreements between the parties with respect to its subject matter. This Agreement shall be construed under and governed by the laws of the State of California. If Buyer is a corporation, partnership, or other such entity, the undersigned executes this Agreement on behalf of Buyer and warrants that he/she is duly authorized to do so. **Buyer acknowledges receipt of a fully completed copy of this Agreement.**

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Name Title

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Company Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Street Address City State Zip

**ABI Group Inc., Amy S. Cole, 925-890-6012, [acole@abi-ma.com](mailto:acole@abi-ma.com)  
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