



Dear Prospective Franchisee:

Thank you for your interest in the Salons by JC franchise opportunity.

If you are looking for a significant franchise opportunity with a high profitability potential, you may be a great candidate to be a Salons by JC franchise owner. Our creative approach to the real estate industry presents a unique business opportunity. This is an excellent way for you to become a business owner, get involved in your community and receive the benefits of personal freedom while enjoying the opportunity of being self employed.

As a Salons by JC franchise owner, you will be able to start your new business with a marketing and operating system, a desirable name and trademark, and an extensive training program. JNC Real Estate Development, LLC is a franchise company that provides the organization, experience, and support for attaining the entrepreneurial formula for success.

We know our system creates an outstanding opportunity for our franchise owners. It is with great pride that we make available the information that will assist you in evaluating this exceptional business opportunity.

Please check our franchise information packet. If you want to be part of one of the fastest-growing segments of the real estate industry, associate with a company with a strong background in high-end retail leasing, and become the owner of your own franchised Salons by JC, please complete and return the Franchise Application. When we receive the necessary information, we will be in contact with you to discuss the opportunities that are available to you.

Thank you for your interest in Salons by JC. We look forward to hearing from you soon

Best regards,

Steve Griffey
President
JNC Real Estate Development, LLC



YOUR UNIQUE OPPORTUNITY

Salons by JC Real Estate Development and Leasing Business is a fast-growing business, that provides high-end retail space for beauty and wellness practitioners is now offering franchises to accelerate growth. The first Salon by JC's opened in 1998. Other salons followed and there are now a total of 6 operating Salons by JC in the Dallas, Arlington, and San Antonio areas. The business is thriving, and they now are projecting 12 franchisees over the next 12 months.

The salon suite concept is fast becoming the standard in the industry. It not only frees salon owners from the day to day management, hiring, and firing of salon professionals, but it also gives beauty professionals the chance to work for themselves and set their own prices and hours.

A Salon Suite is similar to a shopping mall. A mall owner would put the building together and lease it out to different businesses. A salon suite works the same way. You as the owner can build from the ground up or build out space in a shopping center. Once the space is built, you can begin leasing to salon professionals, such as; hairdressers, nail techs, estheticians, or massage therapists. They bring their established clientele and set up shop in a fully furnished room that they have 24/7 access to. This becomes a win/win relationship. You lease the room, and they get a beautiful place to run their business.

The Salons by JC concept has been developed for ease of management. You can effectively hire someone to work the leasing office and spend your time developing your other interests. Does that mean you can ignore your business? Certainly not! Anyone that has achieved any success in business will tell you that if you don't take care of your business it won't take care of you. However, the Salons by JC concept can be run with minimal time commitments. This is not like a restaurant where you must be present nearly every day to ensure the overall quality. There is no inventory to manage or seasonal highs and lows typical to the retail or restaurant business. Once you have the building leased the only variation you have will be the occasional room that will turn over. The quality is built into the salon and the concept itself.

This is an emerging and growing industry. It is an industry that has not met all opportunities that are available, and an industry that has not become fully mature. The Salons by JC franchise program incorporates site selection, facility development, inventory guidance, and operational instruction into your business vision. Knowledge and understanding of the salon industry is not needed. We are more in the real estate development and property management business. It just so happens that we lease to beauty professionals.

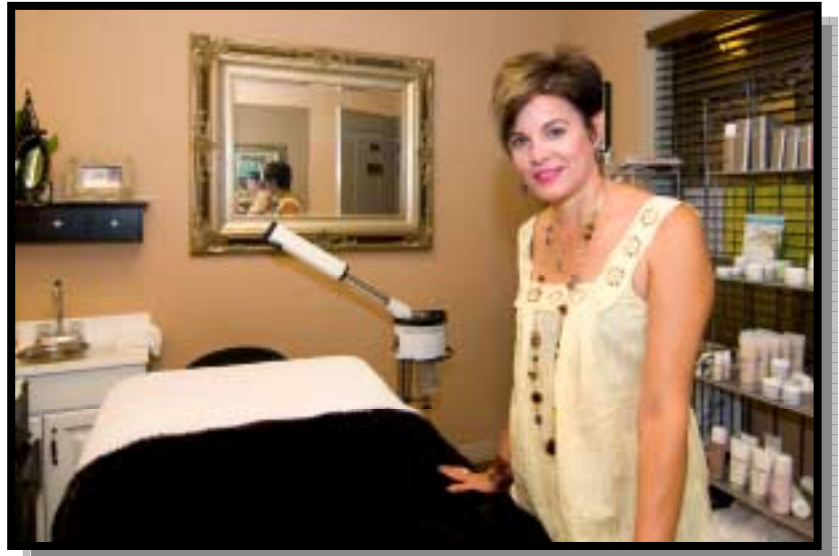
If you are looking to own and operate a salon suites business, Salons by JC is the first choice in the ultimate salon suite business franchise! You experience the benefits made available through the Salons by JC concept enhancing your business success. Now is the time to commit to this up and coming industry



WHY YOU SHOULD BUY A SALONS BY JC FRANCHISE

Why You Should Buy a Salons by JC Franchise

- ◆ No inventory to manage
- ◆ Minimum employees
- ◆ Stable business – no large peaks and valleys in revenue
- ◆ No knowledge of salon business required
- ◆ Absentee ownership is fine
- ◆ No hidden costs
- ◆ Great working environment
- ◆ Proven profitably



We have proven and established procedures, methods, sources, and programs. This means that you can focus on the operation of your franchised business, without having to establish the structure, or try to “reinvent the wheel.”

The Important Facts

- ◆ The franchise fee is only \$35,000.00!!
- ◆ Monthly royalties are \$600.00 per month
- ◆ There are no required monthly advertising fees!
- ◆ Initial Franchise Term is 10 years.
- ◆ Your Initial Investment will range from \$444,700.00 to \$872,300.00
- ◆ Salons by JC’s liquid capital requirements is \$125,000.00 and a net worth of \$500,000.00





THE COMMITMENT

Our relationship with you is one founded on service, value, quality products, and trust – and we recognize your value to Salons by JC. We make a commitment to you by investing our time and expertise in your business and work with you to take your vision to reality.

With a Salons by JC Real Estate Development and Leasing business you will have

- ◆ a complete and proven real estate development and leasing program.
- ◆ opening assistance and ongoing support.
- ◆ potential for great income with minimum time commitment
- ◆ high-end luxury salon suite
- ◆ professional website design offering national and international exposure.



You experience the benefits made available through the Salons by JC concept enhancing your business success. Now is the time to commit to this real estate development and leasing vision in an ever expanding industry. When you become a Salons by JC Real Estate Development and Leasing Business owner you commit to:

- ◆ operating a clean, fun, and profitable Salons by JC luxury suite.
- ◆ participating in the Salons by JC vision within established operational criteria.
- ◆ aggressively promoting your business.
- ◆ adhering to our guidelines and business concept.



YOUR INITIAL INVESTMENT

The following is an estimate of a Franchisee's initial investment for a single Salons by JC.

Allocated Amounts:	Low	High
Initial Franchise Fee	\$35,000	\$35,000
Rent (first 3 months)	\$15,000	\$60,000
Security deposits (lease deposit, utilities, licenses, etc.)	\$5,000	\$20,000
Insurance (first 3 months)	\$900	\$1,500
Leasehold Improvements	\$300,000	\$600,000
Blueprints, plans, permits, architectural fees	\$20,000	\$40,000
Equipment, furnishings, and fixtures	\$40,000	\$75,000
Complete Signage (interior/exterior)	\$15,000	\$20,000
Initial inventory and operating supplies	\$2,000	\$4,000
Royalty Fee (first 3 months)	\$1,800	\$1,800
Initial Advertising and promotions	\$10,000	\$10,000
Additional funds necessary to open (First 3 months)	\$10,000	\$20,000
Estimated total to open:	\$454,700	\$887,300

This is an estimate of your initial start-up expenses. These figures are estimates and we cannot guarantee that you will not have additional expenses starting the business. Your costs will depend on factors such as how much you follow our methods and procedures, your management skills, your experience and business acumen, local economic conditions, market for your product, prevailing wage rate, competition, and sales level reached during the initial start-up period. You should review our estimated figures carefully with a business advisor before making any decision to purchase the franchise.

Because costs vary from market to market and from location to location within a given territory, it is difficult to come up with a precise estimate of the amount required to open your franchised Salons by JC. Therefore, we have provided the above estimated range, which could be exceeded. These estimated initial expenses are based upon costs and expenses in the Dallas, Texas metropolitan area. The actual costs and expenses that you incur may be different from our estimates depending upon the location of your franchise and current relevant market conditions.



THE NEXT STEP...

Deciding to start a new business or to expand your existing business is one of the most important decisions you might face. We are ready to help!

With you and the Salons by JC team, we will create a concrete alliance to help ensure your business reaches and fulfills your vision for success.

The enclosed materials provide an overview of the Salons by JC business and its mission. The Salons by JC business together with owner support, design, technology, marketing, and investment makes this program the most attractive opportunity in the industry today.

As you continue to work with our team, we encourage you to tour other facilities and bring your observations and preferences to expand and improve upon the Salons by JC concept. Once you decide to move forward with your Salons by JC, please fill out the attached Franchise Application, and forward it to our staff. We will work together to complete the process of becoming a successful Salons by JC owner.

J'NC Real Estate Development, LLC

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