

FRANCHISE KIT



SOUTH BEACH
TANNING COMPANY



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TANNING COMPANY

WE ARE EXCITED ABOUT YOUR INTEREST
IN JOINING OUR FRANCHISE FAMILY,
AND WE HOPE YOU'LL AGREE
THAT SOUTH BEACH IS NOT YOUR
ORDINARY TANNING SALON.

“One of the top 6 most innovative salons in the USA!”

-Today's Image Magazine

“One of the top 250 salons in the USA!”

- Looking Fit Magazine

If you believe what you read, then you will soon understand The South Beach difference! This is not your ordinary salon or opportunity. Our uniquely stylized interiors, state-of-the-art equipment, stream-lined operations, and exceptional training and support make this a one-of-a-kind franchise opportunity. Whether it's our air-conditioned premium beds, our exclusive high-pressure beds, or our state-of-the-art UV FREE VersaSpa, your customers will always find the best equipment available on the market today.

Founded in 2003, and inspired by the Art Deco look of South Beach, Miami, our large salons provide a tanning experience that is unmatched in the industry. Multi-level state-of-the-art tanning equipment satisfies even the most serious tanners! Our staff understands tanning and we guarantee our customers an incredible tanning experience.

Our franchise kit will provide insight into the tanning industry, as well as one of the best franchise opportunities on the planet.

**TWENTY-EIGHT MILLION PEOPLE
WILL USE AN INDOOR TANNING FACILITY
THIS YEAR. COME BE A PART OF THIS
FIVE BILLION DOLLAR INDUSTRY.**

With locations throughout Florida, as well as a presence in Charlotte, North Carolina, South Beach has created a model for success. Our guidance and marketing support will help your company grow. Our team is here to help you succeed and reach your business goals.

We believe everyone deserves a South Beach experience!
Thanks again for your interest.

Brian Hibbard
President & CEO



SOUTH BEACH Overview

South Beach Tanning Company is a unique chain of salons with a “South Beach chic” appeal. Our upscale salon offers a high-energy, uniquely stylized interior, and an overall experience that continuously exceeds our clients’ expectations. The experience that we provide is designed to reflect our attention to detail: the spaciousness of our locations, the convenience of extended hours, the flexibility of not needing an appointment, and plenty of booths to ensure clients don’t have to wait to tan.

South Beach purchases directly from manufacturers and suppliers, so you are guaranteed the best pricing on equipment and products. Our membership program ensures that clients can walk right in and go to a booth without needing to stop and pay for a session. Another benefit of our membership program--you are paid regardless if a client shows up to tan each month.

What we offer: Our extensive knowledge of the tanning industry, complete support from site selection to opening, combined with an extensive training program that covers every aspect of the business. By the time you leave Orlando, you will have a complete grasp of our sales process, as well as a full understanding of operating a tanning salon that’s primed for success.

**SOUTH BEACH IS CURRENTLY SEEKING
QUALIFIED CANDIDATES TO HELP US EXPAND
INTO COMMUNITIES THAT NEED
OUR PRODUCT & SERVICES.**

The initial franchisee fee to open a South Beach Tanning franchise is \$25,000. The capital necessary to open a location ranges from \$175,000 to \$500,000, and is significantly impacted by your credit history and choice of location. We recommend that you have a net worth of \$400,000 and liquid capital of at least \$150,000.



FAQ'S



DO I NEED TO HAVE ANY PRIOR EXPERIENCE IN THE TANNING INDUSTRY?

You don't need any prior experience in the tanning industry; however, we do seek franchisees that have strong business management and customer service skills. South Beach is now offering an extended Discovery Week where you will actually shadow one of our company-owned locations. This offer is made to financially qualified candidates who have signed all non-disclosure documents. You will still be expected to attend the full training program once you sign a franchise document.

DOES SOUTH BEACH OFFER FINANCING?

We don't provide financing, but we are SBA approved. Our vendor relationships have afforded us great lease terms on equipment for credit-worthy candidates. South Beach has a history of success with SBA lenders, and we will be happy to introduce you to banking sources.

DOES SOUTH BEACH OFFER A MULTI-UNIT FRANCHISE OPPORTUNITY?

Absolutely! SOUTH BEACH understands that you may want the flexibility to open multiple locations and have complete control of your territory. Multi-unit operators also enjoy a reduced initial franchise fee on locations beyond the first. You are provided a protected territory as part of your franchise agreement, and we can discuss a master-area development plan and a multi-unit development plan during our conversations.

WHAT IS THE INITIAL FRANCHISE FEE AND ONGOING ROYALTY FEE?

The initial franchisee fee is \$25,000. We are unique in the industry as we offer a tiered royalty program. In year one, you will only pay 4%, 5% in year two, and 6% in years three and beyond. We believe that this approach allows you to maximize cash flow as you are building your business. In addition, you will pay 2% for national marketing, which includes all pre-designed ad material and brochures, coordinated monthly email campaigns, your website maintenance, and access to our marketing director.

HOW LONG WILL I BE AT TRAINING AND WHAT CAN I EXPECT TO LEARN?

Our initial training program consists of approximately one week of classroom and on-site training at a South Beach-owned location in Orlando, Florida. In addition, one of our representatives will be at your site for up to 7 days (to be scheduled around your opening).

Your training program is intensive and includes all aspects of running your tanning salon.

FAQ'S



WILL YOU ASSIST ME WITH ESTABLISHING MY VENDOR RELATIONSHIPS AND INITIAL INVENTORY PURCHASE?

We strongly believe that you will benefit from the relationships that we have formed over the past decade. Our team will work side by side with you to ensure that you maximize your initial inventory purchase with projected sales based on our broad experience of opening new stores in various markets.

WILL YOU HELP ME FIND THE BEST LOCATION?

We have significant data on the demographic characteristics of our existing customers. We know how far they travel, what their median household income looks like, and we understand the general location requirements that give you the best chance for success. Our team will evaluate locations as you provide them to us. In the end, the choice of location is yours, but we would like to have significant input in the process.

HOW LONG WILL IT TAKE ME TO OPEN ONCE I HAVE SIGNED A FRANCHISE AGREEMENT?

Your first location will generally open within 6 months of signing your agreement. If your location has already been identified, the time to open can be reduced considerably.

WILL YOU HELP ME WITH MY INITIAL MARKETING STRATEGY AND GRAND OPENING?

Yes. We will assist you with all aspects of your opening, and we will be in attendance. We will work with you to develop a customized marketing strategy to promote your opening.

SOCIAL MEDIA IS REALLY BIG RIGHT NOW. DO YOU HAVE A POLICY AS TO WHAT I CAN AND CANNOT DO?

We have an extensive social media policy that we have coupled with best practices. Some storeowners are better equipped to monitor and manage their social media presence than others. We will discuss this at length during training and you will be all set up before you open your store.

The South Beach Process

- 1 HAVE AN INITIAL CONVERSATION** with our Franchise Sales Director and discuss your background, territory availability, and the financial qualifications necessary to own a South Beach Tanning Company Franchise.
- 2 COMPLETE THE LGA (Let's Get Acquainted Form)** and fax it back to our Franchise Sales Office at 866.422.1959. Your application will be reviewed by our Franchise Sales Director and discussed with the President and CEO.
- 3 SCHEDULE A Q & A SESSION** with our Franchise Sales Director and the South Beach President and CEO. This initial call will help you understand the vision for South Beach and ask questions directly to the Founder.
- 4 ATTEND A DISCOVERY DAY** in Orlando, Florida. Your visit to Orlando will give you a complete overview of our marketing program, an understanding of the tanning industry, and an opportunity to meet the team in person. We will thoroughly review the FDD (Franchise Disclosure Document) and answer any final questions concerning the details of the franchise territory and franchise agreement.
- 5 PARTICIPATE IN DISCOVERY** contacting our existing franchisees and discuss the South Beach difference.
- 6 SIGN FRANCHISE AGREEMENTS** and schedule your introductory session with our team to prepare for your training session. Congratulations! You are now a proud owner of a South Beach Tanning Company!



WE BELIEVE WE HAVE
THE ABSOLUTE BEST BRAND IN
THE TANNING INDUSTRY.

WE ARE CONFIDENT
THAT WITH OUR HELP,
YOU WILL BE SUCCESSFUL.

WE HOPE THAT YOU WILL
TAKE THE TIME TO LEARN
MORE ABOUT US.



SOUTH BEACH
TANNING COMPANY.

Why South Beach?

With 10+ years in the tanning industry and a CEO that was a CPA by trade, we understand how to put the systems and principles that have made us successful into practice.

We have put years into streamlining our systems, and our approach to customer service is consistently given high marks by our clients.

We understand tanning. We ensure that our clients feel welcome and supported in their quest to maintain a beautiful bronze tan.

We have a dedicated staff of professionals who will work with your team to instill a culture of assistance. Our Franchise Support Team is always available to you and your organization.

We are excited that you have requested our Franchise Kit. We hope that you have gained a greater understanding of our unique franchise opportunity.

Remember: The FIRST STEP is setting up a call with our Franchise Sales Director, John Armatas. You can reach John by phone directly at 813.493.8700.