

sit still.

Franchise Book 2023



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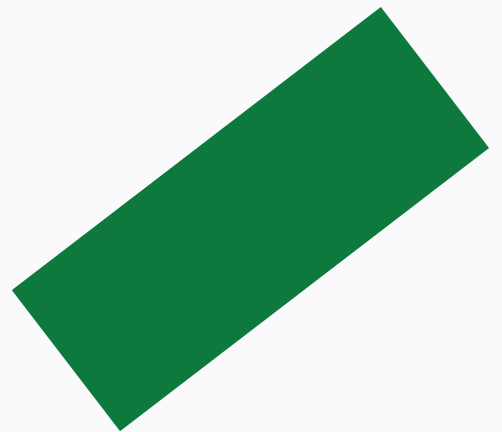
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Oh, hello there.

Consider this your introduction to the world of Sit Still salon ownership. It's where you'll get all the information you need in order to determine if Sit Still is right for you — and, like any good relationship, we'll need to make sure you're right for us.

We're all about making this fact-finding, relationship-building stage as insightful and informative as possible. Oh, and also? **Fun.**

Here's the thing: we're not just here to sell you a franchise. We are so invested in Sit Still that we're only willing to work with people who understand the brand and vision as much as we do. We are revolutionizing an industry and are looking for savvy, driven and experienced entrepreneurs to grow Sit Still alongside us.

So, we're kinda picky. It's a good thing.



Fast + Cheap Haircuts for Kids, We are Not.



Sit Still is a curated brand + experience,
designed by the modern mom, for the
modern family.



OUR MISSION

Cuts for Kids.
Chill for Parents.
Fun for All!

The Scoop On Sit Still



We're a kid's salon unlike any other. Over-the-top service is the heartbeat of Sit Still; we are obsessed with our kiddo clients AND their parents. We are laser focused on building salons that are cool yet warm, kid-friendly but not anti-adult. Wow-ing our clients with every visit is our promise, and we deliver.

Details matter. At Sit Still it's more than just a haircut in a custom-made race car (although we've got those, and they're pretty rad). From playlists to paint colors, we've considered everything. We're talking top-of-the-line hair products to the coolest toys, t-shirts and gifts, to the most spirited and attentive staff—walking into a Sit Still is an experience unlike any other.



Our people: We support and educate salon professionals who have been trained the Sit Still way. They understand that haircuts can be daunting for little ones, and parents too. We've designed Sit Still to be a safe and welcoming space for kids of all kinds, and our stylists have an emotional investment in making a visit to Sit Still the best part of our families day!



Ultimately, Sit Still is a company committed to over-delivering on an experience that anywhere else, is considered a drag. Our stylists and staff love kids, understand parents and know that every single moment in a Sit Still chair matters.

When a family leaves Sit Still with a stylish cut, something fun from our shop and an experience they talk about with their friends—they are realizing our vision, and maybe yours too?



Meet The Team



Caroline, CEO

Caroline is a smooth operator, literally. At Sit Still, she manages everything building up to the opening of the franchise, including high-level project management, preparing franchisees with marketing solutions, making sure franchisees are sticking to the critical path — and after opening, ensuring they're compliant with the brand and legal guidelines. Caroline keeps the engine humming smoothly, ensuring the brand stays true to its values, and the team stays connected and laser-focused on its goals.

Prior to launching Sit Still Franchising, Caroline was on the Executive Team at barre3 where she ran franchise operations and studio openings.



Amy, Franchise Sales

Amy knows everyone — and her superpower is her unique ability to build exceptional relationships. Her role at Sit Still is to identify the best of the best franchisees and take them through the process from inquiry to signing a Franchise Agreement. Amy's career began in New York City, where she spent ten years in the media industry, cutting her teeth at Grey Advertising, which led to selling ads for the fashion magazine, NYLON. Prior to launching Sit Still Franchising, Amy was on the Executive Team at barre3, where she was instrumental in building the business, scaling it from a scrappy startup into a cult brand with over 160 franchise locations.

In addition to her work with Sit Still, Amy can be found advising other launch-phase franchises in the lifestyle space.

Meet The Team



Leslie, Franchise Operations

Leslie's eyes are on the details, always. Her role at Sit Still is to oversee the training of all franchisees so that they can operate a seamless business that quickly builds upon opening. She steps in to help owners navigate internal structures, provides tools for hiring employees, and plans social media campaigns to keep the business relevant and fresh. And, there is no one better to do it because she too owns and operates her own franchise in Austin, Texas.

Before her days at Sit Still, Leslie worked in advertising providing marketing solutions for national brands and curated campaigns to help local businesses stand out. She is very active in her community and prides her Sit Still location as the hot spot for kids haircuts in Austin.



Jessa, Master Stylist

At Sit Still, Jessa wears a lot of hats (literally, Jessa loves hats!) She is a graduate of the Paul Mitchell Phase 2 Honors Program and is a Summit Salon Business School attendee. She's been taught by some of the top stylists in the industry and loves to apply her new learnings to her fellow stylists and of course, her kiddo client base.

Jessa has a deep passion for children and hair (duh), and is especially inspired by helping kids with special needs, kids who are looking for gender-affirming hair cuts, and helping anyone feel like their outside reflects their authentic true self.

Today, you can find Jessa training new franchisees and their stylists on the Sit Still experience.

Meet The Team



Nhu, Founder

Sit Still was Nhu's idea. Born from a combination of her years as a visual merchandiser for The Gap, an event planner at the Regent Beverly Wilshire in LA, and a career in footwear at Nike. This woman knows her way around a retail concept and is obsessed with the client experience.

Eleven years ago, as the mother of young twins, Nhu's travel schedule became ... too much. And after dialing it back a bit, Nhu eventually decided to stay put and open her own shop.

Nhu knew what she wanted, and is the kind of person that is not only up for the challenge but can make it happen — and make it a success. Nhu's outgoing personality, combined with a keen eye for style trends and business innovation, led to the unique Sit Still concept.

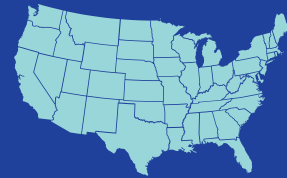
Today, Nhu's role is focused on keeping Sit Still cool and relevant and most important, FUN!

The Sit Still Consumer



\$1.4 Trillion

Millennials have spending power of over \$1.4 Trillion



90 Million

Over 90 Million Millennials in the US Our target consumer



18 Million

Over 18 million millennial moms in America



70%

70% of millennial moms consider themselves the main purchase decision maker for her family



80%

In the next 10-15 years 80% of millennials will be parents



\$5,000,000,000

5 Billion dollar industry
Three comma club!



7 Cuts A Year

Kids get 7 haircuts a year on average

The Sit Still Growth Plan

Simply put: Sit Still salons, everywhere.

We have built a brand, a business model and a long-term vision that has Sit Still salons in every major city across the country. How do we make this happen?

By partnering with strong owners who are committed to bringing a revolutionary concept to their own community. Yes, hair salons have been around forever, but no one in the category is nailing it when it comes to catering to the modern family that expects more from a service experience.

Our growth approach: With Sit Still, franchise partners have an opportunity to own multiple locations within a region—experiencing economy of scale while capitalizing on the momentum of a hot, new brand. You'll be able to easily operationalize, and centralize your team and resources in your marketplace.

In other words, you'll be spending less time running one location, and more time focusing on high-level strategies, talent recruitment and maximizing client and team satisfaction.



Why Stylists Love us

We're a unique niche within the beauty industry. Most salons rent out chairs and stylists are responsible for building their business.

At Sit Still, stylists are part of the team. This means they're employees of Sit Still salons, with guaranteed hours (plus tips and commission on product sales), a built-in clientele from day one, a flexible schedule, and the opportunity to hone their craft without having to worry about the business side of things.

We are committed to a collaborative relationship with our stylists, which is very refreshing in this industry. Happy stylists equal top notch haircuts, it's not rocket science!



“I love working everyday is different and full of opportunities. One moment I may be braiding a flower girl’s hair for a wedding, the next I’m helping a little boy who is terrified of clippers enjoy getting his hair cut. No day is ever boring and I am constantly growing and learning!”

—Jessa Lowe, Master Stylist



Sit Still Core Values

Abundance

There is always more...

Inclusive

We see you. We hear you. And we love you,
just as you are!

Integrity

We do the right thing, not the easy thing.

Intention

The why matters.

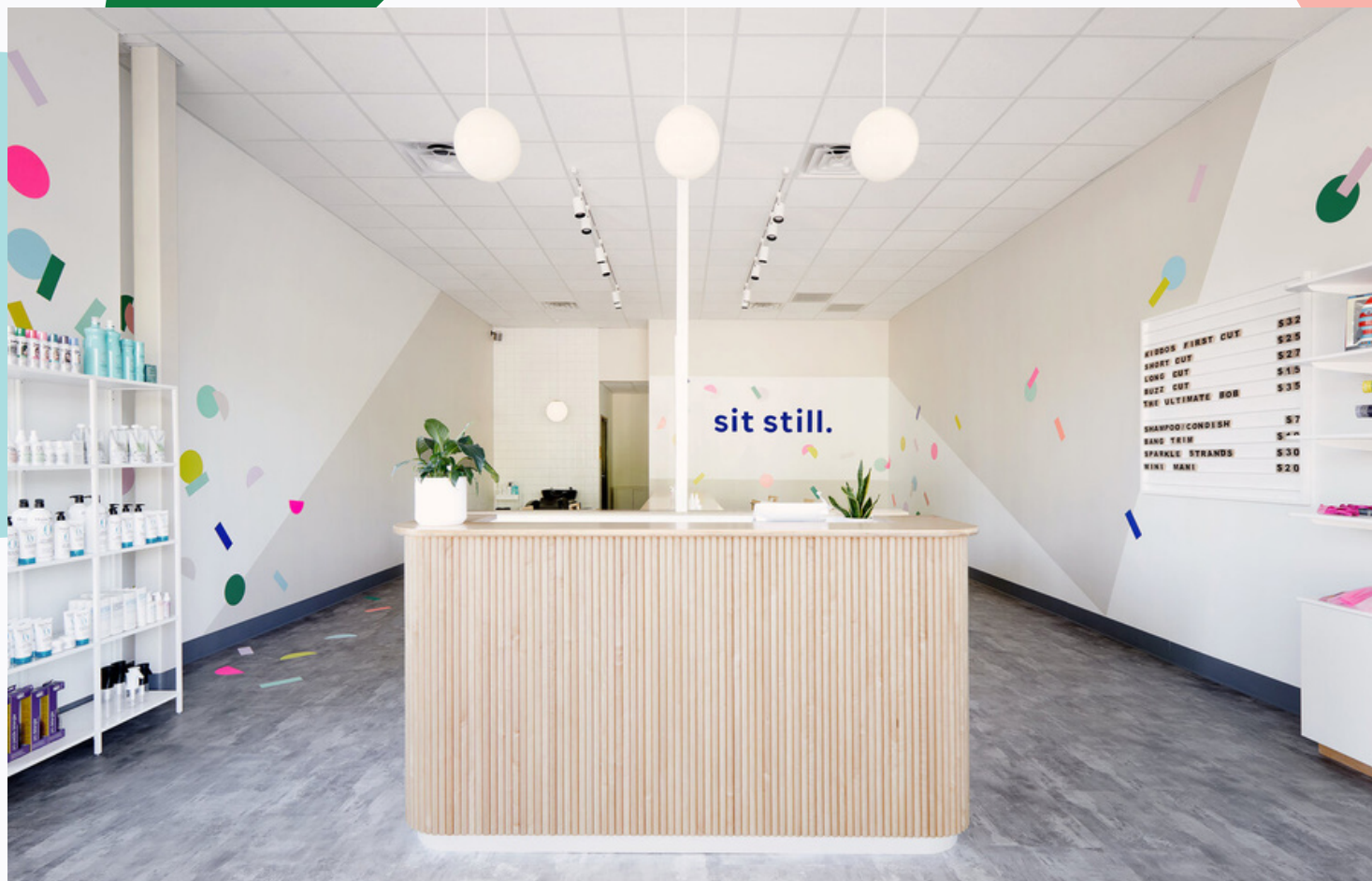
Fun

We create opportunities to be playful
and experience joy!

Keep It Clean

From the day we opened our doors in 2007, through a global pandemic that had us all sanitizing like crazy, Sit Still has had a reputation of being a safe and clean place for families. Like, “I won’t freak out if my kid eats a Cheerio off the floor at Sit Still” clean.

Our salons are light, bright and airy, by design. We have a thorough cleaning protocol that happens every day in our salons without fail because, in our eyes, a clean environment is a calm environment, and who doesn’t want more calm in their lives?



Who We're Swiping Right On

Partners that know their market inside and out

We want to work with high-quality franchise partners that we know are going to crush it in their market. This means the franchisee needs to know the right people and the right places to bring Sit Still to life in their community.

An appreciation for this unique opportunity

Franchise partners that are excited about the potential of the Sit Still salon/retail hybrid business and for the opportunity to inject some much-needed energy in the kids' salon market. We are looking for people who understand the culture of Sit Still and how it is impacting the salon industry.

Strong leadership skills

We're looking for partners with a penchant for recruiting THE BEST teams. Our owners are excited by the opportunity to empower people to take the Sit Still model and thrive, allowing owners to remain big-picture and focused on growth.

People Persons

It's no secret: the success of a salon is directly tied to the client experience. We're looking for magnetic personalities who can recruit the right people. Our ideal franchisees are skilled at managing client relationships (and employee satisfaction, too).

Working capital

Because we're interested in a multi-salon development approach, candidates need to demonstrate they have the necessary capital to build a marketplace.

A glass half-full attitude

One of Sit Still's core values is abundance. We believe there is more than enough to go around. More breeds more, right? We're looking for franchise partners who align with this mindset, as it influences everything we do in business and in life. If you come interview with us in Portland, pack a smile!

We Are Very Social!



Comments
2



reallyrealmama Aaaack!!!! So cute!!!



thenannyleague Best experience ever! ❤️❤️



Comments
9



wildcollectivesalon Love it!!!!



emmasiolka What a sweetie



stephanie_kcookek 🍌🍌🍌🍌💜💜💜



Comments
4



noellaefeti Awwww so Gorgeous Adorable and beautiful princess my lovely dear 🍌🍌🍌🍌🍌🍌



blackmoses62 ❤️🍌🍌🍌



dribbles2020 Nice

We're Hair For You

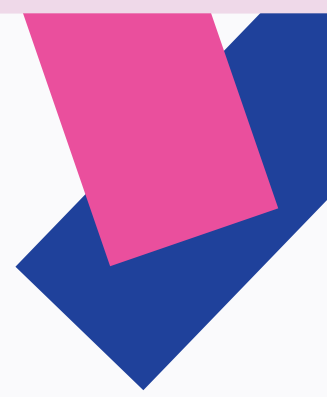
In addition to being part of a brand disrupting an industry, joining Sit Still means you have access to franchise veterans and the teams they have appointed to ensure consistency and ease throughout the process. Sit Still offers support to our franchising partners every step of the way — through pre-opening and beyond.

- Site-selection
- Salon design and construction
- Recruitment, training and team development
- Launch strategy, from pre-sale through grand opening
- Sales, marketing and branding
- Retail selection and optimization
- Continuing education
- Goal setting
- Multi-Unit growth strategy

Additionally, Sit Still is dedicated to ongoing research and development, which is passed directly to each franchise partner. Our training and support will evolve as we learn and grow, but our commitment to educating our owners and their teams on the “why’s” and the “how’s” starts day one.



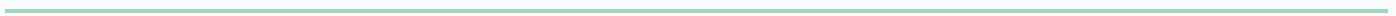
All right. Let's do this!



STEP ONE: Do your homework. Research the industry, and us.



STEP TWO: Hop on a call with a member of our franchise team.



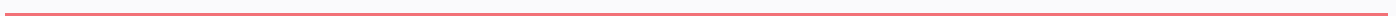
STEP THREE: Apply. Fill out our questionnaire.



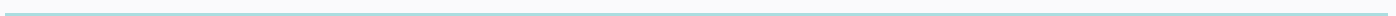
STEP FOUR: Receive our Franchise Disclosure Document.



STEP FIVE: Connect with current Franchisees.



STEP SIX: Attend our Discovery Day in Portland.



STEP SEVEN: Sign a Franchise Agreement



Our expectation is for you to execute your franchise agreement within 3-5 days of approval. Now let's get started!



What Owners Are Saying



“Having the opportunity to partner with such incredible leadership has been a real gift through this journey with Sit Still. Feeling supported and inspired by the corporate team has been essential in kicking off our business in the best way.

—Danielle, Salon Co-Owner, Lake Oswego

“Being a co-owner of Sit Still Lake Oswego has been an incredible way to service our community and leave a positive impact on the people we get to work with each day. Compared to the other small businesses I own, Sit Still has been the most rewarding and fun business to run by far - who doesn't love seeing cute kiddos each and every day, we are so lucky!

—Augusta, Salon Co-Owner, Lake Oswego



Let's Connect!

Franchise@sitstillkids.com

sit still.

This informational packet is not an offer of a franchise, which can only be done through the FTC and state filed disclosure document.