

SO WE HEARD YOU WANNA BLO

Blo Franchise Partner Candidate's Guide



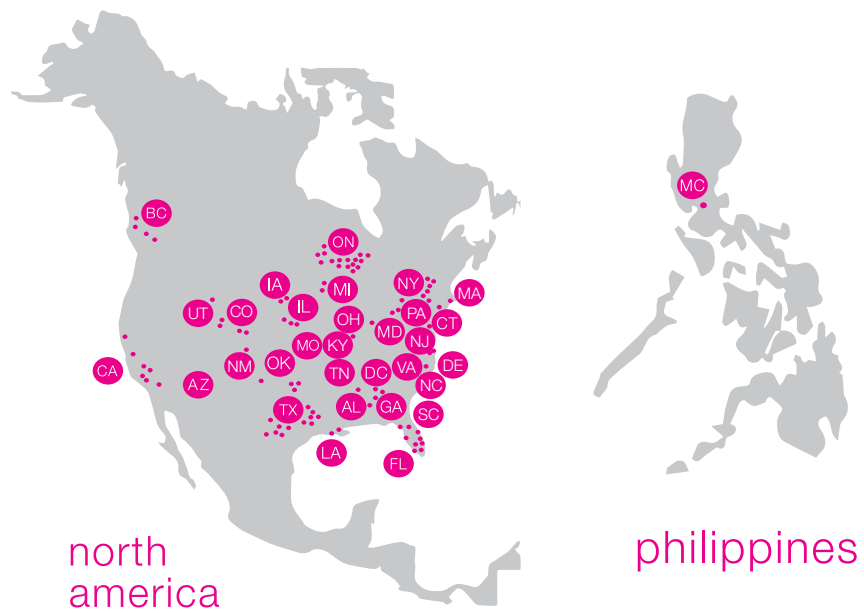
WHAT'S THE DEAL?

Blo is the original blow dry bar. No cuts, no color: just wash, blo, go. Guests choose from our signature styles featured in the Blo Hair Menu. Visit blomedry.com for more details.

This package is a quick introduction to all things Blo: flawless hair, a sleek build, our sassy pink culture, expertly trained teams, and of course, the serious stuff too!

WE'RE GROWING

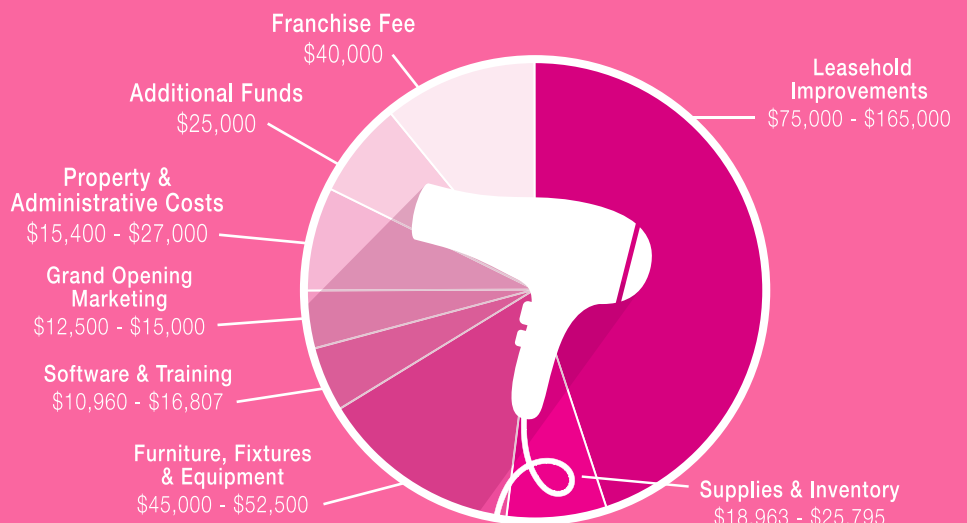
Big time, seriously. We have over *130 locations sold* internationally.



PERFECTLY STYLED BUSINESS MODEL

With Blo's simple business model, proven success, and comprehensive training this is a franchise opportunity you don't want to miss!

Total Investment
\$242,823 - \$367,102*



*US data only. For Canadian start-up costs please refer to the Blo Blow Dry Bar Franchise Disclosure Document for Canada.

BE SUCCESSFUL AND LOOK GREAT DOING IT

The Blo Corporate Team is all about helping you blow your market away. The support Blo offers its Franchise Partners is second to none. Here's why.

Blo will help you:

- Find the ideal location and negotiate your lease
- Ensure your bar is beautifully designed and built to spec at the lowest possible cost
- Recruit and train those wonderful staff who will blow your guests away
- Successfully manage operations including areas such as inventory management and schedule optimization
- Master the booking software and its built-in analytics tools
- Benchmark your results and learn from best practices
- Deliver best-in class customer service
- Control expenses

CHOOSE YOUR HABITAT

A good location is key. Things to consider when scouting a location:

- Easy to access, with ample parking?
- What's foot traffic like? Day, night?
- How visible is the storefront?
- Do neighboring businesses draw women daily?
- Is the rent reasonable?
- Is the square footage suitable?
- Are your potential guests frequenting the area?

Don't worry too much about this part - if you partner with Blo, we'll help you find the ideal spot. We'll also coach you on your lease negotiations and make sure your build is on-spec and on-budget.



THE BLO DOWN

- Blo was the first to market the “no cuts, no color” blow dry bar concept and is the world's largest blow dry bar franchise.
- All bloers (aka stylists) go through an intensive training program, known as Blo U(niversity), where they master blow out techniques, product knowledge and guest service.
- Blo offers more than in bar styling. Our signature Blo On The Go (BOTG) service comes to you on set, at work and at home - popular with our bridal clientele.
- Franchise partners generate sales from multiple revenue streams including blow outs, makeup services and carefully-selected retail products.

FROM OUR FRANCHISE PARTNERS

It's been three years since I became a Blo Franchise Partner and I have learned more about myself than I ever thought possible. I've learned key business and management skills, but I've also been able to contribute to the world of beauty in a meaningful way.

FARAH J.

Multi-Unit Franchise Partner
Blo Bloor West & Blo Leaside, Toronto, Ontario

Blo is constantly evolving and giving Franchise Partners new initiatives to implement so we haven't had one boring moment since we opened our doors in Orlando. We are so grateful to be a part of this franchise community.

ERIKA & ENRIQUE

Multi-Unit Franchise Partner
Blo Orlando & Blo World Center Marriott, Orlando, Florida

I decided to open a Blo when my youngest child started kindergarten. I was drawn to the idea of opening a small business and love the idea of Blo! The corporate team was so supportive in helping me get Blo open. I had no experience in either hair or business but they made the process easy and exciting.

JO C.

Franchise Partner
Blo Charlotte, North Carolina

The best part of being a business owner is that it has allowed me to balance having a family and doing what I love as a career while still maintaining the close knit relationships with my clients and staff.

JENNIFER B.

Franchise Partner
Blo Oakville, Ontario

When I was looking for a business, I wanted one that was scalable, but not a start-up. That led me to explore franchising options. I quickly ruled out food businesses due to the proliferation of brands, upfront investment and complexity. I also decided against territory-based sales businesses, as they are not scalable. That led me to the personal care category, and ultimately to Blo. Blo hit a number of my requirements: reasonable start-up cost, with positive forecasted economics. At the time I did my research, they had over 50 locations open, which made them a scalable business that was large enough not to have a corporate start-up risk. Positive feedback from Blo's franchisees validated my decision.

JEREMY B.

Franchise Partner
*Blo Mount Pleasant, South Carolina
(and Area Representative)*

After being in the shoe industry for over 35 years I was ready to switch gears and work hard, but work hard for myself. After meeting with Blo Corporate, I love the energy, passion and spirit of the team surrounding the business model

JEAN C.

Multi-Unit Franchise Partner
Blo Glen Cove Rd, Long Island, Blo East 49th, NYC, Blo Murray Hill, NYC, Blo South End, Boston, MA, Blo West Hartford, CT

**SEE YOURSELF BECOMING
A BLO BLOW DRY BAR
FRANCHISE PARTNER?**

CONTACT US:

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