

# **SALONS AND STUDIOS CORALVILLE**

## **INVESTMENT WHITE PAPER**

### **2023**

#### **1 Background Details**

Salons And Studios Coralville (Coralville) is the latest location of Salons And Studios family. While each location is its own separate entity for liability purposes, each location carries the same business model and process. Studios are rented to licensed professional in the beauty and wellness industry including, but not limited to, cosmetology (hair), esthetics (make-up, waxing, fine line tattoos), massage therapy, med spa (botox, fillers, plasma lifts, 4D ultrasounds) and many other. All locations have over 98% historical occupancy with a waiting list at each location once a vacancy does arise.

Coralville was modeled off Salons And Studios Utica (Utica). Both locations are 7,770 SF with Utica housing 30 studios and Coralville 32 studios. Utica opened June 1, 2022 and had its final rental agreement signed nine months later to achieve full occupancy.

#### **2 Business Opportunity**

What makes Salons And Studios different than other room rental businesses is the ability to customize their studio to receive a fully furnished suite. This customization, along with a lower price point than national franchised competition and larger studios, means our renting owners move in and don't move out.

With common area construction being completed January 15, 2023, Coralville has 32 studios for rent. Currently 18 have rental agreements signed with nine paying weekly rent. Each owner receives a \$3,500 allowance to customize their studio. Up to this point, Salons And Studios has funded room build outs out of cash flow from all locations.

The funds raised will allow for faster on-boarding of new users. Because rent will be received sooner from the new owners, this will partially offset profits paid to investors.

Additionally, Salons And Studios is looking to build an investor base as we begin to increase the rate of our expansion.

### **3 Offer**

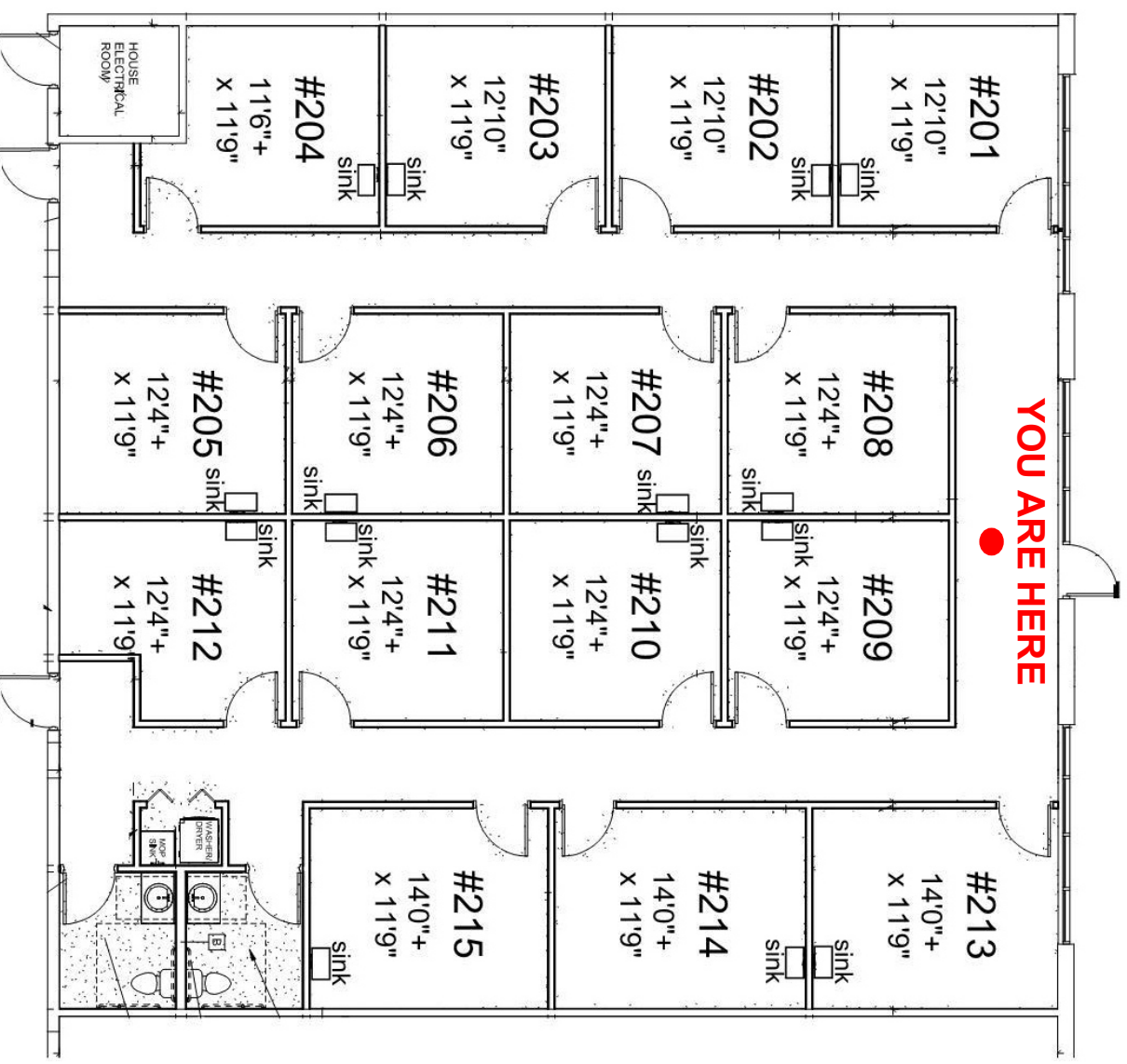
This section is to be summarized through Mainvest and their documents.

### **4 2022 Performance**

Because Coralville follows three other locations, the following income statements with floor plans will give an idea of size and profitability.

# SALONS & STUDIOS

2225 West 53rd Street, Davenport, Iowa



# Salons And Studios Davenport

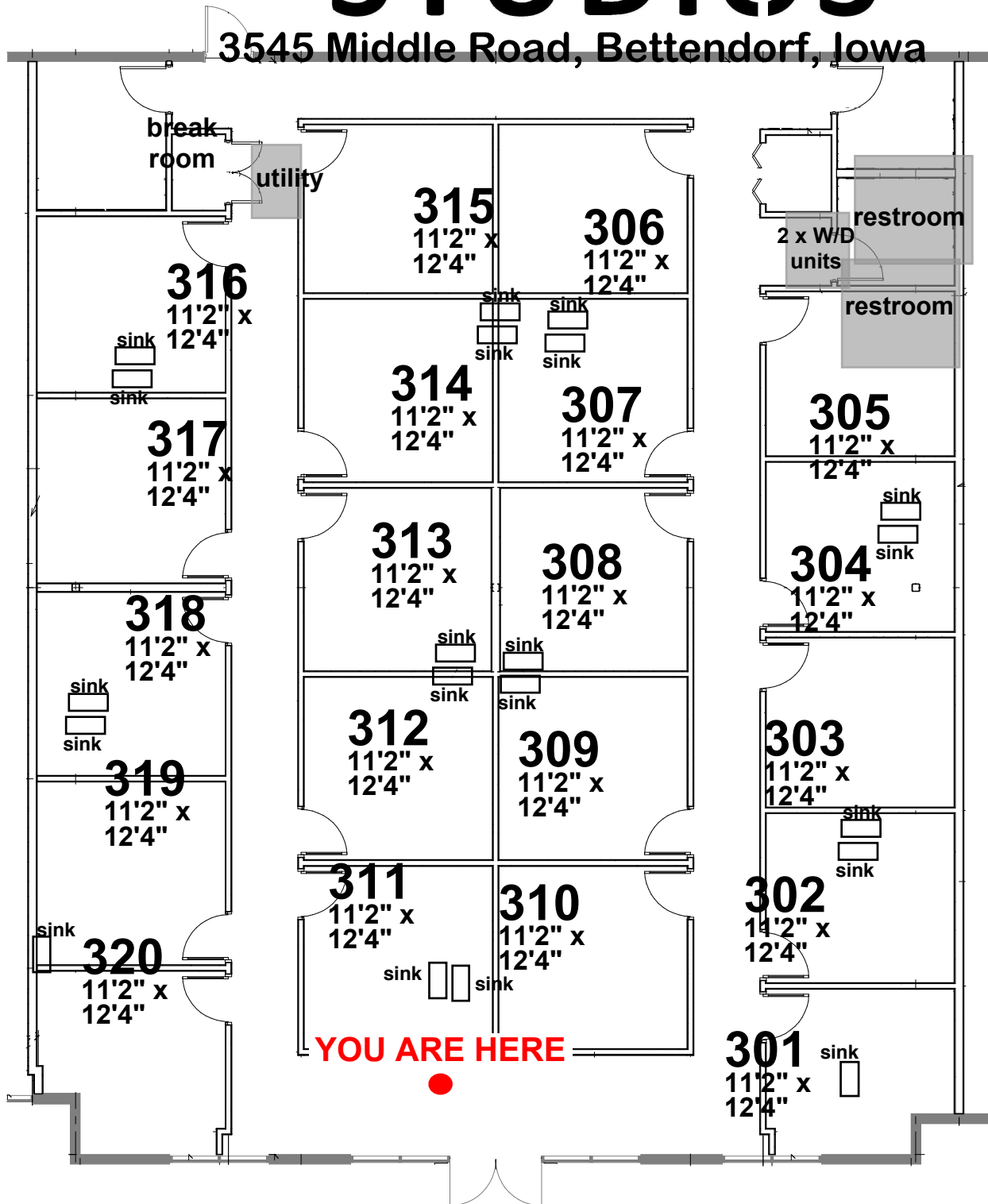
## Profit and Loss

January - December 2022

	TOTAL
Income	
1205 - Rental Income	90,585.00
<b>Total Income</b>	<b>\$90,585.00</b>
GROSS PROFIT	<b>\$90,585.00</b>
Expenses	
3200 - Utilities	0.00
3210 - Energy	2,320.55
3220 - Water	1,301.27
3230 - Sewer	106.00
3240 - Telephone	175.05
3250 - Internet	497.60
<b>Total 3200 - Utilities</b>	<b>4,400.47</b>
3700 - Office Supplies	0.00
3710 - Electronic Equipment	240.00
<b>Total 3700 - Office Supplies</b>	<b>240.00</b>
3900 - Other Expenses	12.84
3930 - Other Business Expense	412.90
6100 - Insurance	1,103.68
7300 - Building Lease Payment	51,908.00
7400 - Bank Fees	340.00
9200 - Other Business Expenses	1,326.82
9900 - Ask My Accountant	636.00
<b>Total Expenses</b>	<b>\$60,380.71</b>
NET OPERATING INCOME	<b>\$30,204.29</b>
Other Income	
1290 - Other Income	0.04
<b>Total Other Income</b>	<b>\$0.04</b>
NET OTHER INCOME	<b>\$0.04</b>
NET INCOME	<b>\$30,204.33</b>

# SALONS & STUDIOS

3545 Middle Road, Bettendorf, Iowa



# Salons And Studios Bettendorf

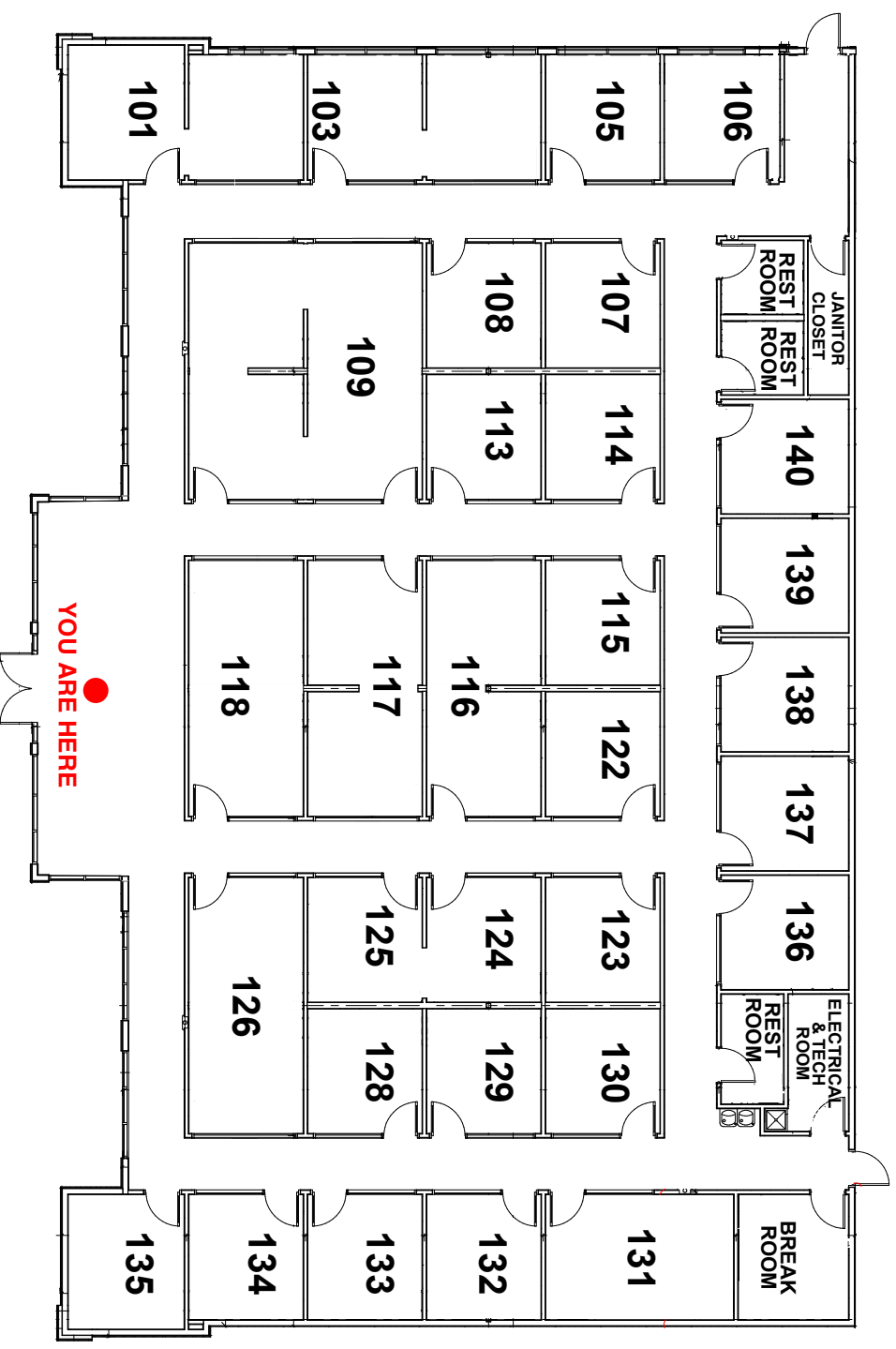
## Profit and Loss

January - December 2022

	TOTAL
Income	
1205 - Rental Income	130,953.00
<b>Total Income</b>	<b>\$130,953.00</b>
GROSS PROFIT	<b>\$130,953.00</b>
Expenses	
3105 - Repair & Maintenance	264.94
3110 - Tenant Common Area Maintenance	
3120 - Supplies	10,796.35
<b>Total 3110 - Tenant Common Area Maintenance</b>	<b>10,796.35</b>
3200 - Utilities	
3210 - Energy	8,849.85
3230 - Sewer	1,410.93
3240 - Telephone	140.05
3250 - Internet	1,622.44
<b>Total 3200 - Utilities</b>	<b>12,023.27</b>
3500 - Advertising & Marketing Expense	2,886.33
3600- Travel, Parking, Vehicle	
-3610 - Gas	397.52
3620 - Vehicle Repair	87.74
<b>Total 3600- Travel, Parking, Vehicle</b>	<b>485.26</b>
3700 - Office Supplies	200.00
3710 - Electronic Equipment	215.00
<b>Total 3700 - Office Supplies</b>	<b>415.00</b>
3930 - Other Business Expense	895.27
3950 - Uncategorized Expense	30.21
6100 - Insurance	865.47
7300 - Building Lease Payment	62,356.00
7400 - Bank Fees	28.75
8100 - Meals	31.65
9200 - Other Business Expenses	288.00
9900 - Ask My Accountant	400.00
<b>Total Expenses</b>	<b>\$91,766.50</b>
NET OPERATING INCOME	<b>\$39,186.50</b>
NET INCOME	<b>\$39,186.50</b>

# SALONS & STUDIOS

4610 Utica Ridge Road, Davenport, Iowa



# Salons & Studios Utica

## Profit and Loss January - December 2022

	TOTAL
Income	
1205 - Rental Income	192,282.16
1220 - Security Deposit Income	2,580.00
<b>Total Income</b>	<b>\$194,862.16</b>
GROSS PROFIT	<b>\$194,862.16</b>
Expenses	
3105 - Repair & Maintenance	3,420.39
3110 - Tenant Common Area Maintenance	176.58
3116 - Maintenance Services	2,204.33
<b>Total 3110 - Tenant Common Area Maintenance</b>	<b>2,380.91</b>
3200 - Utilities	578.39
3210 - Energy	6,306.61
3220 - Water	1,262.71
3240 - Telephone	370.00
3260 - Trash Removal	1,141.48
<b>Total 3200 - Utilities</b>	<b>9,659.19</b>
3500 - Advertising & Marketing Expense	2,083.73
3600- Travel, Parking, Vehicle	195.44
-3610 - Gas	2,333.32
3620 - Vehicle Repair	3,724.01
<b>Total 3600- Travel, Parking, Vehicle</b>	<b>6,252.77</b>
3700 - Office Supplies	632.05
3710 - Electronic Equipment	38.52
<b>Total 3700 - Office Supplies</b>	<b>670.57</b>
3750 - Shipping, Freight & Delivery	46.28
3900 - Other Expenses	26.00
3930 - Other Business Expense	7,718.48
3950 - Common Area Furnishings, Equipment	19,174.56
<b>Total 3930 - Other Business Expense</b>	<b>26,893.04</b>
5100 - Professional Fees	0.00
5110 - Legal	129.00
5120 - Accounting	2,470.00
<b>Total 5100 - Professional Fees</b>	<b>2,599.00</b>
6100 - Insurance	1,711.82
7100 - Taxes	22,622.25
7300 - Building Lease Payment	33,336.40
7400 - Bank Fees	9.50
8100 - Meals	1,173.28



# Salons & Studios Utica

## Profit and Loss

January - December 2022

	TOTAL
9900 - Ask My Accountant	-76,444.26
<b>Total Expenses</b>	<b>\$36,440.87</b>
NET OPERATING INCOME	<b>\$158,421.29</b>
NET INCOME	<b>\$158,421.29</b>

# SALONS & STUDIOS

2421 CORAL COURT, CORALVILLE, IA

