

Comparative Cost Breakdown of New Salon Design

Type of Expenditure (1)	Past Estimated Amount/ (Low- High Range)	Current Estimate Amount (Low-High Range)
Initial Franchise Fee	\$18,750 to \$25,000	\$15,000 to \$25,000
Security Deposit and Rent	\$4,000 to \$16,333	\$4,000 to \$14,000
Salon Build Out	\$81,300 to \$166,500	\$83,100 to \$136,800
Miscellaneous (recruiting, travel)	\$250 to \$3,100	\$250 to \$2,000
Professional Services and Insurance	\$1,000 to \$4,500	\$1,000 to \$4,000
Grand Opening Advertising (14)	\$10,000 to \$15,000	\$7,500 to \$10,000
Additional Funds (3 Months) (15)	\$5,000 to \$25,000	\$5,000 to \$15,000
Total Estimated Initial Investment (Note 16)	\$120,300 to \$255,433	\$115,850 to \$206,800