



M MONROE

SALON STUDIOS

BUSINESS BUILDER KIT

WELCOME TO MONROE

SALON STUDIOS

We've put together information to help set you up for success as a Monroe member and support you along this exciting journey of growing your business! Inside this welcome guide, you will find resources, details on upgrades designed to make your life a little easier, facility must-knows and much more. Please take time to review this information as we promise it will come in handy! Our mission is to support the growth of your business and promote a community of collaboration among all members.

MONROE FACILITY SUPPORT + MEMBER PERKS

BUSINESS ESSENTIALS + FIRST STEPS

BACKBAR STARTER KITS

CLIENT EXPERIENCE CHECKLIST

AMENITY UPGRADES

BRANDING + MARKETING SUPPORT

EDUCATIONAL SUPPORT

MENTORSHIP PROGRAMS



WELCOME TO
MONROE
SALON STUDIOS

Our mission is to empower Beauty and business professionals through expert support, community and beautiful spaces. Monroe provides an atmosphere that allows you to elevate your experience, expand your opportunity, and secure your future on your own terms.

To learn more visit www.monroesalonstudios.com. If you know of someone who is a solo practitioner, who you think would thrive in their own luxe studio, please share this with them. Spaces are limited and we want to reach Lethbridge's best and let them know of this incredible opportunity.

We are looking for the following:

Hairstylist
Esthetician
Permanent Makeup
Nails
Spa Treatments
Facials
Hair Removal
Laser Treatments
Dental
Waxing
Tanning
Acupuncture
Chiropractor
Fitness Trainer
Pilates
Therapist

Yoga
Nutrition Health
Coach
Lash Extensions
Massage
Make Up
Microdermabrasion
Tattoo Artist
Women's Health
Cranial Sacral Therapy
Meditation
Medi Spa
Injector
Dermatologist
Body Work
Photography



M MONROE

SALON STUDIOS

BUSINESS PERKS AND SUPPORT

MONROE MEMBERS FACILITY SUPPORT

COMPLIMENTARY MEMBER PERKS

At Monroe Salon Studios we ensure our members get the best possible value from their membership, you will get the following complimentary Monroe Perks:

- Free Member Parking
- Free Client Parking
- Luxe Lounge
- Members Lounge (for member use only)
- Free Wifi
- Utilities Included in Price of Rent
- Property Taxes Included in Price of Rent
- On Site Free Washer Dryer
- 24/7 Access
- 24/7 Video Security
- Chair or Aesthetic Bed Option
- Choice of Hair Sink or Hand Wash Sink
- 1st Sink Included
- Booking App & Customer Management
- Feature Profile on Website

INCLUSIVE MEMBER PERKS

As a Member of Monroe Salon Studios you will also have access to Inclusive Members Perks. We bring valuable resources to you so you can elevate your business experience.

- Expert Workshops
- Marketing Support and Services
- Accounting Support and Services
- Coaching
- Mentorship Program
- Member Cleaning & Towel Concierge Service



MONROE MEMBERS FACILITY SUPPORT

MARILYN MONEY

Periodically we will celebrate individual wins and reward Monroe Members with Monroe Money. Nominate/recommend your peers for giving referrals, creating community, motivating and cheer you on to be the best version of yourself. There are many reasons to nominate and foster the values and culture in Monroe.

Treat yo'self! Use earned Monroe Money at any member studio for services on yourself. The member performing the service will submit the utilized card to management and we will pick up the tab! Or get marketing upgrades to help further along your business exposure!

Use it to elevate your Client Experience! Hold on to your earned Monroe Money and treat top clients to complimentary services. Submit the utilized card to management and we will pick up the tab!

When you rock we let the world know! We want to reward our members who embrace our brand and culture and who showcase integrity by doing the right thing when nobody is watching!

You can randomly submit your nomination/recommendation to support@monroesalonstudios.com

Follow along on our Facebook Community page and you will see our Monroe Money posts with details on how to nominate your peers!

Go to our Member Portal for more details!

REFERRALS

As a thank you for sharing the love of Monroe Salon Studios, we want to give you a FREE week's rent with every successful referral.

*subject to studio approval and availability, one week free rent incentive is subject to the successful referral of a closed lease on available studios.



MONROE MEMBERS FACILITY SUPPORT

I'VE GOT QUESTIONS! WHO DO I CONTACT?

We understand you may have questions throughout your journey with Monroe Salon Studios. Below you will find our Preferred Partners for all things Maintenance in Monroe Salon Studios.

Maintenance and Repair of the Facility

Because we are a brand new building we expect there will be very few issues that arise with maintenance and repair within the first year. We do have builder warranty for the first year, once our building is two years old we will have building maintenance come perform regular maintenance checks.

In case of Emergency- Please call:

Tanya Kellington 403-330-7181

If it is not urgent but needs to be tended too soon, please go into the members portal and submit for maintenance. We want to keep this facility in top shape at all times, if you see or notice something, please submit asap.



GETTING STARTED! NOW YOU MUST...

INSURE YOUR BUSINESS

To protect yourself and your Guests from things beyond your control, we require all Members to carry Business Insurance.



OUR PREFERRED PARTNER

A-WIN INSURANCE
NICKY FUHRMANN
PHONE: (403) 394-1123
EMAIL: NICKY.F@AWININS.CA
550 WT HILL BLVD SOUTH LETHBRIDGE AB T1J 4Z8

BUSINESS LICENSING

Each Member of Monroe Salon Studios is required to purchase and renew a Business License while operating in our facility.



CITY OF
Lethbridge

OUR PREFERRED PARTNER

CITY OF LETHBRIDGE
PHONE: (403) 320-3074
WEBSITE: WWW.CITYOFLETHBRIDGE.CA/DOINGBUSINESS
910 4th AVENUE SOUTH LETHBRIDGE AB T1J 0P6

BUSINESS ACCOUNTING

We recommend you meet with an Accountant to better understand the financial obligations of being a Business Owner.



OUR PREFERRED PARTNER

SHAW & ASSOCIATES CHARTERED PROFESSIONAL ACCOUNTANTS
SHELLY SHAW CPA, CA
PHONE: (403) 388-2580
EMAIL: SHELLY@SHAWACCOUNTANTS.CA
#20, 1202 2nd AVENUE SOUTH LETHBRIDGE



BRANDING YOUR BUSINESS



OUR PREFERRED PARTNER

THE VIRAGO COLLECTIVE - SOCIAL MEDIA & BRANDING
ESMARILIN RAUDA
EMAIL: HELLO@THEVIRAGOCOLLECTIVE.CO



OUR PREFERRED PARTNER

ELIANA ATWOOD PHOTO & VIDEO
ELIANA ATWOOD
EMAIL: ELIANA.ATWOOD@GMAIL.COM
#1017 - 3440 FAIRWAY PLAZA RD SOUTH

ONBOARD CHECKLIST

- Access Members portal for all on boarding information
- Member's Portal located at bottom of website (request an account)
- Choose business name
- Fill in auto/withdrawal agreement/Monroe info sheet
- Kenegdo Gift Card agreement
- Choose studio and amenities/concierge services inside portal
- Sign policies/amenities upgrades/concierge services.
- Send all sheets to support@monroesalonstudios.com
- Set up possession date and time.
- Receive business builder kit- follow first steps
- Submit profile information for member directory
- To frost your studio windows- contact Karrie at 403-320-2787
- Set up directory slat- send to kelly@laneon.com
- Provide proof of business insurance-Preferred partner in portal
- Provide proof of business license- Preferred partner in portal
- Join Private Fb community in portal (turn notifications on)
- Welcome to Monroe video- about the facility
- Welcome to Monroe video- about the portal
- Set up booking app
- Monroe's address for set up- #3440 Fairway Plaza Road T1K 7T5
- Member's Lounge door code access 3440#
- Member Wifi password- monroemember3440
- Guest wifi password- monroeguest3440



BACKBAR // RETAIL PACKAGE STARTER KITS

SUMMIT

SUMMIT SALON SERVICES // PACKAGE OPTIONS

EMILY BORUCK

PHONE: (403) 200-9383

EMAIL: EBORUCK@SUMMITSALONS.CA

#105, 10905- 48 ST. S.E. CALGARY, AB T2C 1G8

BRONZE PACKAGE

PRICE: Shades EQ intro \$786.28 (reg \$1052.42) 25% savings

INCLUDES: Free look and learn classes with RedKen 10 mix and match RedKen
Retail Product 10%

SILVER PACKAGE

PRICE: Shades EQ intro \$786.28 (reg \$1052.42) 25% savings

INCLUDES: Lightener intro (3 lighteners get the 4th for free) 25%
savings Free look and learn education with RedKen C5A membership 15 mix and
match RedKen products @ 15% off

PLATINUM PACKAGE

PRICE: Shades EQ intro \$786.28 (\$1052.42) 25% savings

INCLUDES: Permanent line intro (prices will vary) Lightener intro (3
lighteners get the 4th for free) 25% C5A membership Free look and learn
education with Redken 25 mix and match RedKen products 20%

MODERN

BEAUTY SUPPLIES

MODERN BEAUTY SUPPLIES // PACKAGE OPTIONS

JENESSA

PHONE: (403) 400-4293

EMAIL: 1119@MODERNBEAUTY.COM

415 MANITOU ROAD S.E. CALGARY, AB T2G 4C2



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POINT OF SALE SYSTEMS



SQUARE POS AND TERMINAL

WWW.SQUAREUP.COM

POINT OF SALE PROCESSING FEES

2.65% on Tap, Dip or Swipe for Visa, Mastercard, AMEX and international credit cards

3.4% + 15 cents for every manual keyed in and card on file payment

10 cents for every interact insert and tap transaction

PAYMENT PROCESSING TERMINAL FEE

Starting at \$59



STRIPE POS AND TERMINAL

WWW.STRIPE.COM

POINT OF SALE PROCESSING FEES

2.7% + 5 cents processing fee on most credit cards

6 cents additional charge for processing international cards

15 cents for every interact insert and tap transaction

PAYMENT PROCESSING TERMINAL FEE

\$399 for the Verifone P400 reader



HELCIM POS AND TERMINAL

WWW.HELCIM.COM

POINT OF SALE PROCESSING FEES

1.77% + 5 cents processing fee on most credit cards

30% additional charge for processing international cards

2.47% + 55 cents for every manual keyed in and card on file payment

9 cents for every interact insert and tap transaction

\$20 per month service fee

PAYMENT PROCESSING TERMINAL FEE

\$299 for the Helcim Card Reader



CLIENT EXPERIENCE CHECKLIST

BIZ BASICS

Get Seen by being present on social media:

- ☐ Instagram and Facebook
- ☐ Utilize your Monroe Feature Profile
- ☐ Share your hours, policies and check-in and check-out procedures

*Instagram is a social platform that works well for the beauty industry, specifically Highlights. We suggest that you use this platform to inform and educate your clients and have provided some suggestions below

CLIENT/MEMBER RELATIONSHIP

Communication is key:

- ☐ Present yourself in a professional manner at all times and keep in mind your brand and the brand of Monroe Salon Studios
- ☐ How will you present yourself?
- ☐ How are you representing your brand and the brand of Monroe?
- ☐ How will you make your guests feel extra special when visiting your studio and the facility?

PRICE LIST

- ☐ Do you have a printed/online service price list?
- ☐ Is your service list subject to change? Do you have current pricing? Do you have a loyalty program? *A loyalty program will assist you in the growth of your business.
- ☐ How will you share your price list? *Instagram Highlights is a great place to share all the details about your business including your pricing.

CLIENT EXPERIENCE CHECKLIST

HOW TO'S

Here are some questions to help get you started:

- ☐ How will you make your guests feel welcome the minute they walk in the door?
- ☐ How will you improve your clients experience when something doesn't go as planned?
- ☐ How will you grow your client list?
- ☐ How are you going to check-out your client?

POLICIES

- ☐ Do you have policies in place? We suggest you create a:
 - Return Product Policy
 - Cancellation Policy
 - Late Arrival or No Show Policy
 - Client Satisfaction Policy
 - Service Deposit Policy
 - Gift Certificate Policy

Gift Cards are a vital part to business that bring cash flow instantly.

CHECK-IN

- ☐ What is your check-in procedure when your client arrives to the facility?

Options could include you meet them in the lobby, you have text notification, you provide details about your studio location within the facility. Make sure to display this information in your booking app and/or reminder text so your clients know what to do.

HOW TO BOOK

A Booking App is provided to all Members. A step-by-step guide on using the app is available in your Monroe Member-Only Portal

AMENITY UPGRADE OPTIONS

Cleaning Service

Price/Week

Single - No Hair

Floors & Garbage's.....	\$15.00
Dusting & Floors & Garbage's.....	\$20.00
Dusting & Retail Dusting & Floors & Garbage's.....	

Single - Hair

Floors & Garbage's.....	\$15.00
Dusting & Floors & Garbage's.....	\$25.00
Dusting & Retail Dusting & Floors & Garbage's.....	\$35.00

Double - No Hair

Floors & Garbage's.....	\$15.00
Dusting & Floors & Garbage's.....	\$25.00
Dusting & Retail Dusting & Floors & Garbage's.....	\$35.00

Double - Hair

Floors & Garbage's	\$15.00
Dusting & Floors & Garbage's.....	\$30.00
Dusting & Retail Dusting & Floors & Garbage's.....	\$40.00

Deep Clean

1 Month or 3 Month.....	\$5.00
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Floors

Swept, Mopped, and
baseboards dusted.

Dusting

Shelves, window sills,
stations will be dusted.

Garbage's

All garbages will be
removed and
replaced with a fresh
bag.

Retail Dusting

Retail will be taken down
carefully, shelves and retail will
be dusted and put back .

Deep Clean

All windows will be
cleaned to the top, grill
covers will be vacuumed.

SUCCESS BRANDING + MARKETING


At Monroe, we want nothing more than to support your success in building a profitable business and we understand the importance of strong branding and ongoing marketing. Every Monroe member has a complimentary feature profile on the Monroe website and below we have designed packages that support the promotion of you and your services.

HOW TO SIGN-UP?

Manage upgrading your profile and any updates to your existing profile via the Member's Portal

Complimentary GOLD Feature Profile

FIRST LAST, GOLD
HAIR SALON, SALON #0000



Rowan is a Master Stylist with 14 years of experience. She has worked with brands like Aveda, J Beverly Hills, Wella, Redken, Brazilian Blowout and many others to expand her color knowledge and technique so she can provide the most cutting edge services to her guests.

ACCEPTING NEW CLIENTS

BOOK APPOINTMENT

✉ ☎

SERVICES & CERTIFICATIONS

EXTENSIONS & HAIR
REPLACEMENTS

BLONDES



DIMENSION

Instagram, WordPress, Facebook, Twitter icons

Upgraded PLATINUM Profile

Showcase your branding, list of services and certifications, show off your work, link to your social icons, and expand your bio.

FIRST LAST, PLATINUM
HAIR SALON, SALON #0000




Rowan is a Master Stylist with 14 years of experience. She has worked with brands like Aveda, J Beverly Hills, Wella, Redken, Brazilian Blowout and many others to expand her color knowledge and technique so she can provide the most cutting edge services to her guests.

ACCEPTING NEW CLIENTS

BOOK APPOINTMENT

✉ ☎

SERVICES & CERTIFICATIONS



EXTENSIONS & HAIR
REPLACEMENTS

BLONDES

DIMENSION

Instagram, WordPress, Facebook, Twitter icons

SUCCESS BRANDING + MARKETING

We understand the importance of a brand and want to help set you up for success. We have created these optional marketing packages to help you grow and succeed in business.

PLATINUM MARKETING PACKAGE

Save 27% on platinum bundle

3 social posts // \$105 + \$29 upgrade profile + \$79 lobby promo screen = \$215

Valued at \$215 // per month

You pay \$159 // per month or \$39.00 // weekly

GOLD MARKETING PACKAGE

Save 20% on the Gold bundle

3 social posts // \$105 + \$79 lobby promo screen = \$184

Valued at \$184 // per month

You pay \$147 // per month or \$36.00 // weekly

SILVER MARKETING PACKAGE

Save 15% on Silver bundle

3 social posts // \$105

Valued at \$105 // per month

You pay \$89 // per month or \$22 // weekly

ALA CARTE OPTIONS

Upgrade feature profile \$29 // per month

Lobby promo screen \$79 // for 8,000 views per month or \$19.75 views weekly * that's only 39 cents per view

HOW TO SIGN-UP?

Visit the Monroe Members-Only Portal to customize your profile and select/sign up for your marketing package.

EDUCATIONAL RESOURCES

In your members portal you will have full access to webinars, tools and templates to help you catapult your success!

EDUCATIONAL RESOURCES

Webinars

Join in as we explore things like how to create a brand, how to market your business, how to generate more revenue, how to set up your finances for success and so much more!

Templates

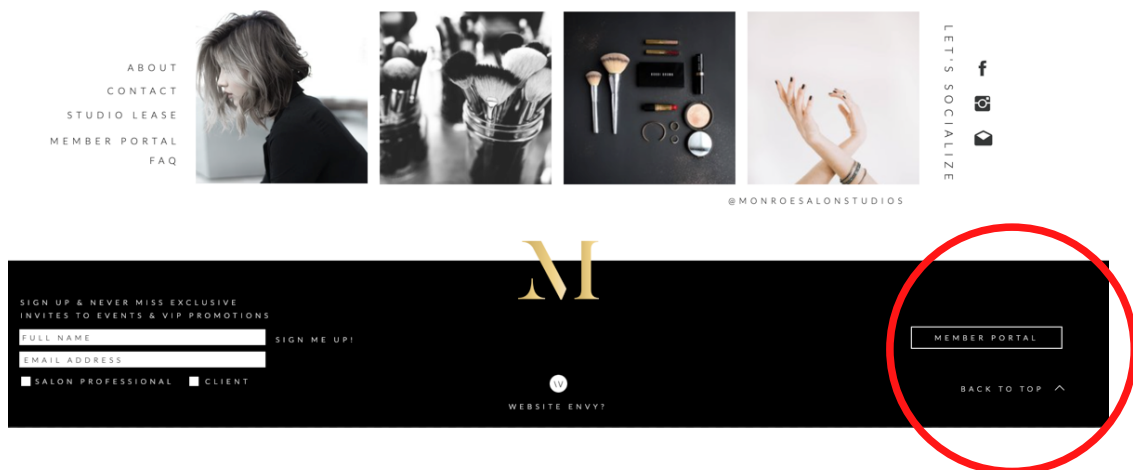
With options to create an easy work flow, systemize your business and ensure that your Guests have the best possible experience when visiting Monroe Salon Studios!

Support

Our culture at Monroe Salon Studios is to support the growth and development of not only our business, but one another. Join as we grow a culture around our Community!

HOW TO ACCESS MEMBERS-ONLY RESOURCES? IN THE FOOTER OF MONROESALONSTUDIOS.COM WEBSITE CLICK ON THE BUTTON MEMBER PORTAL

To create an account click "Request an Account", and fill out your information. A Monroe Representative will activate your account and you will receive a confirmation email, please check your spam for this email as it comes from Bravenet.



MENTORSHIP PROGRAM

ABOUT TANYA KELLINGTON CEO + OWNER OF MONROE SALON STUDIOS



TANYA KELLINGTON,
CEO OF MONROE SALON STUDIOS

The mission of Monroe is to give salon professionals the opportunity to see the beauty of what they love, become the reality of what they do.

At Monroe, we aim to provide an atmosphere that allows you to step away from the norm, in a space where you have the freedom to elevate your experience, expand your opportunity, and secure your future, on your own terms.

My personal dream is to elevate our industry and show you the possibilities of what can be when you take that next step.

A handwritten signature in black ink, appearing to be 'x Tk'.

WAYS TO WORK WITH TANYA

Complimentary Success Session // 1 Hour

This session is designed to welcome you to Monroe and help with any questions you might have about becoming a successful Monroe member. Session must be booked and completed within the 1st 30 days of move-in.

Private 1-on-1 Business Coaching // Member Preferred Pricing
Monthly support Offered in 3, 6 or 12 month options
Please inquire about Member Preferred Pricing

Dedicated time designed to support your specific business challenges, needs and questions. Systems, Inventory, Providing an Elevated Client Experience, Pricing Strategies and more. Learn from my decades of successful business best practices and together we will custom tailor them for your personal growth!

HOW TO SIGN-UP?

To book for your Complimentary Success Session and/or learn more and reserve private coaching, visit the Monroe Members-Only Portal.

