

#1 MEN'S GROOMING US FRANCHISE!



Hammer & Nails Grooming For Guys offers high-end grooming experiences in a relaxed and masculine atmosphere designed specifically for men.



MEN'S GROOMING IS BOOMING!

High spending capacity and growing demand for self-care among the male population is anticipated to create market growth opportunities.*

Market size value in 2024*	USD 50.35 billion
Revenue forecast in 2030*	USD 81.05 billion
Growth rate*	CAGR of 8.3% from 2024 to 2030

AMERICAN MEN ARE PRIMED AND READY

- Increasingly open to experimenting with personal care products and services.
- Opting for unique and high-quality grooming routines and are willing to pay a higher price for products and services.

COMPELLING MARKET OPPORTUNITY

- Market share concentration for the men's grooming industry in the US is low, which means the top four companies generate less than 40% of industry revenue.**
- Since men's grooming shops cater to a localized customer base, there is little concentration across the broader marketplace.**

GROOMED FOR GREATNESS

Our Qualifications:

- 140+ licenses sold, and growing fast!
- 65.5% multi-unit owners
- No corporately owned shops

Your Qualifications:

- \$750K net worth
- \$250K liquid capital
- \$650K – \$918K total investment range

Satisfied Franchisees:

"By the time we opened our doors, we were at 300 Members."
Subadra and Madhavi, Windermere, FL

"Hammer & Nails offers a membership model (recurring revenue) and a high customer lifetime value (30+ years)." - *Don, Westport, CT*



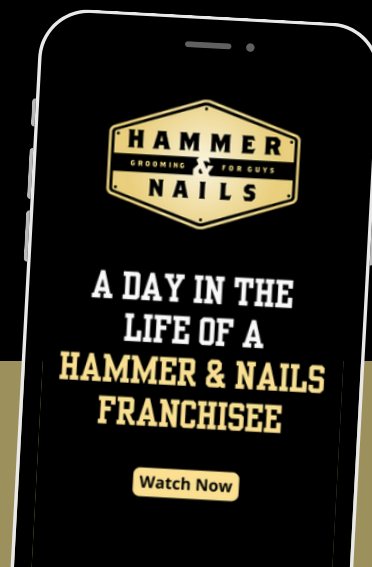
LET'S BUILD SOMETHING LEGENDARY!



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Sources: *Grandview Research, U.S. Men's Grooming Products Market | Industry Report, 2030
**IBIS World, Barber Shops in the US - Market Size, Industry Analysis, Trends and Forecasts (2024-2029)