

Franchise Recruitment in a Time of Uncertainty

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KEN MCALLISTER,
PRESIDENT AND FOUNDER,
SUITE MANAGEMENT
FRANCHISING

Founded: 2012

Number of units: 150+

Location of units: U.S. and
Canada

“With 150-plus locations nationwide, we had many of our stores be mandated by the government to temporarily close. However, we haven’t laid off or furloughed anyone, and it’s our intention to open back up 100 percent of MY SALON Suite and Salon Plaza locations. We truly are all in this together, addressing every obstacle as a team and working to keep the entire system well-informed during these unpredictable times. Our work now is setting us up for a full recovery down the line.

“We’re looking at the silver lining. The health and beauty industry has always proven to be resilient and we’re expecting to see a surge when everything returns back to normal – there’s going to be a lot of pent-up demand for our members’ services because no one is able to get a cut or color right now. Plus, when lock-downs are lifted, the public will continue to stay health-conscious and potentially shift where they bring their business. We’re confident they’ll feel safer in our one-to-one setting, rather than in traditional salons.

“Supporting our franchise partners, members, and their clients is our number one priority. We’re making sure 100 percent of our franchise locations reopen, so we’re continuing to maintain communication and strengthen our relationships. Since we were on track to have our best year yet, we definitely anticipate growth after the recovery phase. We’re looking toward the future and continuing to nurture the relationships we’ve made with leads.”