



MISTER BROWN'S

BARBER + SHOP + SOCIAL



captured by

2020 INVESTOR OPPORTUNITIES



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01 INDUSTRY OVERVIEW

INDUSTRY OVERVIEW

The barbershop and salon industry has been on a steady upward revenue trend since 2013.

Barbershops and salons by the numbers:

- \$100 million increases in industry revenue year over year for the past 3 years
- In 2016, the industry generated \$798 million in revenue
- Projections for men's grooming industry size in 2020 exceed \$26 billion
- The National Labor Relations Board recently calculated that American men & women spend between \$25B and \$45B per year on haircuts alone. To put that in perspective, the US haircutting industry is bigger than the economy of Iceland.



02 THE MISTER BROWNS EXPERIENCE

ABOUT MISTER BROWNS

IT'S NOT JUST A HAIRCUT,
IT'S AN EXPERIENCE.

Mister Brown's Barber Shop is a one-of-a-kind, luxury brand. From hot shaves to clean fades Mister Brown's takes you back in time as you sink deeper into the vintage chair that, owner, Lee Brown specifically acquired.

At Mister Brown's Barbershop, we have created a grooming experience that is unrivaled in the San Diego market. Our attention to detail, whether it be in our hot towel, foam lather shaves or the comfortable luxury design of our shop, we aim to provide exceptional customer service to our clients.





OUR FOUNDERS

Driven through the distinctive personalities of Lee and Laura Brown, we've built a refined local brand that is poised to take advantage of the growth in the men's grooming industry.

Lee Brown cut his teeth in the world of high fashion and design in New York while working for titans in the industry: Giorgio Armani and Ian Schrager.

Mister Brown's stays on top of men's fashion trends, along with the latest in hair and skincare.

OUR BARBERS



REFINED. PROFESSIONAL.

Lee and Laura have hand-picked the best barbers in town, all experts in their craft.

There are no slackers in this joint when it comes to haircare, beards and high fashion.

- SOPHISTICATED
- AUTHENTIC
- DIVERSE
- WELCOMING

BY THE NUMBERS

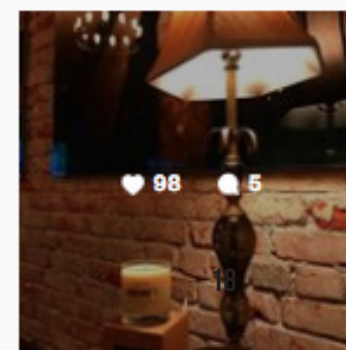
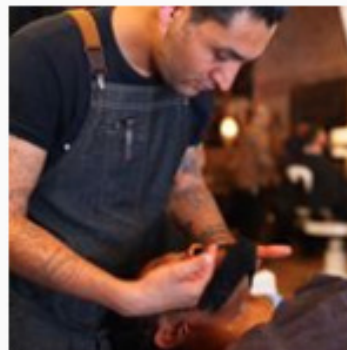
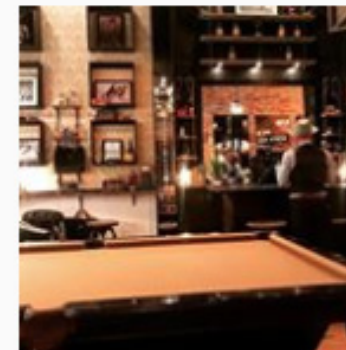
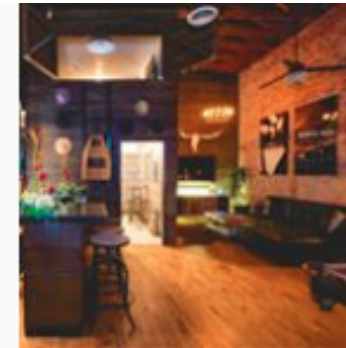
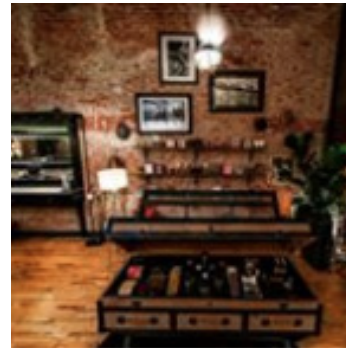
The in-store numbers tell an even better story. We've been able to leverage our brand, in-store customer experience, and distinctive style to generate increased growth year over year:

- \$100,000 in sales per chair per year
- 20,000+ services provided per year (1,600+ services per month)
- 13,000+ haircut per year
- 4,000+ beard trims and shaves
- \$40,000 in branded product sales



OUR LOOK

We carefully craft our content to be a healthy mix of barbers, precision cuts, shop highlights, and detailed product shots. Our marketing strategy is multi-channel, including email, blogging, in-store events, Facebook, Instagram, Google search and website retargeting.



WHAT OUR CUSTOMERS ARE SAYING



1. Mister Brown's Barber Shop

★★★★☆ 483

\$\$ · Barbers

"Mister Brown's is that unique type of place that makes you consider flying back to San Diego just for the haircut experience. Completely impressed with the quality and professionalism of..." [more](#)

(619) 501-8407
3064 University Ave
North Park



Shinichi E.
San Diego, CA
42 friends
9 reviews
9 photos

★★★★☆ 5/20/2019
3 photos

I'm new to this place but left very impressed and satisfied. I came here a few weeks ago. Dan did a great job on my hair, excellent barbering overall. Lee Brown, the owner, was very nice and welcoming and made sure I was taken care of. I made a return appointment, which will be very soon. I'm looking forward to the next visit.

The haircut was awesome. I think I will have to experience the beard trim sometime soon.



Catherine N.
Huntington Beach, CA
10 friends
23 reviews
50 photos

★★★★☆ 11/2/2019
1 photo

I had such a great experience here! I figured a barbershop would give a better undercut than a salon and I'm glad I came :) Hannah went over and above my expectations and delivered exactly what I wanted. She made sure I liked everything and that I was happy throughout the process. I am definitely returning! If you're looking to get an undercut and a bit hesitant on where to go, I would 10/10 recommend this place. Great atmosphere and good vibes all around as well!

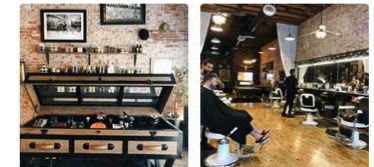


Marissa D.
San Diego, CA
1 friend
18 reviews
47 photos

★★★★☆ 4/23/2019
2 photos

HOLY CRAP! This place is amazing!! My boyfriend has gotten the WORST haircuts over the years by barbers that could care less and barely listen to his needs. We found this on yelp and decided to try it out and we are so glad we did because we are never going anywhere else!

We got RICHIE for his haircut and his attention to detail was so incredibly precise and perfect we couldn't even believe the end result. The place is so beautifully decorated and spacious and as soon as we checked in they offered us water, drinks, etc. Definitely head here if you want a good haircut they can do so many different styles and they do beards too!!





03

MISTER BROWN'S BRANDED PRODUCT LINE

MISTER BROWN'S BRANDED PRODUCTS

In 2015 we launched Mister Brown's branded products to take advantage of additional opportunities for growing sales in men's grooming supplies.

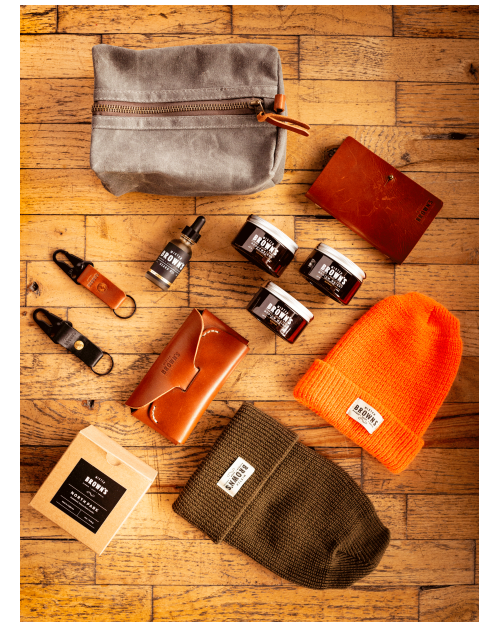
The products are comprised of 3 lines:

- beard oils
- pomades
- accessories

In-Store & Online Product Sales:

- \$40,000 in revenue from in-store product sales
- Projected to generate a revenue lift of 4.5% and 7% on all transactions

With the introduction of our own product line, we can achieve higher mark-ups on those products, increasing revenue from product sales for our partners.





04

INVESTMENT OPPORTUNITIES

INVESTMENT OPPORTUNITIES

We are seeking a business partner to grow the Mister Brown's brand by establishing new shops in and around the greater San Diego area. Our vision is to create an entity to share ownership in the new ventures with our partners. The amount of investment and equity is open to negotiation.

Based on Mister Brown's current business model, each chair can generate approximately \$100,000 per year at our current hours of operation.

Furthermore, the shop generates revenue from each and every service that is provided in the shop without the revenue cap imposed by a rental business model.

In addition to the provision of services, our shops also sell retail merchandise with a generous mark-up.



SUMMARY

Investing in Mister Brown's Barbershop and Mister Brown's product line is an opportunity to join a team that has created a premium barbershop with an atmosphere unrivaled in Southern California.

The company continues to grow year over year, with barbers, brokers and landlords lining up to get their cut. Join us today to grow with Mister Brown's and secure your piece in this \$26 billion dollar industry.