

Sun Tan City

Super Salon System!

By John P. Ribner



Rick Kueber, Sun Tan City Founder and CEO



Are you a hardworking tanning salon owner who'd like to take your business to the next level? Becoming a Sun Tan City franchisee may be the answer.

Founded in 1999 by brothers Rick and David Kueber, Sun Tan City is the nation's fastest-growing chain of privately-owned tanning salons. Based in Louisville, KY, the company has 280+ company - and franchise - owned locations in 21 states, and has been recognized as one of the 5,000 fastest-growing companies in America by *Inc.* magazine. What does all this mean to a salon owner such as you? All of this and more can be available to help you become as successful as you possibly can be!

What makes a company great? Is

it profits, systems and/or marketing? While all these things are important, Sun Tan City's leaders say it's the people behind them that really make the difference. "We have assembled an amazing team of specialists within our various disciplines," said Rick Kueber, Sun Tan City Founder and CEO. "Each of them has an innate understanding of multi-unit operations, and together they represent about 530 years of combined experience. Needless to say, we make our team's vast collection of knowledge available to every member of the Sun Tan City franchise system."

While Sun Tan City's infrastructure is the result of 15 years of research, development and fine-tuning, the company believes your business will immediately realize the benefits. "We could list a myriad of infrastructure advantages we have to offer, but one of the biggest ones in terms of salon owner importance is our three full-time data analysts," Kueber said. "Each one of them is constantly searching for the best return-on-investment on capital, promotions and special offers, and they share this information with everyone in the franchise system. Their efforts played a big role in helping Sun Tan City franchises bring in an average of \$655,262 in revenue in 2013 for the 14 salons open and operating for at least two years for whom we perform accounting services.* We would like to help every franchisee to become this successful, if not more so."

With 280+ salons in 21 states, it's easy to see that Sun Tan City's procurement department is able to leverage effective buying power. Best of all, the system is rather franchise-friendly. Salon owners across the country are becoming Sun Tan City franchisees and enjoying all of the benefits that this finely-tuned business model has to offer.

"After operating my salon chain for over 30 years, I decided to become a Sun Tan City franchisee and I feel extremely fortunate to be part of such a strong salon system. My goal was to expand beyond the five stores I had already built and Sun Tan City's management and operations expertise was a huge help in achieving that. Under the company's expert guidance, we opened our sixth location in only six weeks, whereas it would've taken twice as long on my own."

**Rocco Viele, Sun Tan City
Rochester, NY**

From its talented staff, infrastructure and buying power to its comprehensive training program, brand recognition and so much more, Sun Tan City offers a super salon system that's truly second to none. If you're interested in the success that comes with being part of the fastest-growing chain of privately-owned tanning salons, call 855.727.2684, or visit suntancity.com. ■

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