



WHY WAXXPOT?



“Investing in a Waxxpot franchise means that you’re going into business with me personally.”

—DANIEL SADD

FEEL-GOOD BUSINESS

WAXXPOT is a fun business that’s all about making people feel good about themselves.

STRONG LEADERSHIP

The Waxxpot leadership team has a combined 80+ years of experience spanning multiple brands and industries.

RECURRING REVENUE

Customers keep coming back for regular services.

HIGH TICKET PRICE PER MINUTE

The average ticket is \$44 for a 15-minute service.

EMPLOYEE AND CUSTOMER RETENTION

Waxxpot’s licensed estheticians and cosmetologists receive ongoing training which makes them excellent at what they do and keeps customers coming back.

TWO TYPES OF OWNERS

Waxxpot is awarding franchises to both single and multi-unit investors.

INNOVATIVE AND INCLUSIVE

Waxxpot serves both men and women with a growing array of innovative services.

Learn more at www.waxxpot.com, or visit www.FranchiseConsultantMag.com, Company Code 17704.

SMOOTH OPERATOR

Waxxpot’s innovative business model brings wellness franchising to a whole new level



Waxxpot’s “Fairy Waxxmother” and CEO Daniel Sadd have fun at the Waxxpot Austin (Seaholm), Texas grand opening event.

Waxxpot CEO and founder Daniel Sadd is pulling out all the stops to make his emerging brand the leading waxing franchise in the industry. He’s even enlisted the help of a “Fairy Waxxmother” (left) to help promote the cause. “We plan to be the best,” he says about Waxxpot.

Sadd says that he is laser focused on the details that differentiate the boutique beauty offering from the competition, which stems from exceptional

support and training from a strong senior leadership team. “We are right along side our franchisees, boots on the ground,” he says. “Investing in Waxxpot means that you’re going into business with me personally,” he says. With a “never enough” mentality, Sadd and his team are committed to constant improvement.

Sadd describes Waxxpot as a dynamic, innovative company, and he should know. As the creator of Salon Lofts, Sadd launched and has grown the suite rental business

to more than 163 locations.

Although his background is a natural fit for Waxxpot, Sadd never planned to start up a franchise operation or even enter the waxing business, but he couldn’t resist when he first heard about the Waxxpot store and found out it was for sale. “I could see the possibilities right away. It was too good of an opportunity to pass up,” he says. From recurring revenue, to the huge market, to the fast popular services, Sadd recognized a winning formula and acquired the business in Columbus, OH in 2016.

Although his initial intention was limited to owning and operating the original shop, Sadd quickly realized that the Waxxpot business model could easily be replicated and he opened several more locations in the Ohio area. The proven formula was a natural fit for franchising and Sadd starting offering agreements at

the end of 2020. Despite the pandemic, Sadd reached his goal of awarding 11 locations within the first six months of franchising.

A MOVEMENT TO SELF CARE

Taking care of your body and mind is no longer considered selfish or indulgent. It is considered an investment in well being, and Waxxpot’s customers are happy to make that investment.

With an average ticket of \$44 for a 15-minute service, Waxxpot offers a very high revenue per minute. This formula is a win-win for customers and franchisees alike. The lucrative business model also makes it easy to retain quality employees, since they can make great salaries and tips. “We are very sincere about our offering. We are committed to making our franchisees and their employees successful,” Sadd says.

—Jill Abrahamsen