



# TOP AVENUE SALON







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Editor's Note  
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# WELCOME

Top Avenue is a salon that was created to help stylists take charge of their businesses, elevate industry standards and create sustainable careers. The company implements modern business strategies which build confidence in both inside and out of the stylist business. This is an outline for implementing these policies day-to-day; however it will continue evolving as we do.



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Stevie has been in the beauty industry since 2012 working as an apprentice at a salon and graduated high school with her cosmetology license in 2014. Through out the years she learned so much about what she wanted out of a salon and how to grow her business behind the chair. She opened Top Avenue Salon in 2019 and devoted her time in building professional wealthy stylist.

*"Victoria needs a modern salon that can provide quality professional stylists, So lets create it"*

*-Stevie Nyree*



# OUR STORY

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## & SALON HISTORY

Top Avenue Salon is a modern luxury salon located in Victoria, Tx in Jasons Plaza.

Top Avenue was established in 2019 With 2 stylist in an 800-square foot space. By 2021 we were at full capacity with 6 successful stylist. Beginning of 2022 we relocated to a bigger space and continue to evolve with the industry. We pride ourselves on our professionalism & cleanliness. Since our business is built around providing outstanding customer service, we always prioritize the needs of our guests. That being said, we also want to make sure our stylists are taken care of so they can continue to provide exceptional service and build an excellent career. While most salons around offer a space you come and go as you please, we have learned beauty pros are seeking much more. On top of our amenities we offer mentoring, quarterly and yearly goal setting workshops and all things business building with our Top Avenue Program.



# THE SALON



## DESIGNER'S IDEA

The spaces that simply "feels good." Beautiful, well-scaled, clean, and comfortable.

We work to translate our clients' taste preference. Clean, edited, elevated: from custom floor pattern and mirrors down to the smallest details.



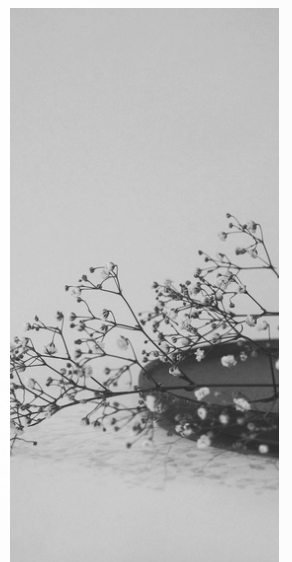


# OUR PROMISE

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Our mission is to upgrade the community of Victoria and the view on professional hairstylist through our education, professionalism and clean bright atmosphere so that we're able to have a healthy wealthy career while we instill assurance in each client.

Top Avenue Salon exist to provide high quality services so that we have the best known profitable, professional stylist in the area.



# OUR VALUES



## 01 GUEST EXPERIENCE

Our guest are our top priority. It's not just about the services but the overall experience from the moment they request an appointment until they return again. We listen and understand our guest needs so that we develop loyalty and lasting relationships. We believe in quality over quantity.

## 02 SELF ACCOUNTABILITY

Taking action and accountability for things in the salon. Cleaning up, showing up and having time management is doing our part as team members. Through accountability we can become the best we can be for our guest and ourselves.

## 03 TRUST & UNITY

Teamwork makes the dream work! Dependability is the quality of being trustworthy and reliable. We work and operate as individuals but still focus on succeeding as a team. Everyone is respected and has a shared vision of the salon.

## 04 FOCUS AND GROWTH

We are dedicated to providing our clients with the best and work to improve our skills so we can offer the latest and greatest techniques. Collaborating with each other to accomplish goals is encouraged.





# BOOTH RENTAL RATE

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2022

All Artist have the following weekly rent options. 60 day to  
1 year rental agreement.

**3 DAYS (SHARED CHAIR) -\$90**

**5 DAYS (NO SHARING) -\$150**

# RENTAL PERKS



Here are some items included in your rental fee that adds massive value and makes your job easier

RENTAL PERKS



- Key and code to access and operate during salon hours Monday-Saturday
- The team maintains common areas, takes care of towels, greets guest and maintains a spotless salon.
- Luxury space, with station drawers for storage and color cabinet.
- Snacks and drinks are provided for all guests.
- Professional Kevin Murphy products for retail with provided education.
- Fully stocked back bar





# THE PERK

- Access to Top Avenue program. It's not about just doing hair anymore it's about having a structural business plan.
- Monthly one-on-one coaching and mentoring sessions available upon request and optional if needing support within your business



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- Full page with bio, links too booking and socials on our website.
  - Capes and towels are provided to perform services.
  - Break room with microwave, refrigerator, washer and dryer.
  - Opportunity for educators to use the space for education collaborate with the salon on events
  - We have a 60 day lease agreement to start then to a 1 year lease agreement.

ALL THIS AND MORE ARE INCLUDED IN YOUR BOOTH RENT RATE AT TOP AVENUE SALON!



# WHAT MAKES TOP AVENUE DIFFERENT FROM THE REST?

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## Supportive Environment

Top Avenue Salon is the perfect place for you to pursue your beauty career. We offer a supportive environment where we focus on creating and inspiring. A space that supports all of our artists so they can show up, be creative and spend more time building their dreams with like-minded individuals. Our amenities include towels, capes, back bar as well as retail items in stock which allows our guests to have more of that elevated experience.







## GUEST EXPERIENCE

We take pride in our salon and want to offer guests a service experience that they will be proud of as well. For us, this means providing clean cut space for people who come into the doors. An aesthetics where everything has its place and no clutter, relaxed atmosphere with beauty professionals ready and making sure everyone involved feels valued from start

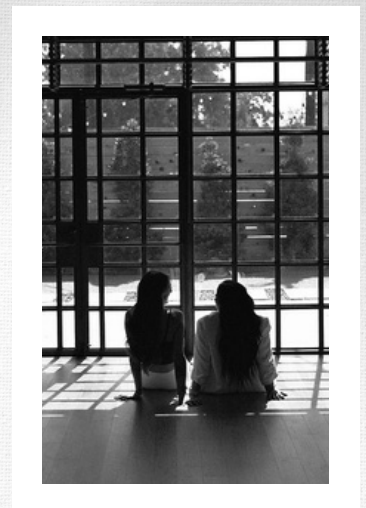
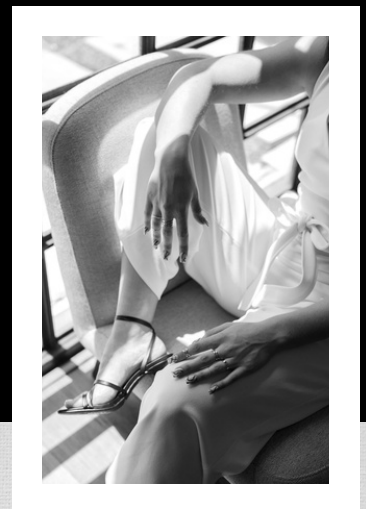
## INCLUSIVITY AND DIVERSITY

We work hard to create an environment that welcomes all people, regardless if they have different backgrounds or beliefs from you! We encourage our artist to have gender neutral pricing.



# OUR VIBE & CULTURE

Top Avenue is a place where you can be yourself and enjoy your time with your guest. We have an inviting vibe and relaxed culture which allows our artists to fully express their creativity, while at the same time building a wonderful salon experience!





# GROWTH & SUPPORT

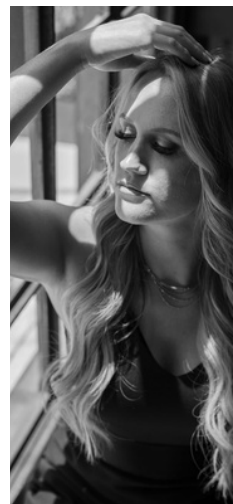
We are committed to your success. We will help you to achieve your career goals, and we're always here for any challenges that come up along the way! With our mentoring program you will have the resources to have a successful career.

# AESTHETIC

Top Avenue is a minimal, modern and clean salon with an inviting vibe that makes you feel at ease. With our signature salon scent the salon is always smelling luxury and great!







## REPUTATION & MARKETING

We take pride in our reputation and embrace social media to the fullest. Our Instagram page is active, with our stylists being reposted and promoted on all of our channels! All stylist are also added directly onto your professional website so your clients can get direct online booking as well. Online booking is a requirement for our artist.

We really believe that having such a positive online presence will only help you grow in your business.



# THE TEAM

The freedom and flexibility of working for yourself is one thing, but what really sets this salon apart are our team aspects. Being part of an amazing team isn't just something that happens in other places you get to have your cake and eat it too at Top Avenue!

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# LEADERSHIP

With ten years of experience in the industry and extensive education in the business side of the industry, Stevie is an expert who can offer you guidance and mentoring on your journey in your business. She's there to help if needed and she understands the challenges we face in the day to day as well!







## SAFETY

We take pride in the safety and security of our guests and professionals. No detail has been overlooked when it comes down to ensuring all guests and beauty pros feel safe and enjoy their space. With security system and cameras in place.

## APPRECIATION & GRATITUDE

We are truly grateful every day for our artists who believe in our brand enough to work within our walls. Every day, our team works hard on creating an environment focused not only in beauty but also the atmosphere and that's what makes this salon stand out from others. We will always be appreciative and grateful for our artists!

# LEASE AGREEMENT

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## & CULTURE CONTRACT

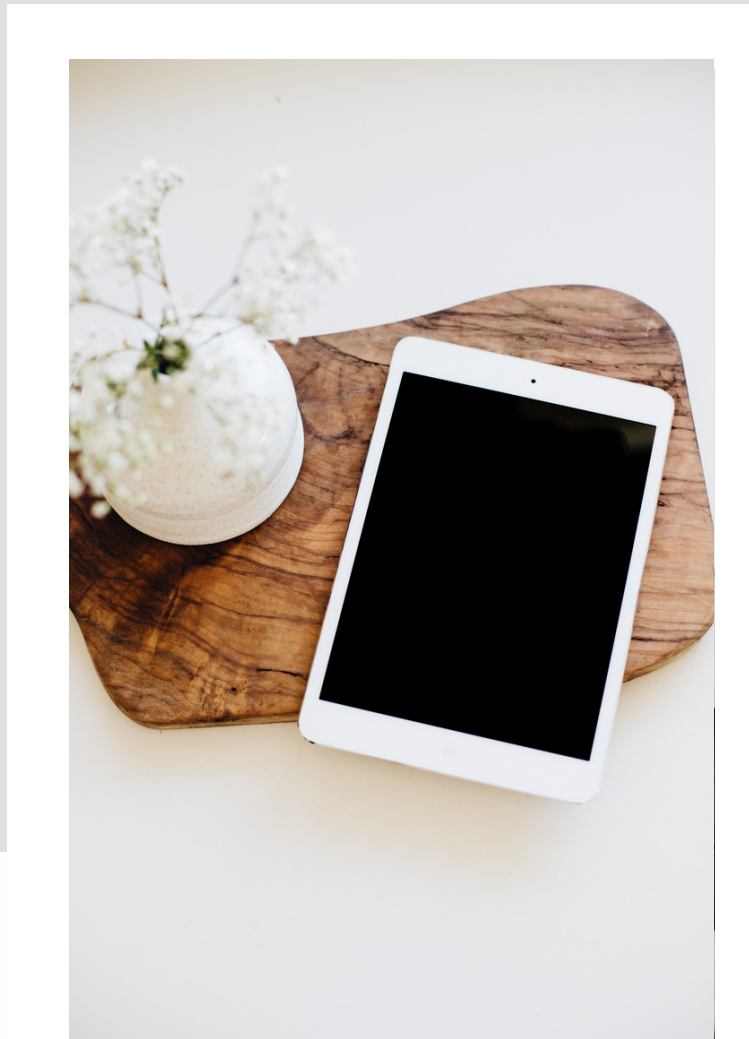
All artists will be required to sign a culture contract with their lease in order to work at Top Avenue Salon. A few key points of our contract.

- Rent due
- Top Avenue program waiver
- Person appearance and image
- Liability
- Code of conduct
- Being under the influence of any drug while working will not be tolerated and will lead to termination.
- Safety

At Top Avenue Salon, we value a safe, comfortable, and non-toxic workplace above all else.

Our culture agreement will be shared at your interview and you will have time to speak about the agreement and we are happy to answer any questions. The agreement is straightforward and is a guide to protect our culture and providing a safe and non-toxic work environment.





## NEXT STEPS

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If you'd like to be considered for a chair at Top Avenue, please fill out the form on our website under "APPLY NOW".

We currently have 3 stations available and 1 private room (great for lashes, esthetician, or hairstylist) and are subject to change.

If you have any questions please e-mail us at [Support@topavenuesalon.com](mailto:Support@topavenuesalon.com)

Thank you for spending your time learning about our salon and being thorough when investing in your business.

FOLLOW US: @Topavenuesalon

**Our Location:**

106 Jason St, Victoria TX 77901



TOP AVENUE  
SALON