



## A Slam-Dunk Business Story

Headquartered in Georgetown, Texas, Sport Clips is a sports-themed hair-care franchise for men and boys with more than 650 stores across the United States. Established in 1993 and franchised in 1995 by Gordon Logan, founder and CEO, the company is one of the nation's leading franchises. *Entrepreneur* magazine's January 2009 issue ranked Sport Clips in the top 100 franchises in America and in the top 50 fastest-growing franchises.

Some notes of interest about this fast-growing company include:

- Founder and CEO Gordon Logan is a pioneer of the unique sports-themed haircutting franchise, including the development of the Sport Clips All-Star haircutting systems, operating procedures, and marketing programs.
- Sport Clips is not only the first sports-themed hairstyle franchise formed, but it is the only one listed in the *Entrepreneur Magazine's* annual "Franchise 500" ranking.
- Designed to target a previously underserved market in a \$40 billion industry, Sport Clips caters to men and boys by providing hassle-free hairstyling in a sports-themed environment.
- Company President Clete Brewer has extensive entrepreneur experience, including turning a local operation into a NASDAQ-listed \$1 billion-plus company in only a few years. StaffMark, Inc. was the name of the company he took public - now known as Edgewater Technology (EDGW:NASDAQ).
- Veterans interested in owning a Sport Clips get a \$5,000 discount off Sport Clips' franchise fee of \$49,500 through participation in the Veterans Transition Franchise Initiative, also known as VetFran, which was created in 1991 during the Gulf War.