

PRIMPOLOGY HAIR LOUNGE

Business Overview · Offered For Sale

Ethos Investments LLC · 4931 East Pages Lane, Louisville, KY 40258

\$56,720 Confirmed 2025 Revenue Jan–Dec (full year)	9 Stations Active Stylist Stations All long-term tenants	4 Available Unfilled Stations Immediate growth capacity	Passive Ownership Model Fully self-managed
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BUSINESS OVERVIEW

Primpology Hair Lounge is a well-established, booth-rental hair salon operating under Ethos Investments LLC at a company-owned building in Louisville, Kentucky. The business has operated on a fully passive model for years — the owner has no day-to-day involvement, there is no marketing spend, and the salon runs entirely on the strength of its long-tenured independent contractor stylists.

The salon is divided into two distinct spaces: a front salon with booth-rental stylists on a flexible weekly arrangement, and a back salon where three stylists hold annual leases. All current contractors have been in place for multiple years, providing exceptional revenue stability and predictability for a new owner.

REVENUE SUMMARY

Year	Booth Rent	Back of Salon (Res.)	Total Revenue	Source
FY 2023	\$42,061	N/A	\$42,061+	
FY 2024	\$43,860	\$12,576	\$56,436	TenantCloud
FY 2025	\$43,810	\$12,911	\$56,720	TenantCloud

Revenue figures confirmed from TenantCloud Tax Preparation Reports (generated Feb 21, 2026) and IRS Schedule C.

WHAT YOU ARE BUYING

- **Owned Real Estate.**
- **Owned Real Estate.** The building at 4931 East Pages Lane is owned by Ethos Investments LLC (Republic Bank mortgage). Buyer acquires the operating business; real estate transfer to be negotiated separately.
- **Stable, Long-Tenured Tenant Base.** All active stylists have occupied their stations for multiple years. No turnover risk. All paying on time via TenantCloud automated ACH billing.
- **Passive, Self-Running Operation.** Owner has no day-to-day role. No staff to manage, no payroll, no commission structure. Booth renters are independent contractors responsible for their own clients, supplies, and scheduling.
- **Residential Rental Income.** The back unit of the property generates ~\$1,076/month (\$12,911/year) in residential rental income, adding a separate income stream on the same footprint.
- **TenantCloud Property Management.** All booth rent collection is fully automated through TenantCloud (ACH processing via SMXRNT-TC). Payments are deposited directly to Republic Bank account — zero manual rent collection required.

UNTAPPED GROWTH OPPORTUNITIES

Opportunity	Estimated Annual Revenue Impact
<p>4 Unfilled Stations</p> <p>Four booth spaces are currently vacant and available for immediate lease. The salon has capacity for up to 13 stylists.</p>	<p>At \$130/wk each: +\$27,040/yr At \$175/wk each: +\$36,400/yr</p>
<p>Booth Rent Rate Increase</p> <p>Current booth rent has not been raised in at least 2+ years. Louisville market rate is ~\$200/week (source: SalonRenter.com). Current rate of ~\$130/week is 35% below market. Even a modest increase to \$175/week across all 9 stations adds significant recurring income.</p>	<p>+\$21,000–\$32,000/yr on existing 9 stations (from \$130 → \$175–\$200/wk)</p>
<p>Retail Product Sales</p> <p>Zero product sales today — completely untapped. Industry benchmark: professional retail generates 10–15% of service revenue. A curated product display with stylist-driven recommendations is the simplest activation. Source: Salon industry data via Boulevard/Salt Society Education.</p>	<p>\$10,000–\$40,000+/yr based on 9 stylists at 10–15% retail-to-service ratio</p>
<p>No Marketing — Zero Spend</p> <p>The salon has never run paid advertising, social media campaigns, or referral programs. Any deliberate outreach to attract new booth renters (Instagram, Google, beauty school partnerships) could accelerate station fill-up and reduce turnover risk.</p>	<p>Low cost, high leverage. Cost of acquisition near zero.</p>

Combined Upside Potential (Conservative Estimate)

Fill 4 stations at \$175/wk (+\$36,400) · Raise existing 9 stations to \$175/wk (+\$21,000) · Modest product sales (+\$15,000)

= \$72,000+ in additional annual revenue on top of the confirmed \$56,720 base

WHY THIS OPPORTUNITY

This is a rare combination of passive real estate income, a proven booth-rental business, and a residential rental unit — all under one roof with a single mortgage. The revenue base has been stable and growing (\$42K → \$57K over two years) with virtually no owner effort. Booth rent is priced well below market, all contractors are long-tenured, and multiple high-confidence growth levers remain completely untouched. A buyer who simply raises booth rates to market rate and fills the vacant stations could realistically double the annual revenue within 12 months.