



**NEXUS**  
**REVOLUTION**  
 setting salon standards

<b>Vital Business Number</b>	<b>Benchmark HAIRDRESSING</b>	<b>Benchmark BEAUTY &amp; SPAS</b>
Number of clients per team member per day	6 minimum	6 minimum
Number of clients per fulltime team member per week	30 minimum	30 minimum
Number of services per team member per day	8 minimum	8 minimum
Number of services per team member per week	40 minimum	40 minimum
Team member service sales per hour	\$70 - \$80 minimum	\$75 - \$85 minimum
Employee wages vs their total salon income	3 - 3.5 times their gross wage inc. Super & work cover etc	3 - 3.5 times their gross wage inc. Super & work cover etc
Fulltime senior employee service income per week	\$2100 - \$2300 minimum	\$2200 - \$2500 minimum
Fulltime senior employee product income per week	\$250 minimum 15% service total	\$550 minimum 25%-30% service total
Average client spend	\$10 - \$15 over the price of your top selling service	\$30 - \$40 over the average price of your top 5 selling services (excluding courses)
Rebooking percentage	65% minimum	65% minimum
New clients per week for the entire salon	minimum 30% - 35% of total client visit	minimum 30% - 35% of total client visit
New client referrals from existing clients per week for the entire salon	50% minimum	50% minimum
New Client First Visit Retention	50%	50%
Client Retention Overall (Quarter)	75% minimum	75% minimum
Client Retention Overall (Year)	65% minimum	65% minimum
Client Retention (To the same team member)	65% minimum	65% minimum
Client Sharing (To another team member)	30% - 40% minimum	30%-40% minimum
Client Loss (Non returning)	20% max	20% max
Client Card Accuracy	90% - 95% minimum	90% - 95% minimum
Percentage of Sales Growth Above Last Years Figures	15%-20% minimum	15%-20% minimum
Total Cost of Goods inc professional & retail products vs Total Sales	15%	15%
Wages (inc owner) vs Total Sales	40%	40%
Operational vs Total Sales	15%	15%
Rent vs Total Sales	10%	10%
Marketing vs Total Sales	5%	5%
Profit vs Total Sales	15%	15%
Mark Up on Retail Products	80% - 100%	40% - 60%
Services Pricing Vs Hourly Wage	4	4
Services Pricing Gross Margin	66%	66%
Team Member Productivity vs Scheduled Hours	80%	80%
Salon sale price	2 - 2.5 times Net Profit	2 - 2.5 times Net Profit

## NEXUS BENCHMARKING 2010 EDITION

These benchmarks are averages and KPI's set by NEXUS REVOLUTION for Australia and NZ based on basic business principles and salon industry experience. Depending on your salon location and structure these figures may vary.