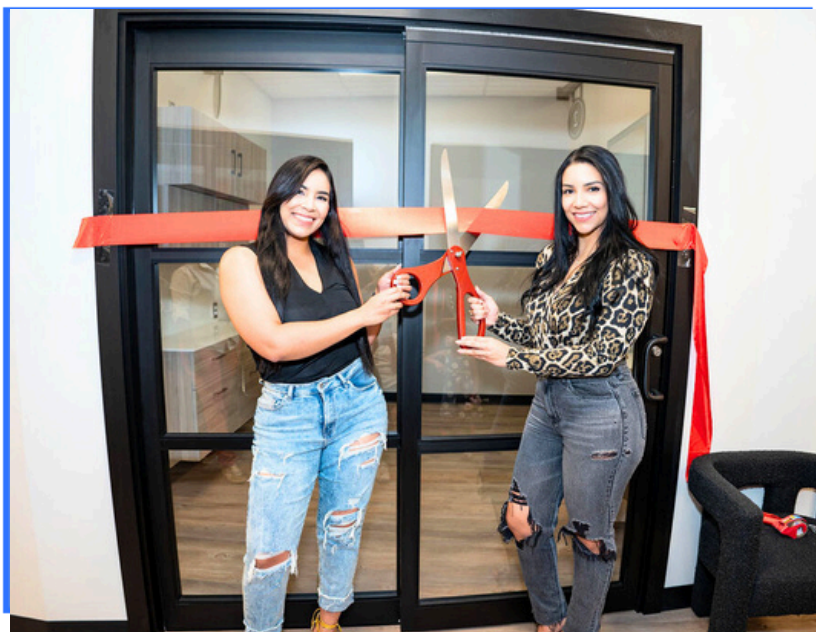




## Franchisee News



### Oceanside, NY Franchisees See Major Leap in Occupancy

A big congratulations to the Sola Salon in Oceanside, NY, owned by Mitch Cohen, Marvin Goldfarb, Alvin Goldstein, and Seth Goldstein, for achieving a remarkable jump in occupancy—from 62% in February to over 82% in March.

After experiencing a slower-than-expected ramp-up at their newest location, the franchisees put a few simple yet powerful strategies into motion that made a big impact.

#### Step one: Focused lead generation

Recognizing the need to drive more traffic, they reallocated all advertising dollars to exclusively promote their Oceanside location. This laser-focused approach allowed them to increase visibility and reach more local prospects.



**Meta Ads  
Campaign**



**Client  
Reactivation**



**Unique  
Differentiators**



**Community**

# Jump from **62%** to **82%** all with **One Month**



## **Step two: Consistent follow-up**

They doubled down on nurturing leads that had been in the pipeline for months. “Several strong leads had been considering Sola for some time,” they shared. “In the past month, those conversations turned into commitments, and we were able to welcome a number of new Sola Pros into the community.”

## **Step three: Create urgency and showcase value**

By highlighting Sola’s core strengths—support, flexibility, and community—they were able to attract high-quality prospects and inspire timely decision-making.

## **Step four: Leverage existing relationships**

They also tapped into the power of their current Sola Pros, who helped close deals by speaking directly with prospects during tours and sharing their own positive experiences.

Thanks to these focused efforts, the Oceanside team turned momentum in their favor and delivered an incredible month. Congrats again, and thank you for leading by example and sharing your roadmap to success!



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