

**87% OCCUPANCY
IN JUST 3
MONTHS**

**STRATEGY + AI
THAT FILLS SUITES**



MY SALON Suite is one of the nation's leading salon suite brands, supporting thousands of beauty and wellness professionals across the country. When the Sacramento owners prepared to open their fourth location in Citrus Heights, CA, they reached out to Slick Marketers three months before opening to build awareness, generate leasing demand, and create momentum early. Looking for a more innovative, hands-on, and strategic approach, they partnered with Slick Marketers to launch the new location with a strong marketing foundation already in place.



BUILDING MOMENTUM FROM DAY ONE

More than simply generating leads, the goal was to create a stronger leasing system — one that could attract prospects, respond quickly, nurture interest, and help the ownership team stay focused on tours, occupancy, and supporting their existing members.

Monthly strategy sessions kept campaigns aligned with leasing goals and allowed the team to adjust quickly as the location gained momentum. Responsive support and ongoing optimization also gave ownership confidence that both the marketing and lead follow-up systems were working together.

144,423

Reach

87%

Occupied within
5 Months

4,080

Clicks to
Citrus Heights Page

180

Meta Ad
Leads



A Smarter System for Leasing Growth



Google
Ads



Meta Ads



Social Media
Mgmt



AI
Receptionist

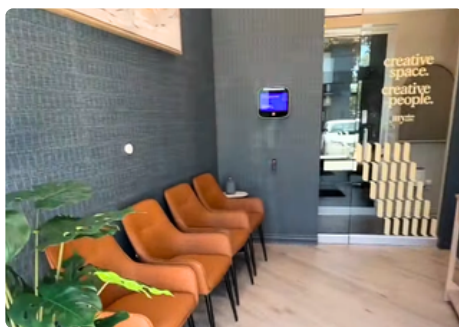
Slick Marketers combined Google Ads, Meta Ads, social media marketing, direct outreach, and AI-powered follow-up to generate qualified leads and move more prospects toward scheduled tours.

The AI receptionist helped answer leasing inquiries, nurture prospects, and book tours automatically. It also supported existing MY SALON Suite members by routing salon appointment inquiries directly to them — helping ownership grow occupancy while giving members another way to grow their businesses.

FROM OPENING TO 87% OCCUPANCY IN 3 MONTHS

Within three months of opening, MY SALON Suite Citrus Heights had leased 34 of its 39 suites, reaching approximately 87% occupancy.

The AI receptionist also became a powerful selling point during tours—giving prospective members access to a marketing support tool that helps route salon appointment inquiries directly to them. It added another layer of value to the MY SALON Suite membership and helped differentiate Citrus Heights from other salon suite options in the region.



CONCLUSION

By combining targeted advertising, social media, direct outreach, hands-on strategy, and AI-powered lead follow-up, Slick Marketers helped MY SALON Suite Citrus Heights turn a new opening into rapid leasing momentum.

The result was more than leads — it was a smarter system that allowed ownership to stay focused on what matters most: filling suites, supporting members, and growing the business.





**Sixteenth Annual
'Independence
from Hunger'
Underway**

PAGE 4

**The California
Conservation Corps
at 50: Fulfilling
Its Promise**

PAGE 12



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My Salon Suite Opens

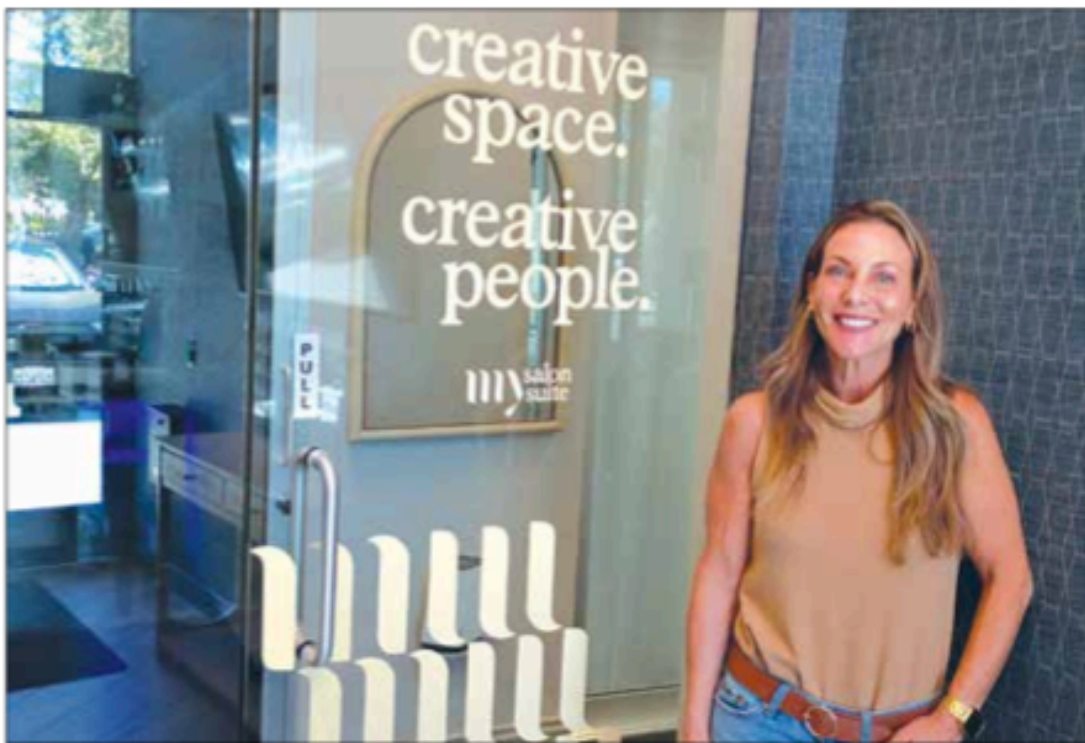
**Story and photo
by Thomas J. Sullivan**

CITRUS HEIGHTS, CA (MPG)

- My Salon Suite has opened at the Sunrise Village Shopping Center at the northwest corner of Madison Avenue and Sunrise Boulevard, near Village Way, in Citrus Heights.

And the salon has quickly become a "sweet" spot for some 20 health, beauty and wellness professionals, among the first who have chosen to lease their own individual, fully furnished, professional prime salon suites where they can offer their professional services.

The business opened in late June, and a public grand opening ceremony is expected to be held later this summer, according



Antonia Rowdon stands in the front lobby of My Salon Suite in the Sunrise Village Shopping Center in Citrus Heights where a large display screen lists each individually leased suite by owner name, specialty and current walk-in availability. The facility features a state-of-the-art security system with smartphone access for arriving clients and customers.

to the owners. Twenty of the 39 available suites are currently leased, said owner/franchisee Antonia

Rowdon, who arranged for a news interview in a vacant suite which doubles as her leasing office.

In all, the buildout of My Salon Suite at 7811 Madison Ave. took four
Continued on page 4

My Salon Suite Opens

Continued from page 1

months to complete, gutting the interior of a 7,334-square-foot former brewery restaurant which had sat vacant in the Sunrise Village Shopping Center for several years, she said.

The 14.8-acre shopping plaza is owned by Merlone Geier Partners in San Francisco. Major anchor tenants include Starbucks, Grocery Outlet, Visionworks and Club Studio fitness. Luxury Nail Spa of Citrus Heights also recently opened just doors down at 7837 Madison Ave.

Antonia Rowdon said before interior walls could be built, new waterlines providing service to each of the individual suites which feature a dedicated hand sink and stand behind shampoo bowl needed to be installed.

My Salon Suite in Citrus Heights is one of three area franchise locations which are owned and operated by husband and wife Antonia and John Rowdon. Their other franchise locations are open in Natomas, Rocklin and Folsom.

Clients arriving for their individual appointment at My Salon Suites are admitted into the main lobby entrance after being cleared by a Wi-Fi security camera. Ample, convenient parking is offered in the plaza.

Antonia Rowdon greeted me in the front lobby where a large display screen lists each individually leased suite by owner name, specialty and current walk-in availability. The facility features a state-of-the-art security system with smartphone access for arriving clients and customers. Most appointments with any of 20 current lessees are booked in advance, she explained.

In the salon suites business concept, the franchise owners such as the Rowdons serve as a landlord and recruit local health and beauty professionals and rents out fully furnished salon suites to them.

"Each suite has everything one would need to start working from day one," she said. Featured amenities include a premium reclining stylist chair, a dedicated hand sink and stand behind shampoo bowl, built-in cabinetry for organized storage, and a full-length, lighted LED mirror.

"We take care of the essentials, so they can enjoy a clean, secure and professional environment – every day, and fully focus on their craft," she said.

Together we walked past some of the suites which are still to be leased and several which were seeing customers.

"Our (fully-equipped) suites fully fit their needs and allow for countless personal touches, from paint to décor, ensuring that their suite is exactly that – theirs," she said.

Paige Luz, owner of Barbering by Paige, had just finished sweeping up after a recent

customer when we walked by.

"It's a perfect choice for me," Luz said. "It helps me manage my operating costs and gives me a safe, professional space where I can meet my clients."

The parent company, which is headquartered in Dana Point, California has grown from two locations in Louisiana to 400 stores across the U.S. and Canada.

The individual suite at the Citrus Heights facility measures 145 square feet and is entirely private, with a sliding glass door helping to keep outside noise and distractions down, allowing each stylist or specialist to give their clients their full attention, Antonia Rowdon said. A duplex suite is also available for lease.

"My Salon Suite isn't just another place to rent a chair; we're a space to fully call your own," she said, pointing to some of the individual personal touches and wall treatments each occupant has added since opening to make their clients feel comfortable.

All utilities and business-class Wi-Fi are included in the rental of each suite. New bathrooms are fully ADA compliant. Each suite can be professionally painted in a choice of color, free of charge, she said.

Daily cleaning of all common areas is also provided, and free use laundry facilities are available. A current move-in promotion also offers a free year of business insurance coverage, she said.

"We're a little bit behind where we thought we would be in the total number of suites currently leased here in Citrus Heights, in general comparison to our other locations, but we are receiving considerable interest (from health and beauty professionals) who find what we offer very attractive and competitive," Antonia Rowdon said.

The new Citrus Heights facility is being actively marketed to area health, beauty and wellness professionals across a wide range of specialties through social media.

"We're actively looking for a diverse mix of professionals who want to create a business community here in Citrus Heights," she said. "At My Salon Suite, we offer the ongoing support and resources backed by a national brand which will help their business grow."

To view a complete professional listing of providers at the Citrus Heights location, visit: <https://www.mysalonsuite.com/citrusheights/book-online/>.

For leasing information, call or text Antonia Rowdon at 916-836-8487 or John Rowdon at 916-836-8007. Visit: www.mysalonsuite.com/citrusheights/ to view sample suites and current availability. ★