

# DC - YTD

## View: Salons in My Market

Salon Year: 2026

Weeks Ending 1/2/2026 - 5/15/2026 (Weeks 1-20)

<u>Salons In My Market</u>	<u>Salon City</u>	<u>Designated Operator</u>	<u>Regular Haircut Price</u>	<u>Child/Senior Haircut Price</u>	<u>Customer Count Record</u>	<u>Customer Count Record Date</u>	<u>Sales Record</u>	<u>Sales Record Date</u>	<u>Customer Count Peak</u>	<u>Customer Count Peak Date</u>	<u>Sales Peak</u>	<u>Sales Peak Date</u>
5620: Central Park	Frederic...	Owen Joh...	22	20	767	8/11/2023	\$17,383	8/11/2023	670	8/15/2025	\$15,612	8/15/2025
0572: Pentagon Row	Arlingto...	Essen Pa...	23	19	646	5/4/2018	\$12,281	4/17/2026	567	11/14/2025	\$12,281	4/17/2026
2626: St. Mary's M...	Californ...	McDole D...	24	22	737	8/25/2023	\$15,980	8/25/2023	593	8/22/2025	\$13,839	8/22/2025
8021: Winchester G...	Winchest...	McDole D...	23	22	669	5/4/2018	\$13,104	8/15/2025	589	8/15/2025	\$13,104	8/15/2025
0345: Foxcroft Tow...	Martinsb...	McDole D...	22	21	761	5/4/2018	\$13,243	8/22/2025	588	8/22/2025	\$13,243	8/22/2025
0331: Festival at ...	Alexandr...	Essen Pa...	22	19	507	11/14/2025	\$9,934	8/23/2024	507	11/14/2025	\$9,850	8/15/2025
9666: Harrison Cro...	Frederic...	Owen Joh...	22	20	847	5/4/2018	\$12,903	8/9/2024	468	6/6/2025	\$10,455	8/8/2025
3348: Brambleton T...	Bramblet...	Sharma A...	23	21	707	6/11/2021	\$10,743	8/22/2025	553	8/22/2025	\$10,743	8/22/2025
2285: Hagerstown G...	Hagersto...	McDole D...	22	21	399	8/22/2025	\$8,787	8/22/2025	399	8/22/2025	\$8,787	8/22/2025
9671: Stonewall Pl...	Winchest...	McDole D...	22	21	716	5/4/2018	\$10,180	8/15/2025	442	8/15/2025	\$10,180	8/15/2025
2282: NoMa	Washingt...	Essen Pa...	25	22	475	3/6/2020	\$9,776	5/24/2024	375	6/6/2025	\$9,270	6/6/2025
9662: Lusby Common...	Lusby	McDole D...	24	22	756	5/4/2018	\$9,370	8/25/2023	353	8/29/2025	\$8,446	8/29/2025
9691: Shops at Cou...	Manassas	Sharma A...	22	20	875	4/30/2010	\$8,623	8/26/2022	386	11/14/2025	\$7,767	3/20/2026
9653: Stafford Lak...	Frederic...	Owen Joh...	22	20	370	8/11/2023	\$8,440	8/16/2024	341	2/13/2026	\$7,732	2/13/2026
5622: Peacock Mark...	South Ri...	Sharma A...	22	20	706	4/30/2010	\$7,675	3/20/2026	399	3/20/2026	\$7,675	3/20/2026
9657: Broadlands M...	Ashburn	Sharma A...	22	20	1,004	5/3/2013	\$10,302	8/30/2013	362	1/23/2026	\$7,113	8/22/2025
5621: Doc Stone Co...	Stafford	Owen Joh...	22	20	668	5/21/2004	\$8,154	9/8/2017	291	4/3/2026	\$6,435	6/6/2025
5625: La Plata Pla...	La Plata	McDole D...	22	21	732	2/3/2012	\$9,155	3/8/2019	292	4/3/2026	\$6,405	4/3/2026
9384: Cosners Corn...	Frederic...	Owen Joh...	22	20	563	5/4/2018	\$9,158	8/12/2022	316	8/15/2025	\$7,076	8/15/2025
3797: South Lakes ...	Reston	Carroll ...	23	21	349	5/15/2026	\$6,760	5/15/2026	349	5/15/2026	\$6,760	5/15/2026
3178: Ashbrook Mar...	Ashburn	Sharma A...	22	20	355	8/27/2021	\$6,366	8/26/2022	325	4/3/2026	\$6,257	3/20/2026
5754: Cascades Ove...	Sterling	Sharma A...	22	20	437	9/16/2016	\$6,274	8/22/2025	322	8/22/2025	\$6,274	8/22/2025
2792: Monroe Stree...	Washingt...	Winters ...	30	25	261	10/11/2024	\$6,000	3/6/2026	257	3/6/2026	\$6,000	3/6/2026
3663: Fox Run	Prince F...	McDole D...	22	21	267	8/29/2025	\$5,829	8/30/2024	267	8/29/2025	\$5,748	4/3/2026
4087: Turnpike Sho...	Fairfax	Carroll ...	23	21	348	6/14/2024	\$5,643	8/15/2025	279	8/15/2025	\$5,643	8/15/2025
4158: Shops at Wes...	Falls Ch...	O'Keiff ...	24	21	304	10/17/2025	\$5,150	5/15/2026	304	10/17/2025	\$5,150	5/15/2026
4116: Butler's Cro...	Inwood	McDole D...	22	22	157	5/8/2026	\$2,922	5/8/2026	157	5/8/2026	\$2,922	5/8/2026
3541: Centro Arlin...	Arlingto...	Essen Pa...	22	19	195	1/31/2025	\$3,919	5/2/2025	182	8/22/2025	\$3,896	8/22/2025

### Report Totals and Avgs

Report Totals  
Averages

<u>Salons In My Market</u>	<u>Total Sales Last Year</u>	<u>Total Sales This Year</u>	<u>Total Sales % Change</u>	<u>Cust Count Last Year</u>	<u>Cust Count This Year</u>	<u>Cust Count Growth %</u>	<u>New Customers</u>	<u>% OCI and Served</u>	<u>New Cust Return %</u>	<u>Repeat Cust Return %</u>	<u>Avg Invoice</u>	<u>Service Discount %</u>
5620: Central Park	\$11,605	\$11,385	-1.9%	504	490	-2.8%	102	56.6%	22.3%	72.7%	\$22.93	4.8%
0572: Pentagon Row	\$9,527	\$10,903	14.4%	444	505	13.8%	124	68.2%	31.7%	76.8%	\$21.57	5.8%
2626: St. Mary's M...	\$10,209	\$10,548	3.3%	435	435	-.1%	74	77.0%	28.4%	77.0%	\$24.20	2.7%
8021: Winchester G...	\$9,625	\$10,010	4.0%	433	431	-.5%	82	71.3%	21.7%	74.0%	\$23.17	1.9%
0345: Foxcroft Tow...	\$8,734	\$8,673	-.7%	393	392	-.3%	87	55.5%	22.6%	71.0%	\$22.10	1.7%
0331: Festival at ...	\$8,079	\$8,401	4.0%	409	420	2.6%	76	65.0%	27.6%	78.6%	\$19.99	6.9%
9666: Harrison Cro...	\$9,004	\$7,873	-12.6%	422	362	-14.1%	65	67.0%	21.0%	69.6%	\$21.56	4.1%
3348: Brambleton T...	\$6,884	\$7,449	8.2%	372	368	-.9%	88	80.2%	21.7%	65.6%	\$20.20	10.9%
2285: Hagerstown G...	\$6,378	\$7,227	13.3%	289	325	12.4%	68	59.2%	23.7%	73.8%	\$22.19	2.0%
9671: Stonewall Pl...	\$7,473	\$7,224	-3.3%	337	325	-3.6%	64	63.3%	22.0%	70.3%	\$22.18	1.7%
2282: NoMa	\$7,621	\$7,146	-6.2%	326	302	-7.5%	72	74.7%	28.0%	72.8%	\$23.58	3.7%
9662: Lusby Common...	\$6,887	\$6,787	-1.4%	300	281	-6.2%	46	64.8%	23.7%	74.5%	\$24.04	1.6%
9691: Shops at Cou...	\$5,787	\$6,388	10.4%	310	325	4.8%	58	63.4%	26.9%	74.8%	\$19.65	9.9%
9653: Stafford Lak...	\$6,265	\$6,297	.5%	280	281	.3%	48	44.8%	26.8%	74.2%	\$22.11	4.8%
5622: Peacock Mark...	\$5,442	\$5,929	9.0%	307	315	2.9%	79	66.0%	23.6%	69.3%	\$18.79	13.1%
9657: Broadlands M...	\$5,205	\$5,760	10.7%	279	298	6.6%	68	74.9%	25.2%	71.6%	\$19.33	11.1%
5621: Doc Stone Co...	\$5,111	\$5,360	4.9%	230	242	5.5%	62	58.5%	24.3%	70.1%	\$21.92	3.5%
5625: La Plata Pla...	\$4,191	\$5,297	26.4%	198	239	20.6%	52	45.6%	28.1%	73.1%	\$22.08	1.9%
9384: Cosners Corn...	\$5,986	\$5,292	-11.6%	267	243	-8.9%	82	50.5%	14.6%	60.3%	\$21.62	3.5%
3797: South Lakes ...	\$4,932	\$5,256	6.6%	246	266	8.1%	87	53.3%	27.3%	65.9%	\$19.74	15.0%
3178: Ashbrook Mar...	\$4,685	\$5,017	7.1%	257	260	1.3%	64	55.5%	24.4%	71.6%	\$19.25	10.7%
5754: Cascades Ove...	\$4,581	\$4,940	7.8%	247	256	3.5%	67	60.5%	24.3%	69.4%	\$19.31	10.9%
2792: Monroe Stree...	\$4,645	\$4,782	3.0%	198	201	1.5%	51	54.0%	26.5%	68.1%	\$23.79	7.1%
3663: Fox Run	\$3,807	\$4,578	20.3%	183	205	11.9%	45	46.8%	23.9%	75.0%	\$22.22	1.7%
4087: Turnpike Sho...	\$4,214	\$4,082	-3.1%	217	206	-5.3%	68	48.7%	21.2%	67.2%	\$19.74	13.8%
4158: Shops at Wes...		\$3,772			204		87	58.1%	32.6%	65.0%	\$18.45	22.7%
4116: Butler's Cro...		\$2,808			153		149	35.9%			\$18.33	21.4%
3541: Centro Arlin...	\$3,053	\$2,576	-15.6%	166	127	-23.9%	34	59.9%	24.6%	68.3%	\$20.31	6.0%
<b>Report Totals and Avgs</b>	<b>Total Sales Last Year</b>	<b>Total Sales This Year</b>	<b>Total Sales % Change</b>	<b>Cust Count Last Year</b>	<b>Cust Count This Year</b>	<b>Cust Count Growth %</b>	<b>New Customers</b>	<b>% OCI and Served</b>	<b>New Cust Return %</b>	<b>Repeat Cust Return %</b>	<b>Avg Invoice</b>	<b>Service Discount %</b>
Report Totals	\$3,398,575	\$3,590,287		160,975	166,667		38,584					
Averages	\$6,536	\$6,600	1.0%	310	306	-1.0%	71	62.2%	24.8%	71.1%	\$21.46	6.4%

<u>Salons In My Market</u>	<u>Standard Prod %</u>	<u>Payroll %</u>	<u>Floor Hours This Year</u>	<u>Waits &gt; 15 Min %</u>	<u>Sat/Sun Wait &gt; 15 Min %</u>	<u>Avg HC Time</u>	<u>Cuts Per Hour</u>	<u>Avg Mins Btwn Cust w/Cust Wtg</u>	<u>Database Capture</u>
5620: Central Park	7.0%	39.4%	221.48	20.7%	21.4%	17.1	2.4	2.4	89.9%
0572: Pentagon Row	.5%	33.0%	223.14	4.1%	3.6%	13.6	2.3	2.1	49.0%
2626: St. Mary's M...	2.4%	31.0%	201.30	11.1%	10.6%	17.4	2.2	2.0	79.7%
8021: Winchester G...	1.1%	26.0%	187.68	17.0%	14.8%	15.1	2.4	1.9	88.2%
0345: Foxcroft Tow...	1.0%	26.7%	155.58	14.3%	11.3%	14.0	2.6	1.5	85.7%
0331: Festival at ...	.6%	41.7%	211.53	16.5%	14.6%	18.2	2.0	2.7	63.5%
9666: Harrison Cro...	3.9%	37.2%	178.33	30.7%	30.3%	17.8	2.1	3.6	89.6%
3348: Brambleton T...	.2%	39.0%	191.64	7.6%	8.3%	17.7	1.9	2.4	86.7%
2285: Hagerstown G...	.7%	28.6%	144.29	24.4%	24.3%	16.1	2.3	1.9	84.2%
9671: Stonewall Pl...	1.5%	28.8%	155.97	7.3%	4.4%	14.5	2.2	1.4	86.8%
2282: NoMa	1.2%	34.1%	140.06	20.4%	23.9%	16.1	2.1	3.9	59.9%
9662: Lusby Common...	1.4%	31.1%	143.82	7.3%	8.5%	14.5	2.0	1.4	72.5%
9691: Shops at Cou...	.2%	41.1%	181.99	11.4%	11.5%	16.7	1.8	2.4	70.5%
9653: Stafford Lak...	4.7%	46.0%	173.17	14.9%	15.3%	16.5	1.7	2.7	88.4%
5622: Peacock Mark...	.1%	37.9%	168.30	8.9%	10.6%	15.0	1.9	2.6	65.3%
9657: Broadlands M...	.2%	44.6%	168.12	14.3%	17.2%	18.7	1.8	3.3	86.2%
5621: Doc Stone Co...	2.3%	53.8%	168.86	14.4%	14.4%	18.3	1.5	2.2	72.0%
5625: La Plata Pla...	1.5%	42.5%	144.44	7.9%	9.0%	14.6	1.7	1.6	83.5%
9384: Cosners Corn...	3.7%	45.0%	148.79	9.9%	14.5%	15.5	1.7	1.9	79.8%
3797: South Lakes ...	.7%	43.7%	145.78	15.5%	19.4%	16.7	1.9	2.6	46.3%
3178: Ashbrook Mar...	.3%	45.4%	153.95	9.5%	9.7%	15.0	1.7	2.8	80.5%
5754: Cascades Ove...	.1%	43.8%	160.89	10.2%	9.6%	18.3	1.6	2.4	71.9%
2792: Monroe Stree...	.8%	42.0%	141.04	8.2%	11.5%	17.2	1.4	2.2	41.0%
3663: Fox Run	1.5%	46.2%	141.31	6.7%	7.3%	14.9	1.5	1.4	75.2%
4087: Turnpike Sho...	1.9%	53.4%	134.26	13.7%	18.2%	16.2	1.5	3.2	56.1%
4158: Shops at Wes...	.5%	56.8%	148.36	11.5%	15.0%	20.1	1.4	2.8	44.0%
4116: Butler's Cro...	1.6%	71.8%	137.66	12.0%	21.4%	18.1	1.2	2.5	83.6%
3541: Centro Arlin...	.4%	61.5%	101.42	10.1%	10.6%	15.9	1.3	3.3	48.7%

<u>Report Totals and Avgs</u>	<u>Standard Prod %</u>	<u>Payroll %</u>	<u>Floor Hours This Year</u>	<u>Waits &gt; 15 Min %</u>	<u>Sat/Sun Wait &gt; 15 Min %</u>	<u>Avg HC Time</u>	<u>Cuts Per Hour</u>	<u>Avg Mins Btwn Cust w/Cust Wtg</u>	<u>Database Capture</u>
Report Totals			89260.60						
Averages	1.6%	38.6%	164.08	13.3%	13.6%	16.3	1.9	2.4	73.8%

**Market Totals and Avgs**  
**(All Salons)**

Washington DC (... Totals  
Averages

<u>Market Totals and Avgs</u> <u>(All Salons)</u>	<u>Total Sales</u> <u>Last Year</u>	<u>Total Sales</u> <u>This Year</u>	<u>Total Sales</u> <u>% Change</u>	<u>Cust Count</u> <u>Last Year</u>	<u>Cust Count</u> <u>This Year</u>	<u>Cust Count</u> <u>Growth %</u>	<u>New</u> <u>Customers</u>	<u>% OCl and</u> <u>Served</u>	<u>New Cust</u> <u>Return %</u>	<u>Repeat Cust</u> <u>Return %</u>	<u>Avg Invoice</u>	<u>Service</u> <u>Discount %</u>
Washington DC (... Totals Averages	\$3,398,575	\$3,590,287		160,975	166,667		38,584					
	\$6,536	\$6,600	1.0%	310	306	-1.0%	71	62.2%	24.8%	71.1%	\$21.46	6.4%

<u>Market Totals and Avgs</u> <u>(All Salons)</u>	<u>Standard</u> <u>Prod %</u>	<u>Payroll %</u>	<u>Floor Hours</u> <u>This Year</u>	<u>Waits &gt; 15</u> <u>Min %</u>	<u>Sat/Sun Wait</u> <u>&gt; 15 Min %</u>	<u>Avg HC Time</u>	<u>Cuts Per</u> <u>Hour</u>	<u>Avg Mins</u> <u>Btwn Cust</u> <u>w/Cust Wtg</u>	<u>Database</u> <u>Capture</u>
Washington DC (... Totals Averages	1.6%	38.6%	89260.60 164.08	13.3%	13.6%	16.3	1.9	2.4	73.8%