

Premium Rodney Wayne Franchise for Sale Hamilton



Available for the first time is one of New Zealand's largest and most established Rodney Wayne franchise businesses.

Located at The Base Shopping Centre, Hamilton - one of New Zealand's largest and busiest regional retail destinations. The business comprises a premium Rodney Wayne salon and an adjoining shampoo 'n' things professional haircare retail store.

Established in 2005, the businesses have built a strong local reputation, a loyal customer base and diversified revenue streams across professional hair services and premium retail products. Together, they generate substantial revenue and strong underlying profitability.

An Established, Turnkey Business

Rodney Wayne The Base benefits from two high-profile locations within the shopping centre, providing strong visibility, significant customer traffic and convenient access to a large Hamilton and Waikato catchment.

An experienced team of senior stylists, technicians, apprentices and support staff is already in place. This allows an incoming owner to focus on leadership, team development, customer experience and business growth rather than needing to perform technical hairdressing services.

You do not need to be a qualified hairdresser to own the business. The Rodney Wayne franchise model is designed to support commercially focused owners with strong leadership, customer service and people-management skills.

Key Business Highlights

1. Established and operating successfully for almost 20 years
2. Premium Rodney Wayne salon and shampoo 'n' things retail business
3. Two prominent locations within The Base Shopping Centre
4. Experienced management, styling and support team
5. Loyal repeat customer base and strong local reputation
6. Diversified service and retail revenue streams
7. Exclusive Rodney Wayne franchise rights for Hamilton
8. Long-term leases already secured
9. Proven operating systems and established supplier relationships
10. Potential to expand further across the wider Hamilton territory

Backed by a Leading New Zealand Brand

Rodney Wayne has been one of New Zealand's most recognised names in professional hairdressing for more than 40 years. Franchisees benefit from the systems, resources and support of an established

Location: **Hamilton**

Asking: **\$658,999**

Type: **Franchise Resale / Health/Beauty**

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national network, including:

1. Comprehensive initial training and ongoing franchise support
2. National marketing programmes and brand development
3. Business coaching and performance benchmarking
4. Proven operating procedures and management systems
5. Strong supplier relationships and group buying power
6. Ongoing technical, product and team education

Rodney Wayne is a member of the Franchise Association of New Zealand and was awarded the Westpac Supreme Franchise System of the Year in 2022.

Further Growth Potential

The opportunity extends beyond the performance of the existing salon and retail store. The exclusive Hamilton franchise territory provides scope for an ambitious owner to consider additional Rodney Wayne salons or shampoo 'n' things locations as the region continues to grow.

This creates the potential to build on an already substantial business and develop a larger multi-site operation over time.

The Ideal Buyer

The business would suit an experienced owner-operator, franchisee, professional manager or executive seeking a career change and the opportunity to lead an established team.

With proven financial performance, respected national branding, experienced staff, premium shopping-centre locations and further territorial growth potential, Rodney Wayne The Base offers scale and opportunity rarely available within the New Zealand hair and beauty sector.

Price

\$659,000 including franchise and training fees, plus stock at valuation on time of sale.

To Proceed

Further information will be provided following completion of a Confidentiality Agreement and initial purchaser qualification.

Enquire Now or to Learn More (cut & paste): <https://tinyurl.com/mpwurvnw>