

# Power up your salon. Grow on your terms.

Every salon is different. These optional add-ons let you build the exact toolkit your business needs. Nothing more, nothing less.

## **Two-Way Texting**

Handle real-time client updates, appointment changes, and photo sharing. All inside your software.

Your personal number stays private. Your conversations stay organized. You stay in control.

**Every message is logged inside the software for easy reference.**

## **Deposits**

One missed appointment can cost you hours of income. Deposits create real commitment, so clients show up, and your schedule earns what it's worth. Configure by service type.

**Especially powerful for color corrections, extensions, and new clients.**

## Reputation Management

New clients Google you before they book.

Schedule review requests to go out after every appointment. Positive reviews post to Google and Facebook. Negative feedback comes to you first, privately.

**84% of consumers trust online reviews as much as a personal recommendation.**

## Built-In Credit Card Processing

Checkout in seconds, not minutes.

Payments, tips, and daily totals all captured in one place.  
No reconciliation. No switching apps.  
Competitive rates keep more of every dollar in your business.

**A 1% rate difference can mean \$1,000+ back in your pocket per year.**

## **Text & Email Marketing**

Reach clients where they already are. Text campaigns fill last-minute gaps and drive urgent bookings. Email builds loyalty, tells your story, and keeps you top-of-mind between visits.

Set it up once and let it run.

**98% open rate on SMS. No other channel comes close.**

## **Website Builder**

Your salon, online, in under 10 minutes.

A mobile-optimized website with integrated booking that works 24/7, ranks in local search, and converts browsers into booked clients while you focus on the chair.

**Your most reliable employee: never calls in sick, never stops working.**

# Ready to build your perfect toolkit?

Let's match the right add-ons to your goals.

**Power up my business**