

ESTD  2023

THE BEAUTY SOCIAL

WHERE BEAUTY MEETS BUSINESS

Cambridge, Ontario

A Note From Chelsey

I opened The Beauty Social after living through everything that makes opening your own space so scary the first time around.

With Diamond Cut's first location, I did it all myself — the build-out, the endless day-to-day maintenance, the small utilities and admin that eat up hours you don't have. I hated bookkeeping. I hated that running the space took time away from actually doing the work I loved. So when I built TBS, I built it to take that exact burden off your plate — the construction, the upkeep, the paperwork — so you can walk into a space that's ready for you and just do your craft.

TBS isn't a building full of rented chairs. It's a community of independent beauty professionals who've decided that collaboration beats competition, every time. This is more than a suite. It's a place where your business and your community grow together.

Welcome to TBS.

— *Chelsey*

Our Story: Cultivating Beauty, Empowering Dreams

THE GENESIS OF TBS

The Beauty Social was born out of a vision to revolutionize the beauty industry by creating a space that is more than just a physical location. Founded by Chelsey Linton, an award-winning beauty guru, TBS represents a sanctuary where beauty professionals can unleash their creativity, expand their skill set, and connect with like-minded individuals.



A COMMUNITY THAT INSPIRES

TBS is not just about renting a space; it's about becoming part of a community that inspires and supports each other. Our members enjoy a collaborative environment free from traditional constraints, allowing them to explore new ideas, share knowledge, and grow together.

Your Space, Your Way

Salon Suites

133–187 sq ft. Cabinetry included. Sink/shampoo basin is not included, giving you the freedom to choose and install your own — your suite, your setup. Towel service included.

Beauty Suites

133–187 sq ft. Cabinetry and disinfectant sink included. Laundry and towel service are not included — bring your own linens.

Suite 2 (Shared Suite)

A shared suite offering two chair rentals in one space, with an existing shampoo basin included. Pricing available upon inquiry.

Diamond Cut Chair Rentals

Daily or monthly chair rentals at Diamond Cut, custom priced to your needs.

Compliance, Handled

All suites are fully compliant with City of Cambridge licensing, health & safety, and fire code — and I personally help coordinate your onboarding through it.

Included With Every Suite

- ✓ All utilities included
- ✓ Espresso bar, filtered water & ice maker
- ✓ High-speed Wi-Fi
- ✓ Security cameras & alarm system
- ✓ Two premium client bathrooms — including our signature pink washroom
- ✓ Back staff room
- ✓ Welcoming reception & coffee bar area for clients to wait



BUILDING ACCESS & HOURS

You'll have your own key to the building and your own personal alarm code. Building hours are Monday–Friday 9am–8pm and Saturday 9am–4pm.

Services Offered at TBS



- Suite and chair rental options across Salon Suites, Beauty Suites, Suite 2, and Diamond Cut
- Featured promotion on TBS's website and Instagram
- Cross-promotion and collaboration with other TBS businesses
- Versatile event space, including Flow & Focus Space, available for trainings, workshops, and education events outside of regular class hours

Tenant Perk

All TBS tenants get 15% off Flow & Focus classes and memberships.

Benefits of Joining TBS

Guidance Through Licensing & Compliance

You're responsible for applying for your own City of Cambridge business license, but you won't be doing it alone — I personally walk you through the process, connect you with the right city staff, and guide you through health & safety and fire compliance, for a \$150 onboarding fee.

- ✓ **Design-Your-Own Suite:** A blank canvas for the brand you've always wanted, without landlord rules dictating your space.
- ✓ **All-Inclusive Utilities:** No separate bills to track or manage.
- ✓ **Flexible Entry Points:** Full suite, shared suite, or chair rental — choose what fits your business today.
- ✓ **Community Over Competition:** Cross-promotion and genuine collaboration with fellow TBS businesses.
- ✓ **Massive Savings:** A fraction of the cost of opening independently, even while furnishing your own space.



Upfront Costs

Cost Type	Independent Shop	TBS
Security Deposit	—	\$500 (suites) / \$250 (chair rentals)
First & Last Month's Rent	\$5,000–7,000	\$2,200–4,600
Renovations	\$50,000+	N/A
Equipment	\$10,000–30,000	\$500–1,000
Design & Permits	\$5,000–10,000	N/A
City of Cambridge Licensing Fee	\$190	\$190
TBS Onboarding & Licensing Support	N/A	\$150
Legal Fees	\$1,000–3,000	N/A
Minor Furnishings & Decor	\$5,000–10,000	\$1,500–3,000
Total Upfront Cost	\$95,000–100,000	~\$5,040–9,440

Salon Suite tenants also source their own sink/shampoo basin as part of their equipment setup. The \$190 City of Cambridge licensing fee is paid directly to the city by every business owner, independent or at TBS.

Monthly Expenses

Expense	Independent Shop	TBS
Rent	\$2,000–3,500	\$1,100–2,300
Utilities	\$600	Included
Reception & Coffee Bar Area	\$2,000–4,000	Included
Website & Social Feature	\$500–1,000	Included
Business Insurance	\$150	\$90
Bookkeeping/Accounting	\$150	\$100
Software	\$40	\$40
General Maintenance	\$200	Included
Payment Processing	\$100	\$100
Payroll System	\$50	N/A
Legal	\$50	\$50
Total Monthly Expenses	\$5,840–9,840	\$1,480–2,680

Joining TBS lets you focus on your passion and craft without the financial and operational weight of starting from scratch. It's a smart business decision — the freedom of entrepreneurship, backed by an established community.

Girl Math

It's hard to believe you can start your own business with a storefront for under \$6,000 — plus everything TBS has to offer. Here's how easily your services cover your monthly expenses:

HAIRSTYLIST

Blonding Service + Haircut: \$350 — just 2 blonding services a week covers more than your monthly rent.

LASH TECH

Lash Fill: \$75 each — just 5 lash fills a week (one a day!) covers more than your monthly rent.

BROW SPECIALIST

Microblading: \$500-650 per session — just 3 sessions a month covers more than your monthly rent.

MEDICAL NURSE INJECTOR

Lip Fillers: \$500-600 per session — just 4 sessions a month covers more than your monthly rent.

AESTHETICIAN

Nails: \$50/set · Spray Tanning: \$50 · Facials: \$150 — just 3 sets of nails, 1 spray tan, and 1 facial a week covers more than your monthly rent.

RMT

60 Min Massage: \$120 — just 3 massages a week covers more than your monthly rent.

Rule of Thumb

All expenses can usually be covered with one week or less worth of services. With utilities, security, and coffee bar included, it's easier than ever to track your expenses and profits.

Joining the TBS Community

Our rental options are designed for beauty professionals seeking a space to grow their business within a supportive, collaborative environment.

1. FILL OUT THE INITIAL FORM

Complete our short Google form to tell us a bit about you and your business.

2. INTRO CALL

We'll book a 15-minute call to get to know each other and talk through your goals.

3. SUITE TOUR

Come see your future space in person and get a feel for the TBS community.

4. AGREEMENT & ONBOARDING

Review and sign your rental agreement, then complete onboarding to get set up right from day one.



Frequently Asked Questions

Q. What's included in my rent?

Security (cameras + alarm system), Wi-Fi, two premium bathrooms (yes, including the pink one), coffee bar, filtered water, ice maker, back staff room, collaboration with other TBS businesses, and features on our website and socials. Salon Suites also include towel service.

Q. What do I still need to pay for?

Your own products and retail, booking system, insurance, and your own business website. You're also responsible for applying for your City of Cambridge business license (\$190, paid to the city) — I'll personally guide you through that process for a \$150 onboarding fee.

Q. Can I rent a chair instead of a full suite?

Yes — Suite 2 offers shared chair rentals, and Diamond Cut offers daily or monthly chair rentals, custom priced to your needs.

Q. Can I use Flow & Focus Space?

Yes, it's bookable for trainings, workshops, and education events outside of class hours — and all tenants get 15% off F&F classes and memberships.

Q. What are the building hours?

Monday–Friday 9am–8pm, Saturday 9am–4pm, with your own key and personal alarm code.

Q. Are the studio spaces customizable?

Absolutely — your suite is truly your own, right down to sourcing your own sink and equipment in Salon Suites. Decorate, brand, and set up your space exactly how you want it.

Frequently Asked Questions

Q. What types of beauty professionals can rent space at TBS?

TBS welcomes a diverse range of beauty professionals — hair stylists, makeup artists, estheticians, injectors, and more.

Q. Can I see the space before deciding to rent?

Yes, we highly recommend scheduling a tour to experience TBS firsthand.

Q. Is parking available for TBS members and their clients?

Yes, free street parking is available for members and clients, with additional secured parking behind the building for an extra cost, subject to availability.

Q. Can I offer retail products in my studio space?

Absolutely — we encourage members to use their space for retail opportunities.

Q. How long are the rental agreements at TBS?

Lease terms range from 1 to 3 years, depending on what suits your business plans.

Q. Are there any hidden fees?

Transparency matters to us — all fees and costs are clearly outlined in your rental agreement, with no hidden charges.



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"Every detail, designed for your business to thrive."

STEP INTO YOUR FUTURE

Where Your Passion Meets Our Support

Are you ready to elevate your beauty career and join a community that champions your growth and success?

Schedule a tour to see what awaits you
thebeautysoc@gmail.com · 519-208-9667
www.thebeautysoc.com

Your journey to success begins here, at The Beauty Social.

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