

# Great Clips / The Beginning



## *Great Clips is Born*

Great Clips started in 1982 with owners Steve Lemmon and David Rubenzer.

Current CEO and Chairman Ray Barton began working with Lemmon and Rubenzer in the fall of 1982 and became part owner and CEO in March of 1983. Barton had been an officer and director with real estate franchising pioneer Century 21 in Minneapolis-St. Paul, and like Lemmon and Rubenzer, had experience as a hair salon owner prior to Great Clips' existence. The duo believed Barton's talents and vision would help Great Clips grow. Barton, in turn, faithfully held to the belief that the haircare industry as it was known was about to face a revolution.

Up until this point, most received haircuts in one of three ways: in full-service salons, from a mom-and-pop barbershop (remember the barber pole?) or at home. Barton saw the industry changing. He believed that haircare, like real estate, fast food, pizza and many other industries, would change from one dominated by independent mom-and-pop stores to be dominated by national brands. He believed the Great Clips concept of providing the customer with outstanding quality, with more convenience at a low, affordable price would be the concept to change the industry, and Great Clips had the opportunity to lead that change.

Great Clips management also realized that a key component to growing successful franchises was establishing training and procedures that would ensure that customers would receive the same, high-quality haircut—no matter which Great Clips they visited.

that was then...

