



## A Slam-Dunk Business Story

Headquartered in Georgetown, Texas, [Sport Clips Haircuts](#) is a sports-themed hair care franchise for men and boys with almost 1,900 stores across the United States and Canada. Established in 1993 and franchised in 1995 by Gordon Logan, founder and chairman, the company is one of the nation's leading franchises and is now helmed by president and CEO, Edward Logan. It is ranked by *Entrepreneur Magazine* at #30 in the "Franchise 500" and is listed in Franchise Direct's 2021 "Top 100 Global Franchises". Sport Clips was also named a 2021 Top Franchise for Veterans by Entrepreneur.

- Founder Gordon Logan is a pioneer of the unique sports-themed haircutting franchise, including the development of the Sport Clips All-Star haircutting systems, operating procedures, and marketing programs.
- Sport Clips is not only the first sports-themed hair salon franchise, but it is the only one with locations in all 50 states as well as locations in five Canadian provinces.
- Designed to target a previously underserved market in a multi-billion dollar industry, Sport Clips caters to men and boys by providing hassle-free hairstyling in a unique, sports-themed environment with Stylists who are the pros in men's hair.
- Qualified veterans who are interested in owning a Sport Clips are eligible for a 20 percent discount off Sport Clips' franchise fee through participation in the Veterans Transition Franchise Initiative, also known as VetFran, which was created in 1991 during the Gulf War.
- The VFW's "Sport Clips [Help A Hero](#) Scholarship" program has awarded \$11.4 million in scholarships to 2,400 military and student veterans. By providing scholarships for use at post-secondary schools, including trade schools, our goal is to make the transition from a military career to the civilian workforce a little easier.