ROBERT OF PHILADELPHIA · TEAM EXPLAINER

The Guest Sheet — what the numbers mean

Every number is **that guest's own history** in Boulevard.
Nothing is averaged. Nothing is made up.

$39/mo = $468 a year. · **Oct 15** = last day at $39. · And three numbers that are all HERS:

The middle box — what she spent — **"≈ $2,341"**

her real services total, last 12 months, straight from Boulevard

The blowout line — 12 a year, on us — **"about $704, on us"**

guests who buy blowouts see their own average × 12 · everyone else sees the $75 Signature × 12 = $900

The 10% line — her next-year savings — **"about $265 back"**

her year, repriced at the Sept 21 menu, × 10%

★ on a sheet? She's been with us under a year — the box shows her real months ("your first 7 months"), and the 10% savings is projected from her pace so far.
"Just beginning"? A brand-new guest with almost no history gets no invented numbers — the sheet simply says her visits are just beginning.

> **If a guest asks, the whole answer is one sentence:**
> "Those are your own numbers with us — just shown as a member."