ROBERT OF PHILADELPHIA · PRIVATE — ROB

The Market Around Us

$100K+ households in our coastal footprint — Collier + South Lee · what's really out there

~130,000	9,744	4,855	~4%
AFFLUENT HOUSEHOLDS WITHIN REACH	GUESTS WE'VE EVER MET — IN 46 YEARS	ACTIVE GUESTS ON OUR BOOKS TODAY	OF THE MARKET WE ACTUALLY SERVE

1 · THE MARKET

- **Collier County:** ~180,000 households — 40–45% earn $100K+ → **~75–80,000 affluent households**
- **South Lee** (Bonita, Estero, south Ft. Myers): ~65,000 households → **~25,000 more** at $100K+
- **Seasonal & second-home owners** the census barely counts: tens of thousands — nobody owns a second home in Naples on a budget → total pool **≈130,000–150,000 households**
- **And it's growing:** $16 BILLION of wealth has moved into this area — the #2 wealth concentration in the country

2 · WHAT WE'VE MET

- In 46 years, **9,744 people** have ever sat in an ROP chair
- Active today: **4,855** (2,798 year-round + 2,057 snowbirds)
- That means we've met **~7%** of the affluent households around us — and serve **~4%**
- Per stylist: a 150–200 guest book against 130,000 households — **for every guest on your book, there are 500+ who've never walked through our doors**

3 · WHAT IT MEANS TO THEM

- **"I'll lose 5 clients" is a rounding error** against 130,000 households that can easily afford us
- The market was NEVER the limit — **how many of them we've met is the limit**
- The summer proved they'll come: 700 brand-new guests in 8 weeks when we reached for them
- Maintaining a book takes **~8 new guests a month** — our average has been 2–3. The guests exist; **the reach is the work**
- These people are pricing us against Naples, the Ritz, and their last resort visit — **not against a $14 supercuts**

4 · SAY IT

> *"There are 130,000 households around these 3 salons that can easily afford everything on our menu. We've met 7% of them — ever. Nobody in this room has a market problem. We have a reach opportunity — and 5.0 is how we take it."*