What's happening — and when

Robert of Philadelphia · August 2026

THE SHORT VERSION

This is bigger than a price adjustment — it's ROP 5.0: every salon renovated to **5.0 standards** (phased, starting 2027 — the direct proceeds of this adjustment go there first), a serious investment in **you**: education with Wella educators *plus* outside professionals we hire in *plus* stronger education of our own, better technology — and, on the list we're working toward: **bringing back the 100% match on the 401(k)**. On **September 21** prices adjust for the first time in nearly three years (~15% most services, ~11% color). And ahead of it, we're launching **The ROP Platinum Membership** — one simple plan that protects our loyal guests: **$59/month, but $39/month locked for life for everyone who joins before October 15** (they become **Founding Platinum Members**). Every month a member gets a **Signature ROP Blowout** (giftable) and a **LUX indulgence up to $30**, with **Platinum perks** rolling out through the year (birthday surprises, events, early releases, concierge touches) — and **10% off every service, always** — which keeps their color right at today's price.

🎯 **The goal: 400 Founding Platinum Members by October 15.** Every enrollment is rung with the seller's name — there's a leaderboard and a contest. The desk site prints each guest's personal page; the page does the selling.

THE SCHEDULE FROM HERE

WHEN	WHAT HAPPENS
Now (wk of Aug 11)	Leadership alignment · membership built in Boulevard · your ROP login works everywhere (your mobile number + your PIN — same as ROP Chat)
Wks of Aug 18–25	Senior staff briefing, then **all-staff meetings at all three salons** · desk app training (Guest Lookup → print in 60 seconds)
Right after — late Aug	**Concierge meetings & role-play · FOUNDING INVITATIONS BEGIN — personal, in-chair and at the desk**
Mon Aug 31	**PUBLIC ANNOUNCEMENT — every guest gets the letter (email + printed at the desk), two weeks before anything changes**
Sept 1–14	Enrollment push — weekly Progress checkpoints: enrollments vs goal, leaderboard, coaching
Mon Sept 21	**NEW PRICING LIVE — members already protected**
Wed Oct 15	**FOUNDING CLOSES — $39 window ends; $59 + waitlist begins Oct 1**

WHAT WE ASK OF YOU

- **Know the 60-second flow:** guest asks → Guest Lookup → their page → Print for Guest. It's on the ROP Hub → ✦ The ROP Platinum Membership (your normal ROP login — mobile + PIN).
- **Present it as a thank-you, never a sale.** One mention, then let their printed page speak. No pressure, ever.
- **Ring it right:** every enrollment carries the seller's name · gifts are rung as gifts — never disguise a haircut as a bang trim · Platinum perks are announced as they release, never promised in advance.
- **Never promise "forever"** — say "for as long as your membership is active." Hard conversations go to a manager; you're not alone.