



FEATURES
Face & Body Salon

Company Overview and History

Frances Cortez knows what it takes to build a successful and sustainable business. She's spent the last 17 years building and expanding the services and retail component of what is today called FEATURES.

In 1992, Frances completed all of the requirements to become a licensed esthetician in the state of Idaho and founded Skin Deep in Nampa with her sister. Then in 1998, Frances started a new chapter in her business when she sold her part in Skin Deep and opened her own salon called FEATURES in Caldwell, ID where many of her clients followed her because of the quality of products and services they'd come to expect.

Since then, Frances has continued to grow her expertise and service offering with training from the best in the industry, including renowned experts like Lydia Sarfati, founder of the Repêchage®, and Kathryn Leaverette who is the clinical advisor to Peter Thomas Roth (Peter Thomas Roth Clinical Skin Care Company) and others. She also completed professional training offered by M'Lis® in Salt Lake City, Utah.

FEATURES differentiates itself in the valley using a number of unique attributes that customers appreciate and value, including offering both industry leading and FEATURES' brand products which are conveniently available for purchase during their salon appointment. The salon also provides a quiet, relaxing and personal escape from the real world where use of music and aromatherapy enhance the experience. FEATURES offers a wide-range of services that allow clients to choose what's right for them at the right price. Regardless of the treatment, prices are reasonable which allows clients to treat themselves on a regular 4-6 week schedule.

The other great thing about FEATURES and its portfolio is that there is no competition with hair and nail salons, including the salon next door which provides and accepts referrals on a regular basis. Frances has established a business and referral relationship with many other hair and nail businesses in the Nampa/Caldwell area as well. Once a year, FEATURES hosts an annual open house to show customer appreciation with specials discounts and promotions. This event represents significant revenue and clients look forward to and plan for this event all year long where most stock up on their favorite products for the whole year.

You have the opportunity to benefit from the solid foundation Frances has worked so hard to establish in the community. Additionally, Frances would love to stay associated with FEATURES as a contracted esthetician and is willing to provide consulting to the new business owner for a defined ownership transition period. As the new owner of FEATURES, you will not only get a reputable and well-known name, but also the best clientele Caldwell and the surrounding area have to offer!