

WITH HELP FROM CHARLIE, DONNA HEBERT MADE

SALON AVANTI

A MORE

ATTRACTIVE

PLACE TO WORK

Salon Avanti isn't like most other hair and nail salons. Donna Hebert, who's owned the Easthampton business for 10 years, has made sure of that. Unlike most salons, where stylists operate strictly on commission or pay for their chairs and are treated as independent contractors, Avanti offers not only hourly pay (plus commission) but health coverage and a retirement plan to its staff. Donna believes it's only right to take care of the people who have worked hard to make the salon successful. She says her policies also have worked well for the business. Avanti has three stylists who have been around since Donna first opened her doors. Moreover, all three of them are women who worked with Donna at her previous salon, New York, New York, which she left to open Avanti. One stylist has been with Donna for 18 years. The other two have been working with her for 11. That kind of longevity is unheard of in an industry in which two years with a salon is typical and four is considered an impressive stretch. Of course, Donna hasn't done it all on her own. From the time she started working to leave New York, New York and open Avanti, she's had a key advisor and a strong supporter in Charlie Epstein.

Charlie, who has more than 25 years experience as a Certified Family Business Specialist, helped Donna make Avanti into the kind of place she wanted to work for when she was starting out as a stylist. Charlie helped Donna put a health insurance plan in place for her staff. He set up the life insurance/retirement plan she currently offers. And he's now helping her move into the future by setting up a 401(k) plan, which will allow her to do even more to take care of the stylists who have kept customers coming back to Avanti for a decade. Donna's also starting to think about a time when she'll want to put the scissors down, and she says when that day arrives, she'll turn to Charlie to help her work out a plan to transition out and sell the business. She'll advise whomever takes over the salon to continue working with Charlie, too.



Charlie Epstein & Donna Hebert

Charlie can become a trusted advisor for your closely held business, too. Charlie was a member of the original class of Certified Family Business Specialists from the American College. His unique planning process, The Family CFO®, is designed to help people like Donna and you achieve increased financial independence with reduced financial anxiety. And his Desirement Planning™ process provides hands-on advice and education about 401(k) retirement plans for family business owners and their staffs. Charlie's organization and expertise can help you groom your business for unusual success and longevity.

EPSTEIN FINANCIAL SERVICES



Charlie Epstein, CLU, ChFC, AIF®, Certified Family Business Specialist

1500 Main Street • Springfield, Massachusetts • (877) 9-FAM-CFO
www.epsteinfinancial.com