vagaro

Beauty at Scale

How Vagaro Enterprise Powers Lash and Company's Franchise Growth











Overview

Since opening their flagship aesthetics spa in 2010, Lash and Company CEOs Bailey Ames and her husband, Nick Beghtol, have envisioned more than just expansion—they saw the potential for Lash and Company to become a nationwide beauty brand and spa franchise. They sold their first franchise in 2018 and haven't looked back since.

Today, Lash and Company's network includes over 26 spa locations and 4 aesthetics schools across 9 states, specializing in top-tier lash extensions, skincare services and permanent makeup, as well as dermal fillers and other beauty services.

> *"Our mission is to elevate this industry as a whole, by making each location feel like a home for people of any age group, ethnicity–anything."*
>
> – Nick Berghol





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Challenges

Lash and Company adopts the latest innovations in beauty technology and equipment and employs the most skilled service providers—many of whom are educated in their own aesthetics schools— all while maintaining competitive service pricing.

The result is what clients consistently experience: genuine transformation that exceeds expectations. Sustaining a client experience that is as accessible and welcoming as it is chic and luxurious is challenging enough for a single spa. But making that experience a franchise ideology spanning dozens of spa locations and schools across the United States requires exceptional systems and standards—something Lash and Company has mastered with the help of Vagaro's Enterprise Business Software.

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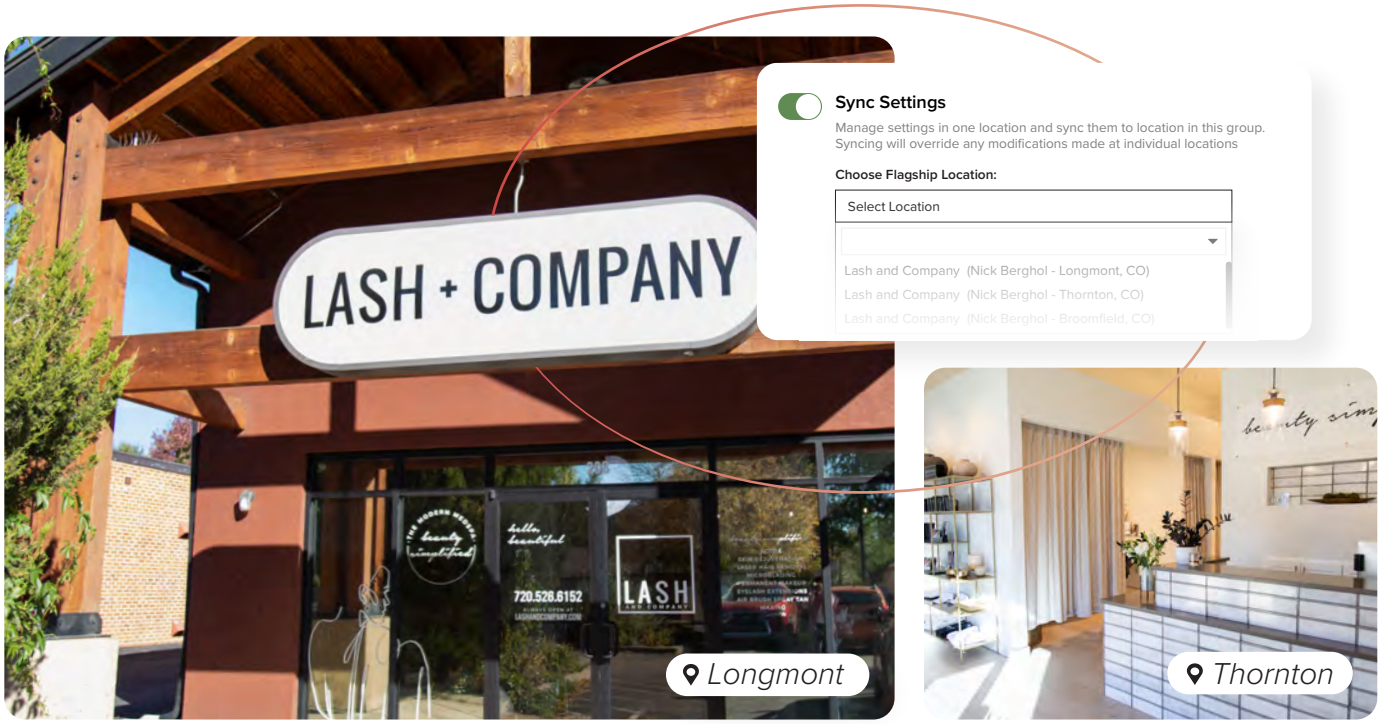
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1. A Template for Success: Flagship Syncing

Ames, a trained aesthetician herself, relied on Vagaro to run the flagship Lash and Company location, in Thornton, Colorado, praising it for its ease of use and ever-expanding suite of features.

As she and her husband neared their goal of franchise expansion, Ames knew she had a partner in growth, calling Vagaro's Enterprise accounts a 'gamechanger.'

Vagaro's Flagship Syncing feature allowed Ames and Beghtol to duplicate and streamline everything that worked so well at Lash and Company's flagship spa—booking and scheduling, client forms, services, products, memberships, packages, inventory management, etc.—across franchise locations in Illinois, Michigan, Florida and beyond.



"Vagaro is a one-stop shop for any service-based business, and they were willing to work with us."

– Nick Berghol

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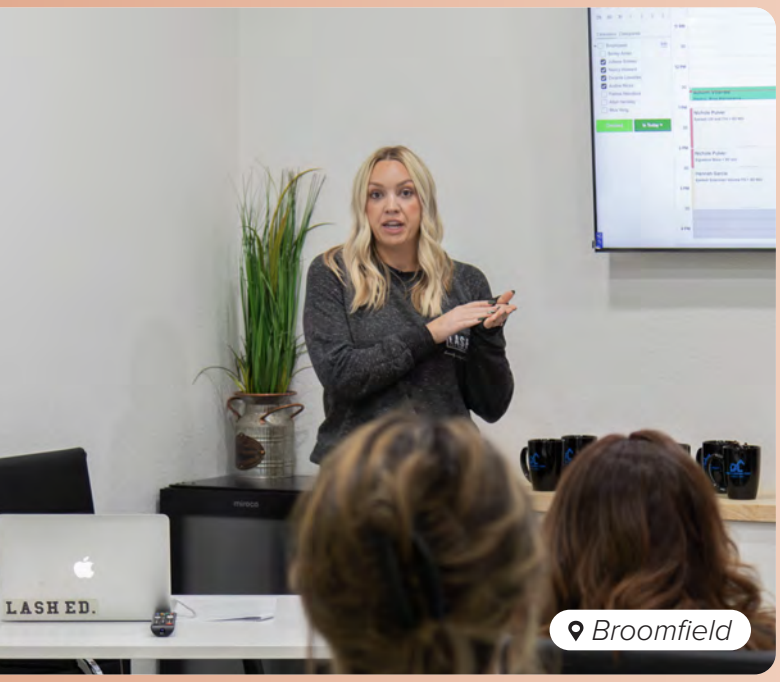
2. Training The Next Generation of Aestheticians

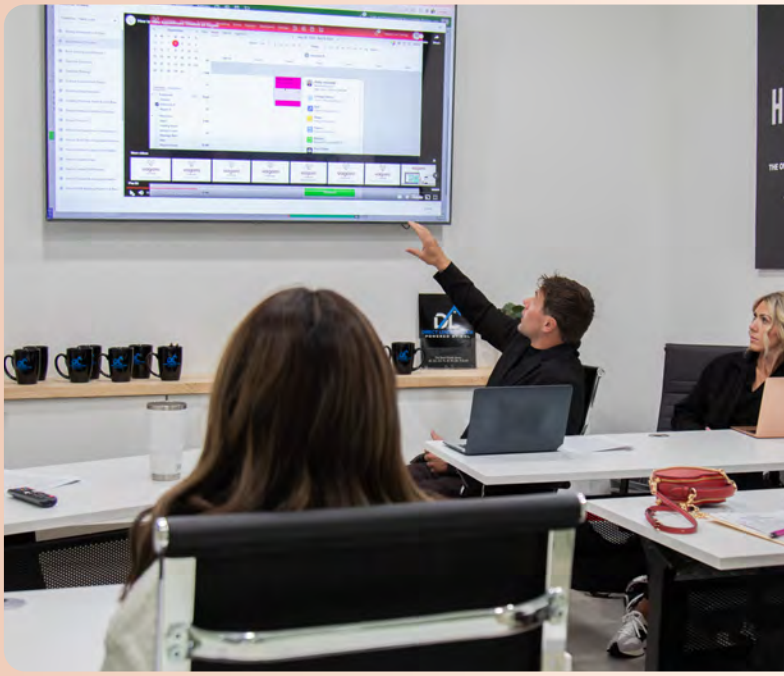
Lash and Company distinguishes itself from competitors in many ways, not least of which is through The Institutes of Modern Beauty—their series of aesthetician schools launched in 2016 to provide hands-on education while creating a hiring pipeline for future locations.

The decision was also personal for Ames, who wanted to empower fellow aestheticians with career opportunities. "Aesthetics changed my life, enabled me to have a flexible career and great income for my family, and I wanted to share that with other women," she explained.

The strategy has proven successful, with four institutes operating and several more planned.

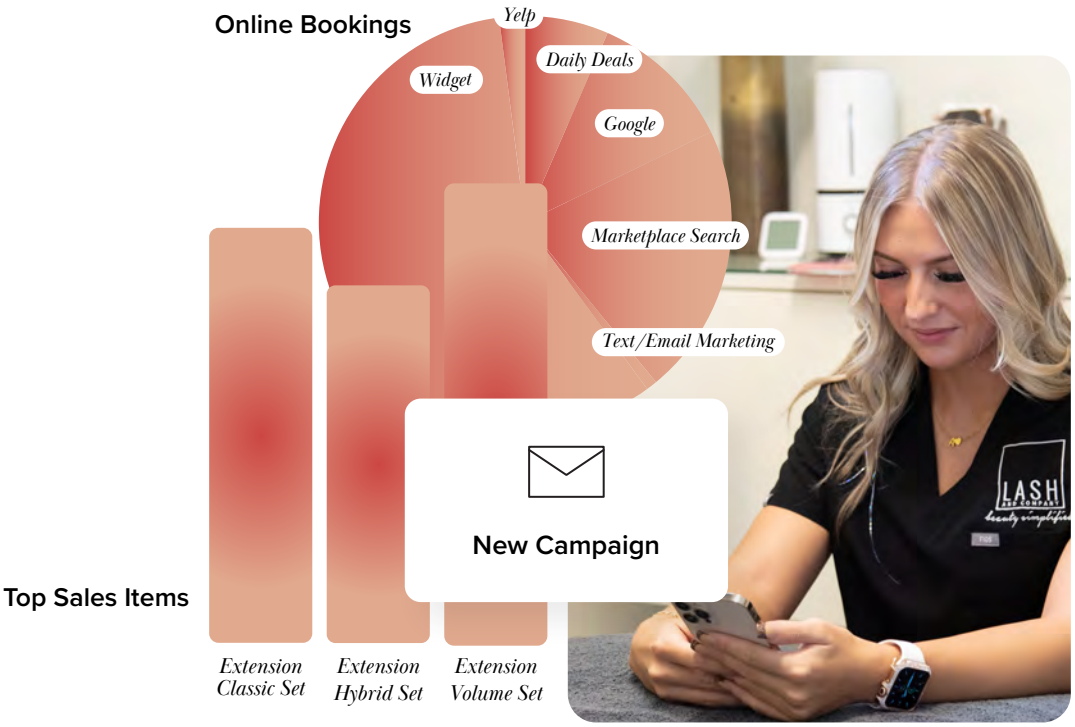
This expansion represents Ames and Beghtol's second multi-location business venture. Recognizing the unique challenges of running schools, they leveraged their existing solution: Vagaro's Enterprise platform handles everything from scheduling and billing to student management across both spa locations and institutes.





Vagaro training has even become integral to the curriculum, which Ames and Beghtol consider essential to student success.

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3. Data-Driven Decision Making Through Advanced Reporting

Reports rank among Lash and Company's favorite Enterprise features, and for good reason. Vagaro's reporting capabilities enable the corporate team to adjust franchise-wide offers based on real-time data, analyze top-performing services to build strategic monthly campaigns, and differentiate in-house clients from bookings generated through digital marketing promotions and Daily Deals for quick, informed marketing decisions.

"They are so simplistic to run, and the information so easily seen," said Sharon Nair, who heads Lash and Company's franchise-wide marketing efforts.

Customized Reports dashboards also allow Lash and Company owners like John Siton to analyze critical sales, client and service data over time for agile, day-to-day business management.

"Having access to all that information has helped us make critical business decisions throughout each quarter and year."

– John Siton

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4. Marketing Automation Powers Client Engagement

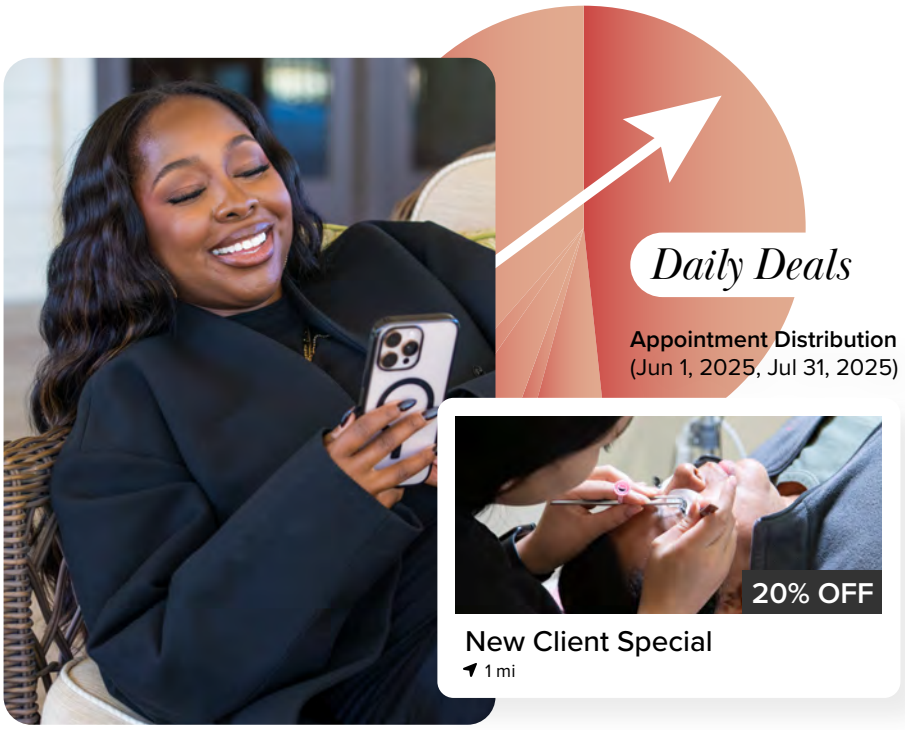
If data supplies accuracy, automation drives marketing efficiency. Lash and Company leverages Vagaro's automated tools—email campaigns, text messaging, and Daily Deals—to maintain consistent client engagement without manual intervention.

The automated journey begins immediately after service completion: first-time customers receive personalized follow-up emails the next day for reviews, aftercare instructions trigger after one week depending on service type, and win-back campaigns automatically activate after 6-8 months of inactivity, typically featuring generous discounts to encourage return visits.



"We stay in touch with clients constantly," explains Nair, highlighting how this seamless automated system enables locations to maintain engagement throughout every stage of the customer journey.

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5. Daily Deals & And a Marketplace for Growth

Vagaro's Daily Deals, in particular, have proven a successful tool for marketing, retention and Aquisition, franchise wide. The streamlined process—setting up a campaign, executing targeted email and text marketing, and generating fast sales—consistently produces high-quality leads from both current clients and new prospects.

The Vagaro Marketplace generates significant organic leads for many Lash and Company locations, with new clients frequently discovering the business through Daily Deals featured on the platform.

This direct pipeline from Vagaro consistently delivers new customer acquisitions, as the data shows.

> *"When analyzing performance metrics, we regularly observe steady growth through the Vagaro Marketplace channel."*
>
> – Nick Berghtol

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6. The Foundation for Companywide Success

Lash and Company sets franchisees up for success through a comprehensive Learning Management System (LMS) covering ownership fundamentals, employee management, location setup, marketing strategies, and Vagaro platform mastery.

Lash and Company's LMS offers differentiated courses for owners and managers—with articles, videos, and educational materials seamlessly integrated from Vagaro's extensive support library.

According to Delanie Lewallen, a Lash and Company trainer and franchisee, this approach leverages Vagaro's user-friendly design.

> *"The cool thing about Vagaro is that it's so user friendly. After just a little training, business owners grasp how to use it fairly quickly."*
>
> – Delanie Lewallen







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7. Continuous Franchise Support

Lash and Company's support extends beyond grand openings through regular one-on-ones and quarterly reviews, where leadership analyzes performance data, reviews procedures, and shares proven strategies for multi-location marketing, employee management, data sharing, and Vagaro platform optimization.

This comprehensive support delivers measurable results. Several franchisees have successfully expanded to operate as many as three Lash and Company locations, demonstrating how the combination of ongoing guidance and robust tools empowers them to become successful multi-location business owners in their own right.

“We like to view business owners as a family, and everything is about their growth,” Nair said.

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Conclusion

The commitment to success creates a ripple effect beginning with Vagaro's support model. What Ames and Beghtol provide franchisees mirrors what they receive from their Customer Success manager—comprehensive guidance and seamless platform alignment with operational needs.

This partnership has fostered sustained growth. "As we've grown, Vagaro has grown," reflects Ames.

> *"Innovation has always been one of our core values, and we see Vagaro striving for that as well."*
>
> – Bailey Ames

Looking ahead, this shared commitment positions Lash and Company for continued expansion, with Vagaro's enterprise capabilities evolving to meet new operational needs and reinforce their trajectory in the competitive beauty industry.







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