



M O R E   T H A N   A   B A R B E R S H O P

# THE SPOT BARBERSHOP

Classic and contemporary haircuts & grooming for the gentlemen of Miami

From hot towel shave treatments to hip haircuts to straight razor shaves, The Spot Barbershop offers classic grooming services in a modern setting. The Spot Barbershop's experience is truly a cut above. The ambiance and skilled barbers with dedication for their craft make this more than just a haircut, it makes every visit a gentleman's experience.

The Spot Barbershop was established in 2001 and is growing rapidly with now 20 locations. We combine superb service, a relaxed and sophisticated classic style into an experience where the goal is to make you feel great and look even better.







**FOUNDERS**





# FREDIS PERDOMO

Our story begins in 2001 when founder, Fredis Perdomo opened the first SPOT BARBERSHOP in little Havana. But even before the first SPOT was opened, Fredis knew he was going to make a difference in the barber industry.

The first time Fredis picked up a cutting machine, he was only 14 years old, in middle school. A friend came to visit him in the home where he grew up with his future business partner and brother Juan Carlos Perdomo and their mother. He didn't own a machine himself, but borrowed one he knew his uncle kept in a closet in their house. It all clicked for him when the following week, his friend came back for another haircut, this time with another eager customer. Word began to spread about how Fredis was cutting hair (and was good at it) and so his book of business began to grow.

Cutting hair throughout all of high school, he began to save money to open up his own shop. In 2001, Fredis opened the first SPOT BARBERSHOP at only 19 years old in little Havana Miami. After building a solid book of business and making a name for himself in the south Florida barbershop world, Fredis knew that in order to continue to succeed and grow he needed to continue making sacrifices, saving money, and having faith that THE SPOT BARBERSHOP was more than just a pipe dream.

"When you love something, and love what you do, the obstacles don't matter"

\_ Fredis Perdomo





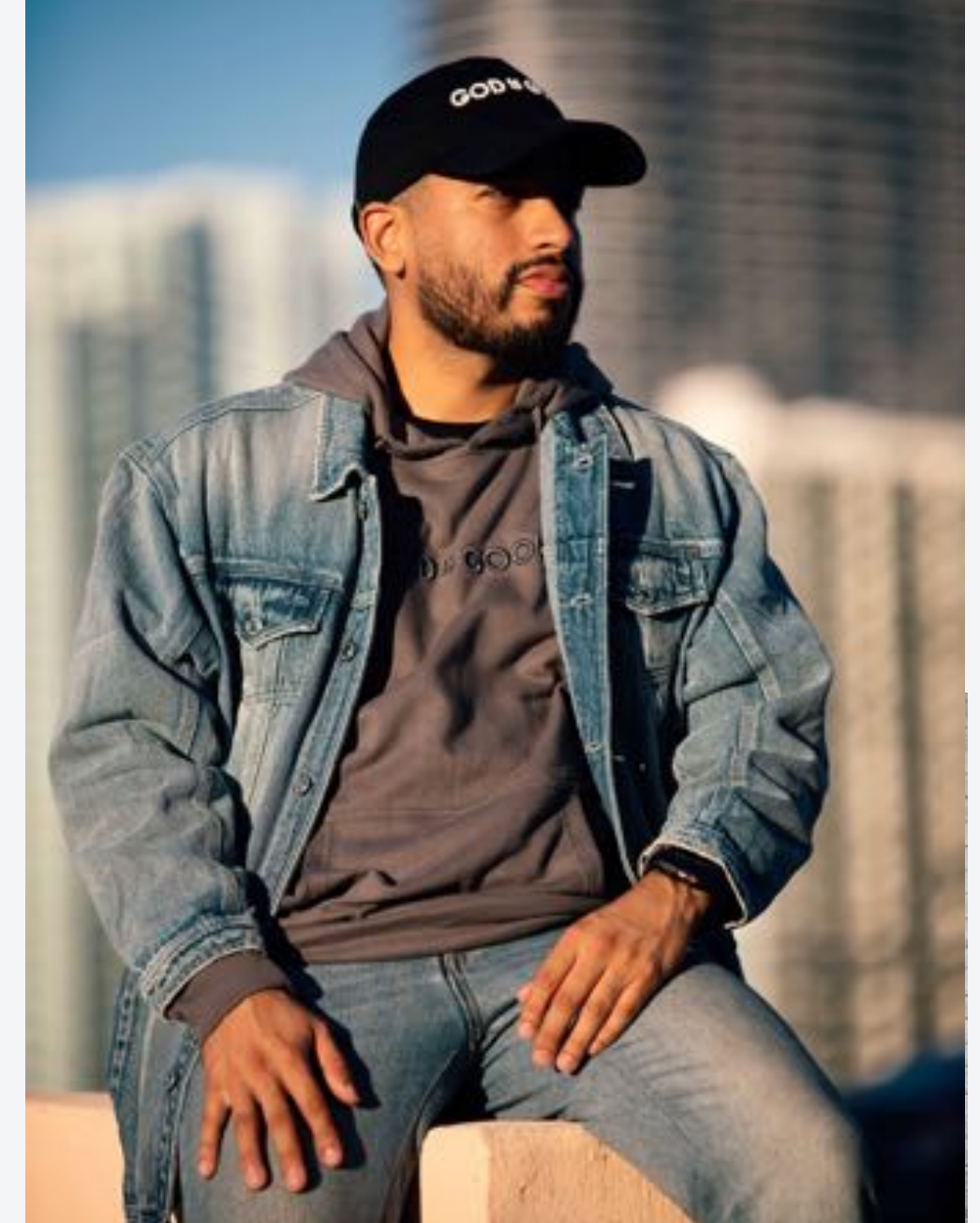
## JC PERDOMO

Juan Carlos has been the “MAKE IT HAPPEN” person behind his brother’s dream. Mentoring his brother, and supporting his barber business. Juan Carlos manages the overall operations and resources of the company, and directs its overall growth. With over 10 yrs. in Sales, Juan Carlos Identifies business opportunities by identifying prospects and evaluating their position in the industry.

## DIANA HERNANDEZ

An industrial designer by trade, Diana Hernandez, partner and designer ups the ante on Miami's grooming scene with The Spot Barbershop.

Born in NY, raise in Cali, Colombia SA, Diana is the creative mind behind THE SPOT BARBERSHOP.



## LESTER RIVERA

Master Barber by Trade, Leader at heart. Lester Rivera Lead HR for THE SPOT BARBERSHOP.

Born and raised in MIAMI with a Nicaraguan background.



A photograph of two men on a rooftop. The man on the left is standing, wearing a brown fedora, a beard, and a blue denim jacket over a black shirt. The man on the right is sitting on a ledge, wearing sunglasses, a blue denim jacket, and dark pants. They are both looking towards the right. In the background, a city skyline with tall buildings is visible under a clear sky. The title 'THE PERDOMO BROTHERS' is overlaid in white, spaced-out capital letters across the middle of the image.

# THE PERDOMO BROTHERS

Juan Carlos and Fredis come from a background of hard working family members. Their mother is their biggest influence. She immigrated to the United States in 1982 from Honduras, leaving them behind so that she could work, save money and bring them into a stable life. The Brothers teamed up early on in the history of THE SPOT BARBERSHOP, working together for three years, opening 4 shops on their own. They started as a family run business, but after their success began getting noticed by investors. proposals were made and deals were signed.

# OUR BUSINESS MODEL

Has been ground-breaking in the growing industry. Our ability to grow rapidly has been thanks to our partnerships with the barbers and sharing a 50/50 commission on all services. we have been able to hire the best of the best for our team because of its profitable margin for both the barbershop and the barber. The Spot Barbershop also prides itself on its philanthropy and giving back to the community.

we strive to be a positive staple in every community we are located in throughout the US.



# MORE THAN A BARBERSHOP



FOUNDED IN

2001



CUSTOMERS SERVED  
PER YEAR

150,000



ACTIVE USERS

30,000



# THE SPOT

A ONE OF A  
KIND BARBERSHOP

L O C A T I O N S





# 20 LOCATIONS

SOUTH FLORIDA



BRICKELL BAY



COCO WALK

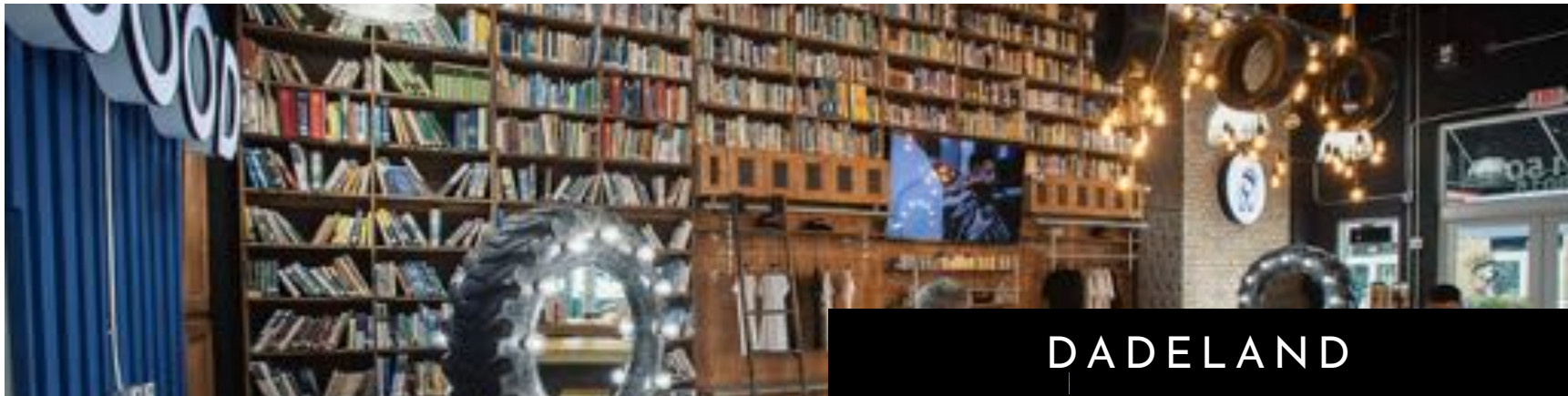


BRICKELL BAY

BRICKELL EAST



CORAL WAY



DADELAND



DESIGN DISTRICT



# 20 LOCATIONS

SOUTH FLORIDA





# 20 LOCATIONS

SOUTH FLORIDA



MERRICK PARK



PINECREST



BRICKELL BAY

MIAMI LAKES



SOUTH MIAMI



PEMBROKE GARDENS



SUNNY ISLE



# FEATURED IN FORBES MAGAZINE IN OCTOBER 2019

Forbes

## God Is Good: How The Spot Barbershop Created A Very Successful Brand With Thanks To The Grace Of God



Joseph DeAetion Entrepreneur & Author of *God Is Good*  
Entrepreneur & Author



Exterior view of The Spot Barbershop at night. Photo by [unintelligible]

Forbes

The Spot Barbershop has created a sophisticated, stylish and recognizable brand in a rising niche market and is always one step ahead of what every man finds they need when it comes to their barbershop, including great prices. By creating an experience, not just a service, The Spot set out to bridge the gap between the big barbershop and the five o'clock by offering full-service haircuts and facial grooming for an average of \$15. They also offer manicures, pedicures, and waxing services, which start at just \$10. The Spot is the only barbershop in Miami that leverages technology to enhance the barber experience, providing a platform where clients have the ability to monitor each barber via Instagram, looking at their previous work, awards won, etc. and the best part - no more waits or lines, clients can be in and out in 30 mins. The Spot takes pride in ensuring that all barbers are knowledgeable and passionate about classic barbering, for every client a consultation is conducted to ensure the experience is tailored and customized to each individual's needs and desires.

I recently had the pleasure of speaking with Mike Rios, CEO about how Spot Barbershop staff is uniquely talented in comparison to other Barber shops, what the biggest grooming problem he aims to fix in men's grooming and why he preaches why it is important to keep hair and beard in style with respect to work and dressing for success?

**Joseph DeAetion:** Talk to Forbes about the history, launch date of The Spot Barbershop

**Mike Rios:** The Spot Barbershop welcomed its first clients way back in 2008 in an area of Miami, FL known as Little Havana. Freda Furthman just wanted to cut hair. It was something he was really good at it and it was a way to make money for himself and

Forbes







BEST OF MIAMI® /// READERS' CHOICE /// 2021

BEST BARBERSHOP

The Spot Barbershop

## VOTED BEST BARBERSHOP 5YRS IN A ROW



Photo by John Luzzo

From humble beginnings, the Spot has emerged as South Florida's number-one, go-to spot for the best gentlemen's haircut experience. The first shop opened in Little Havana in 2001, and the business has since grown to 14 locations - including outlets in Brickell, Coral Gables, Fort Lauderdale and Swamp Isle. An additional three shops (in Coconut Creek, Pendergast Plaza Gardens and South Beach) are in the works. But aside from its obvious success, what makes the Spot so special? Well, services run the spectrum, including blade-edging beard service, nose, ear and eyebrow waxing, pedicures and, yes, a good old-fashioned haircut. The shops' ambiance and staff are always welcoming, too. That may or may not have something to do with the massive "GOD IS GOOD" banner that adorns every location; God has certainly been good to the Spot through the years, and the Spot continues to be good to us.

Multiple Locations



## THE SPOT BARBERSHOP ANNOUNCES MAJOR EXPANSION FOR 2021

ENTERTAINMENT PRESS RELEASES

MUSIC PRESS RELEASES

January 8, 2021 - 0 Comments

★★★★★ 0 (0 votes)



Classic and Contemporary Grooming for the Gentlemen of America, The Spot Barbershop will have 100 Locations by 2023. It's already making a name for itself in Ft. Lauderdale and throughout the Miami area.

Voted #1 Barbershop by Miami locals, The Spot Barbershop has made great strides towards revolutionizing and leading the grooming industry in the Miami market. Nearing 20 years since its establishment, The Spot announced its commitment to open 14 locations in 2021, one in every major city by 2022, and totaling 100 locations by 2023. While facing the adversity of a global pandemic, The Spot has been able to thrive, proudly sustaining, solidifying and expanding its legacy into an ever-growing lifestyle brand, which will generate an estimate of 2000 jobs.

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## Featured in Forbes magazine in October 2019

Forbes

### God Is Good: How The Spot Barbershop Created A Very Successful Brand With Thanks To The Grace Of God



Joseph DeArctis  
Founder & CEO  
The Spot Barbershop



Photo by Joseph DeArctis on The Spot Barbershop - www.spotbarbershop.com

Forbes

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Forbes







## THE SPOT BARBERSHOP

More than a barbershop a lifestyle, with over 20 locations and future plans to expand nationwide the spot Barbershop, is disturbing the barbershop industry with a footprint like no other.

tappng into the fashion indutry with a positive a unique msg.

# GOD IS GOOD











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FOR MORE INFORMATION CONTACT

[Diana@Thespotbarbershop.com](mailto:Diana@Thespotbarbershop.com)