



**SSBCI Business Consultant: Rick Vander Weele**



For Katrina Shuler, beauty is more than just a business; it's a lifelong passion. With 16 years as a nail technician and seven as an esthetician, she has built a reputation for excellence at Southern Charm Nail and Skin Care (Southern Charm). Since opening her salon in 2019, she has created a space where beauty, wellness, and top-tier customer care go hand in hand. But Katrina had a bigger vision: she wanted to expand.

To bring her dream to life, Katrina turned to SC SSBCI Business Consultant Rick Vander Weele for guidance.

## A BOLD VISION FOR GROWTH

"I wanted to acquire European Skin Care (ESC), a well-established and thriving salon just down the road," Katrina shared. To navigate the complex process of purchasing a business, she partnered with her brother, Alex Shuler, a senior leader at Westinghouse Nuclear Facility. While Katrina was the driving force behind the business, Alex played a key role in ensuring the acquisition was financially sound.

## STRATEGIC PLANNING AND SMART FINANCING

Vander Weele began working with Katrina and Alex in July 2024, guiding them through the financial and strategic aspects of the purchase. In an early meeting, he recommended structuring the deal as an asset transaction—purchasing ESC's equipment, inventory, and supplies rather than the entire business entity.

Funding the acquisition required a mix of personal and family resources. Alex invested \$30,000 of his own money, and a \$70,000 family loan brought their total seed funding to \$100,000. With a solid financial foundation in place, they were ready to move forward.

### RESULTS:


**\$100,000**

**CAPITAL INVESTMENT**

**7**

**JOBS CREATED**

**BUSINESS PURCHASED**



**"I was privileged to work with Katrina and Alex Shuler with the successful acquisition of European Skin Care. The Southern Charm Nail and Skin Care Salon is now one of the largest service providers in Orangeburg. I look forward to continuing our partnership."**

**- Rick Vander Weele  
SSBCI Business Consultant**

## SOUTHERN CHARM NAIL & SKIN CARE

### EXPERT GUIDANCE LEADS TO SUCCESS

Over the next five months, Vander Weele provided hands-on support, spending over 85 hours refining three-year financial projections, analyzing market data, and reviewing purchase agreements.

Finally, on January 31, 2025, Katrina officially acquired ESC, rebranding it as Southern Charm Nail and Skin Care. As part of the deal, she retained ESC's talented team—six full-time and one part-time technicians—transforming her one-person operation into one of the premier beauty service providers in the community.

"Rick's advice and guidance gave us the confidence to stay the course and push forward," Alex said.

### LOOKING AHEAD

While the property where Southern Charm now operates isn't currently for sale, Vander Weele advised his clients to lease the space for a few years to evaluate income and cash flow. In the future, Katrina may explore the SSBCI loan program to purchase the property, ensuring long-term stability.

Vander Weele and Alex will continue meeting monthly to review financial and business operations, ensuring Southern Charm's growth stays on track.

Today, Katrina is living her dream as the owner of a flourishing salon known for exceptional service and personalized beauty treatments.

"Every service reflects my commitment to excellence and passion for helping clients look and feel their best," she said. With determination, expert guidance, and a strong support system, Katrina turned her vision into reality—proving that with the right resources, small businesses can achieve big success.

### SERVICES PROVIDED:

- BUSINESS STARTUP FINANCIAL ASSISTANCE
- STRATEGIC PLANNING
- FINANCIAL ANALYSIS AND PROJECTIONS
- BUSINESS ACCOUNTING ASSISTANCE



**"Rick's expert guidance gave us the confidence to stay the course and successfully move forward with our business expansion and acquisition—something we had been working toward for nearly two years. We're excited to continue working with him as we develop and implement strategies for long-term, sustainable growth."**

**- Katrina Schuler  
Owner, Southern Charm Nail and Skin Care**