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IT'S GONNA BE GREAT®

GCMap
Exclusive Agent
User Manual

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1 Introduction

The Great Clips Mapping Tool (GCMap - the map) was designed to allow users to view existing salons in relation to potential new locations and geographical references. The Great Clips real estate team uses the map to enter potential new locations into the CRM system for review. Users are able to view salon and location details, as well as interact with the map.

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2 Access

Exclusive agents can access the map in two ways:

1. Through the direct link: https://gcmap.greatclips.com
    a. Login with your Great Clips credentials
        i. Username: Ex: name@company.com
        ii. Password: Current Great Clips Password
2. Through the Exclusive Agent website: https://exclusive.greatclips.com
    a. Login with your Great Clips assigned login information
        i. Username: *email address*
        ii. Password:
            1. Use the *Reset your password* option if you can't remember your password. (Figure 2)
    b. Select the Real Estate Mapping Tool link to open the map (Figure **1**)
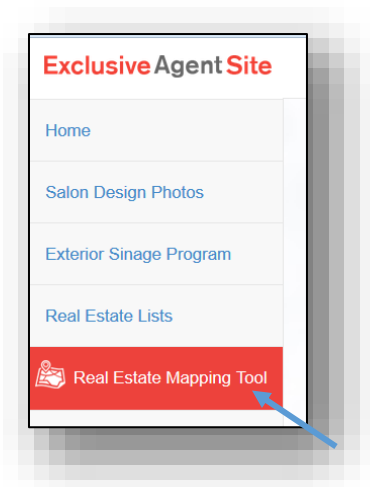   i. The Great Clips Mapping Tool login page will open.

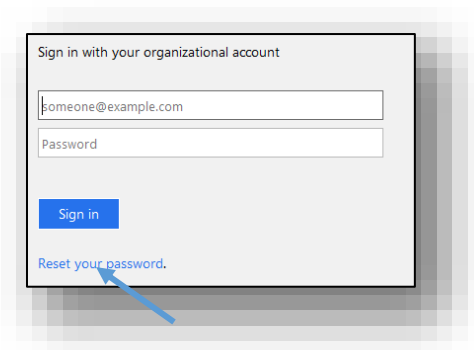Figure 1: Access map in the Exclusive Agent site

Figure 2: Reset your password

When the map opens, the default view will be centered on your current location. When first logging into the map, you may get a pop-up asking if you would like to share your location, select "Yes". This will ensure that every time you access the map it is centered on your current location.

3 Navigating the GC Map

The map offers several options for navigation. Users on any non-mobile device can use their mouse to click and hold anywhere on the map, which will display the hand icon. While holding, users can then pan the map in any direction. iPad users can touch and drag in the direction they would like to pan the map. Users also have the option to navigate using the Search feature.

NOTE: The map is not designed for use on a phone due to the amount of content that needs to be displayed.

3.1 Search

The search feature allows users to search for specific locations or salons on the map that have a record in CRM. Users can also search for specific areas on the map using various criteria such as an address, city and state, or business name. The results of the search will be displayed in order of relevance to the search criteria in the search results pane. To perform a search:

1. Enter search criteria in the search box, then press enter or select the magnifying glass icon in the search box. *Ex: Salon number, location name, an address, etc*. (Figure 3 & Figure 4)
   a. Search results will be displayed in the search results pane. (Figure 5)
      i. Searches can also be retailers or generic terms. *Ex: Chipotle, coffee, Walmart*
2. Use the navigation arrows at the bottom of the search results pane to navigate between pages. (Figure 5)
3. Users can use their mouse to hover over a search result in the search results pane to display a blue halo around the location on the map. (Figure 6)
   a. The hover option is not available on the iPad.
4. Click a search result in the search results pane to select that result. (Figure 7)
   a. iPad users will touch the result to select a location.
   b. The map will center on the selected location, and the details pane will be displayed on the left side of the screen.
   c. Users can also click a pin on the map to select a location.
5. To go back to the search results or search a new location, select Back to Search Result. (Figure 7)

When searching, users will also be presented with a "Did You Mean?" (Figure 8) pane in the bottom, right hand corner of the map. If the criteria entered in the search field does not present an exact match in the search results, the "Did You Mean?" pane will present options that contain the search criteria.
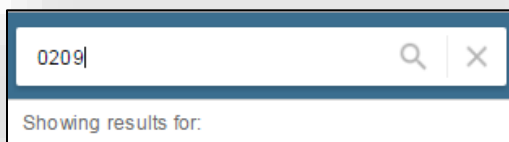
0209	🔍 ✕
Showing results for:	

Figure 3: Search by salon number

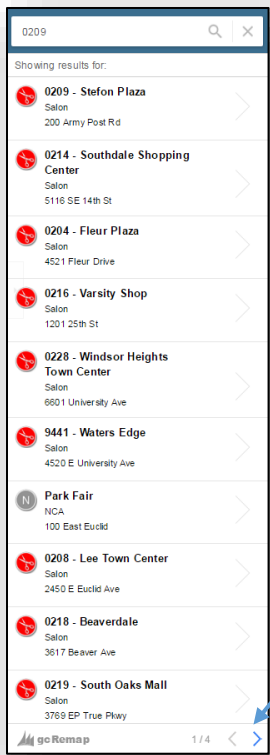| Hyvee Outlet	🔍 ✕
Showing results for:	

Figure 4: Search by location name

Figure 5: Search results and navigation arrows

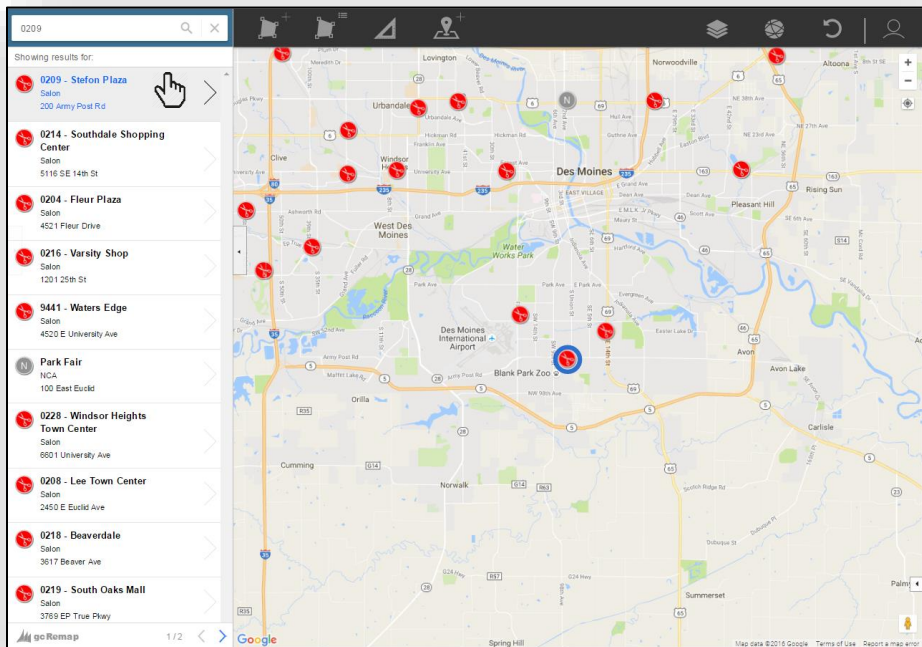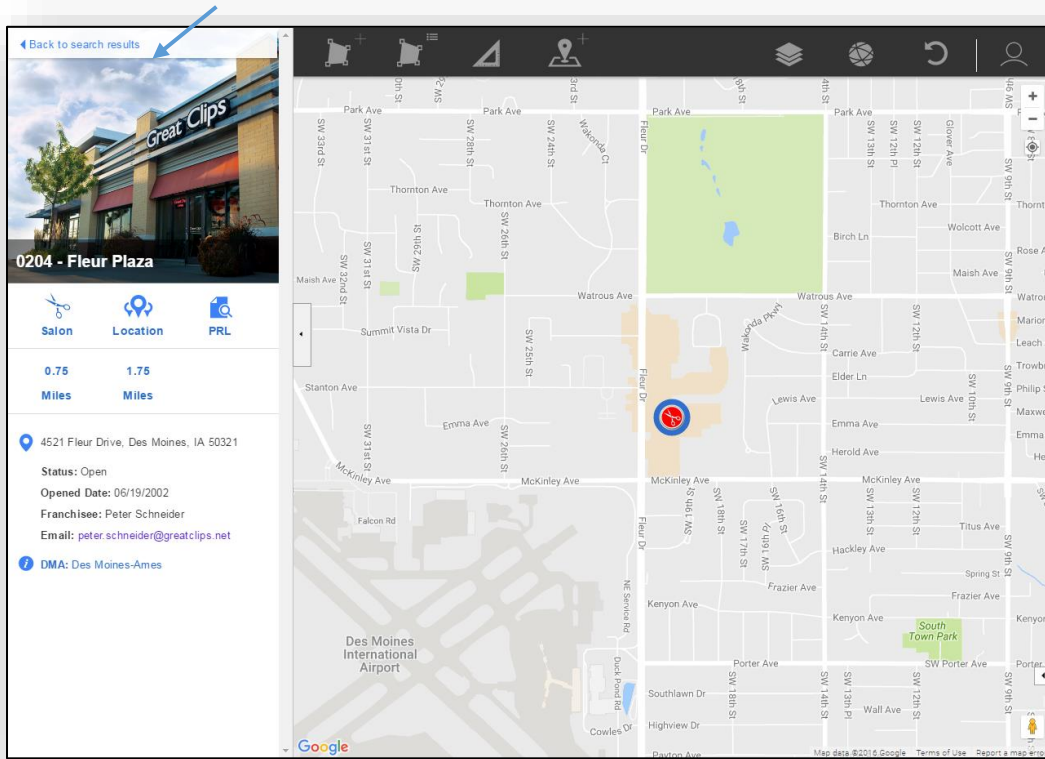Figure 6: Halo
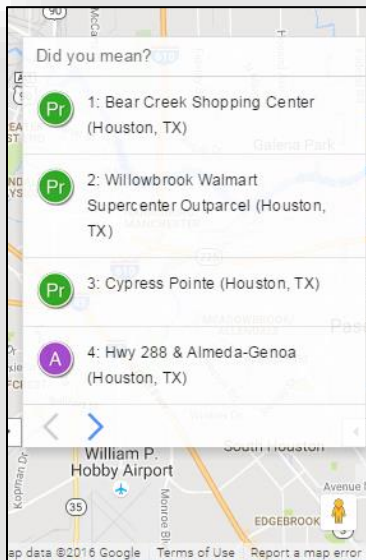
Figure 7: Selected location and back to search results

Figure 8: Did you mean

4 Creating a New Location

Exclusive agents are able to create new location records within the map. This section details the required steps to create a new location.

1. Use the Search or panning features described in Section 3 to find the desired location on the map. *Ex: Search: 4400 W 78th St, Minneapolis, MN*
2. Select the new location pin icon to drop a new location pin on the map. (Figure 9)
   a. A new location balloon will be dropped in the center of the map. (Figure 10)
   b. Click and hold the pin, then move the pin to the exact spot of the new location.
      i. iPad users touch and hold the pin, then drag it to the correct location.
3. Right click the new location balloon to open the radial menu. (
      Figure **11**)
   a. iPad users touch and hold the new location balloon to open the radial menu.
4. Select the save icon to open the location details form. (Figure
   11)
5. Complete all fields of the location details form. (Figure 12) The DMA is required to create a new location record.
6. Select the check mark to save the new location record. (Figure **12**A)
   a. Select the "X" to close the form without saving. (Figure **12**B)

A new location pin will appear on the map (Figure **13**) and a new location record will be created in CRM.

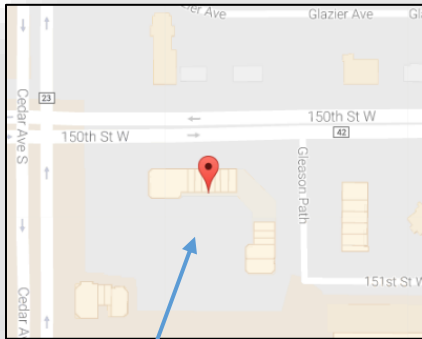Figure 9: New location pin icon in menu bar
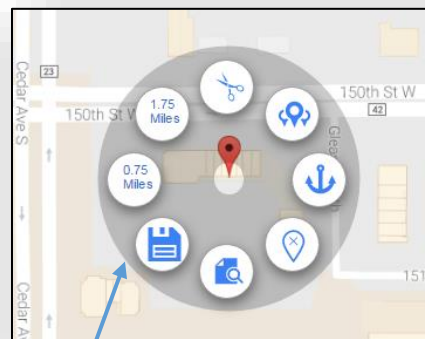

Figure 10: New location balloon

Figure 11: Radial menu and save icon
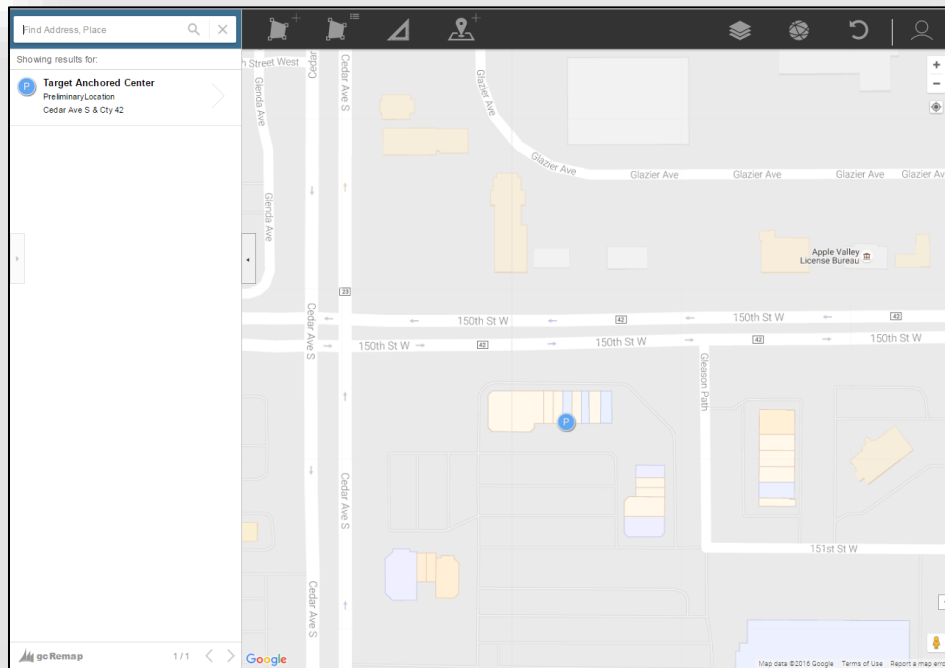
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Figure 12: New location form


Figure 13: New location pin

5 Details Pane

The details pane contains data and action buttons specific to the currently selected salon, location, DMA or custom trade area. The breakout below outlines the available detail panes.

5.1 Open Salons

A. Salon number and salon name.

B. Distance lines action buttons. Use to enable distance lines from the selected salon to any salons, locations and/or PRL in the current map view.

C. Radius actions buttons. Use to enable the 0.75 mile protected radius and/or 1.75 mile right of first refusal radius around all salons and locations with SECF consent in the current map view.

D. Salon address, status, opened date, franchisee listed as the designated operator, franchisee email.

E. DMA: This is the DMA in which the salon is located. Selecting the information icon will open the detail pane for the DMA.

5.2 Closed Salons
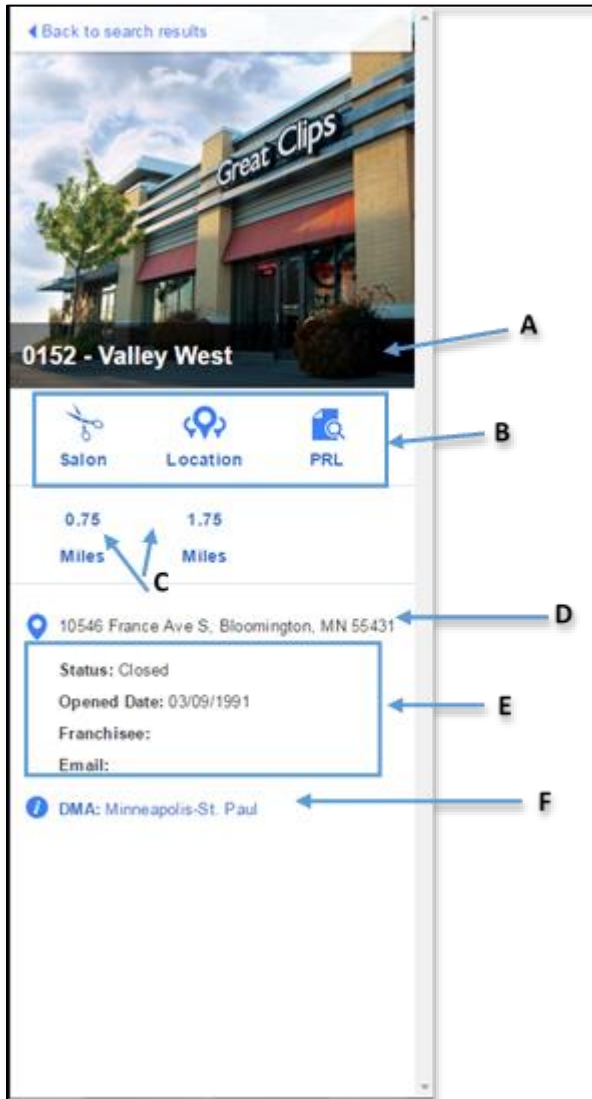
A. Salon number and salon name.

B. Distance lines action buttons. When enabled distance lines from the salon to any salons, locations and/or PRL within the map view will be displayed.

C. Radius actions buttons. When enabled will display the 0.75 mile protected radius and/or 1.75 mile right of first refusal radius around any salons or locations with SECF consent in the current map view.

D. Salon address

E. Status, opened date, franchisee, franchisee's email

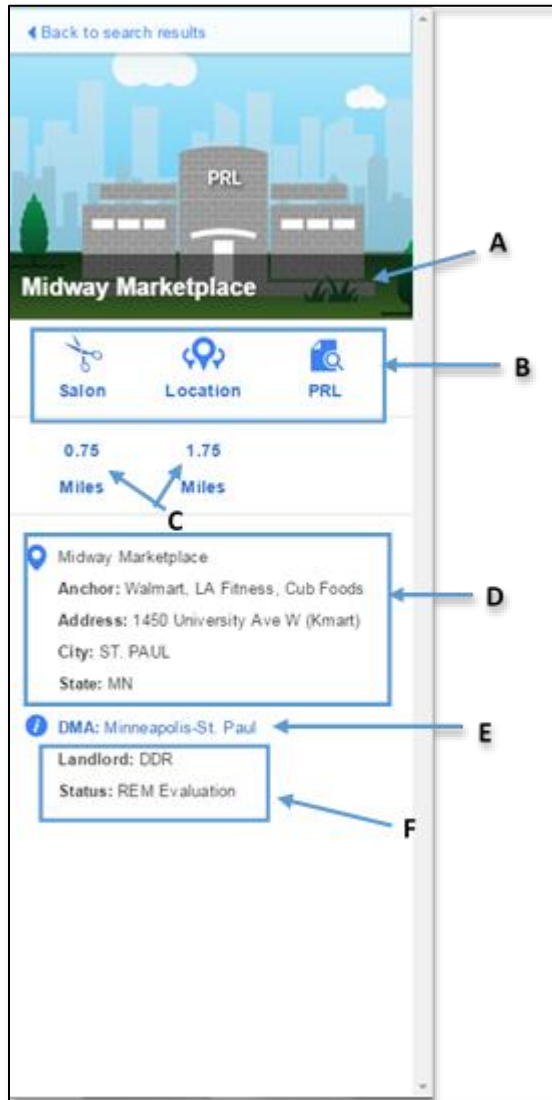F. DMA salon is located. Selecting the information icon will open the details pane for the DMA.

5.3 Locations

A. Location name.

B. Distance lines action buttons. Use to enable distance lines from the selected location to any salons, locations and/or PRL in the current map view.

C. Radius actions buttons. Use to enable the 0.75 mile protected radius and/or 1.75 mile right of first refusal radius around all salons and locations with SECF consent in the current map view.

D. Lock/Unlock action button. Select the lock action button to unlock the location pin. The icon will change to unlocked. The pin can then be moved to a new location. Select the unlocked icon to lock the pin in the new location.

E. Location address.

F. DMA: This is the DMA in which the location is located. Selecting the information icon will open the detail pane for the DMA.

G. Location address, designated operator, franchisee email,

5.4 Portfolio Review Locations (PRLs)

PRLs are sites that are in the GCI portfolio review process and being evaluated for addition to the location summary

A. PRL name.

B. Distance lines action buttons. Use to enable distance lines from the selected PRL to any salons, locations and/or PRL in the current map view.

C. Radius actions buttons. Use to enable the 0.75 mile protected radius and/or 1.75 mile right of first refusal radius around all salons and locations with SECF consent in the current map view.

D. PRL anchor and address.

E. DMA: This is the DMA in which the PRL is located. Selecting the information icon will open the detail pane for the DMA.

F. Landlord name, current status.

5.5 Custom Trade Areas

See Section 6 for details regarding custom trade areas.
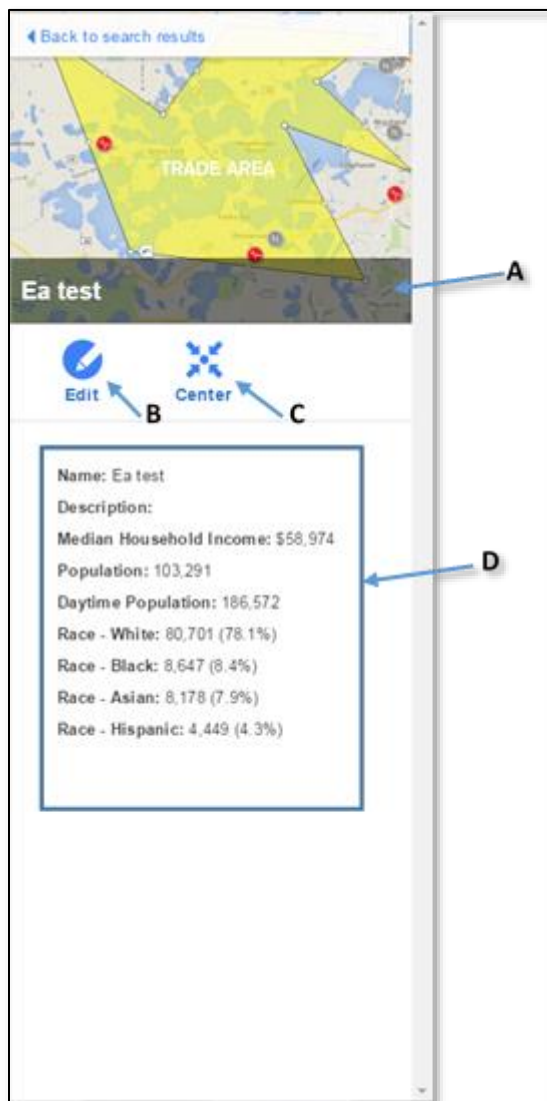
A. Custom trade area name.

B. Edit icon. Select to enable editing. See **Section 6.3** for details.

C. Center icon. Select to center the private trade area on the map.

D. Name and description of the private trade area. Also contains basic demographic information of the population within the private trade area.

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5.6 DMAs

A. DMA name.

B. Details of selected DMA. Information listed will be the current status of the DMA, what programs are available, current number of salons, what the salon potential is for the market, the number of franchisees in the market, the franchise development manager, real estate manager, business services director and business services manager.

6 Custom Trade Areas

A custom trade area allows users to define a specified area on the map, and receive a report in the details pane containing the demographics within the defined area. These trade areas are specific to each user and will not be displayed on the map of other users. Today, this feature is only available for the US. This feature will extend to Canada in a future enhancement.

6.1 Creating Custom Trade Areas

1. Select the new custom trade area icon from the menu bar (Figure **14**)
   a. The Custom Trade Area modal will appear. (Figure **15**)
   b. To move the modal, click and hold the ellipsis to drag the modal to a new location. (Figure 16)
      i. iPad users tap and hold the ellipsis to move the modal.
2. Click on the map to create the first point of the custom trade area.
   a. iPad users touch on the map to create the first point.
3. Continue to click/touch points on the map to create a polygon, ending at the first point.
4. Enter a name for the newly created custom trade area in the name field of the modal.
   a. See Tips and Best Practices for suggested naming conventions.
5. Enter a description of the custom trade area.
6. Selecting a color is not required, but can be set by selecting the colors icon in the modal. (Figure 17)
   a. To change the opacity of the selected color, slide the blue opacity circle to the right or left.
7. After the new custom trade area is saved, the details pane will display the demographic information of the area inside the custom trade area. (Section 5.5)
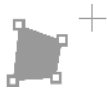
Figure 14: New private trade area
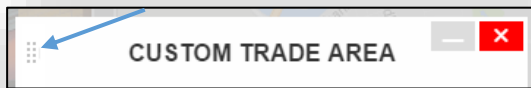

Figure 15: Custom trade area modal
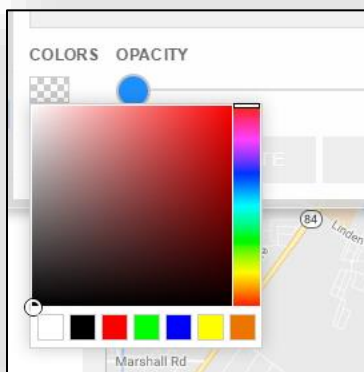

Figure 16: Select ellipsis to move

Figure 17: Select Color

6.2 Selecting an Existing Custom Trade Area

Custom trade areas are unique to each user. Users can only view the custom trade areas they have created and saved. To view this list and display the custom trade area on the map:

1. Select the custom trade area list icon from the menu bar. (Figure **17**)
    a. A list of the current user's custom trade areas is displayed.
2. Select the check icon next to the name of the custom trade area to be displayed to enable a trade area. (Figure **18**)
    a. The check icon will turn blue when selected.
3. The detail pane will display the details of the selected custom trade area. In the detail pane, select the Center icon to display the custom trade area in the center of the map. (Figure 20)
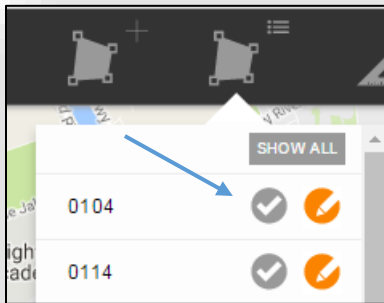

Figure 17: Custom trade area list
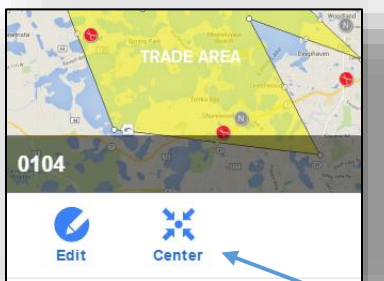

Figure 18: Enable trade area

Figure 20: Center trade area on map

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6.3 Editing Custom Trade Areas

1. Select the Custom Trade Areas List icon to display the list of created custom trade areas. (Figure **17**)
    a. Turn on the custom trade area by selecting the check icon next to the name. (Figure **18**)
2. In the details pane, select the Center icon to display the custom trade area on the map. (**Error! Reference source not found.**)
3. Enable editing of the custom trade area by either:
    a. Selecting the Edit icon in the details pane. (Figure **19**)
        Or
    b. Selecting the Edit icon in the custom trade are list. (Figure **19**)
        i. The custom trade area modal will appear when editing is enabled (Figure **15**)
4. Edit any attributes of the custom trade area, i.e.: name, description, color, opacity, shape.
    a. To change the shape of the custom trade area, click and hold any of the points around the edge of the custom trade area. Drag the points to a new location, then release.
        i. iPad users touch and hold points, then drag to a new location.
5. After changes are made, select Save.
6. Updated demographic information will be displayed in the details pane if there is a significant change in the boundaries.
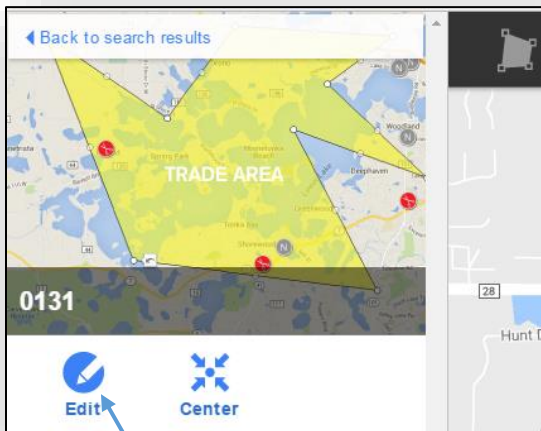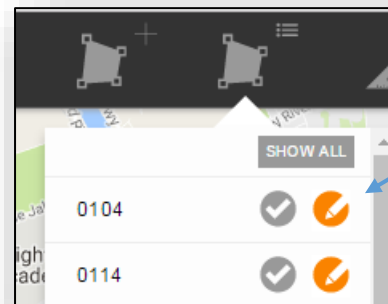

Figure 19: Edit trade area

Figure 20: Edit trade area

6.4 Deleting Custom Trade Areas

Custom trade areas will be retained in the list until the user deletes them. To delete a custom trade area:

1. Select a custom trade area from the custom trade area list. (Figure **18**)
2. Select the Edit icon from either the detail pane or the custom trade area list. (Figure **19** & Figure **22**)
   a. The Edit modal will appear. (Figure **15**)
3. Select the Delete option. (Figure **21**)
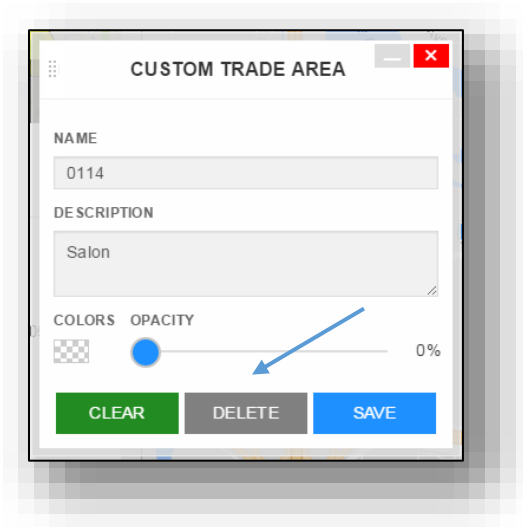   a. Once a custom trade area is deleted, it can no longer be retrieved.

Figure 21: Delete private trade area

7 Manual Distance Line

The manual distance line feature allows users to measure the distance between two points on a map. To draw a manual distance line:

1. Select the manual distance line icon. (Figure 22)
2. Click a starting point on the map.
   a. This point can be a pin or an arbitrary point on the map.
   b. iPad users tap the map to create the starting point.
3. Click an end point on the map.
   a. This point can be a pin or an arbitrary point on the map.
   b. iPad users tap the map to create the starting point.
4. A line will be drawn between the points with the distance in miles displayed. (Figure 23)

Clicking a new point on the map after a distance line has been drawn will create a new line between the last point selected and the new point selected. To turn off the manual distance line tool, select the manual distance line icon again.
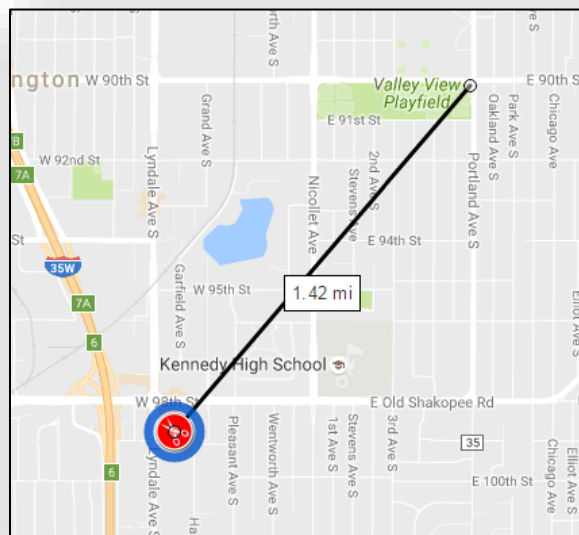

Figure 22: Manual distance lines icon

Figure 23: Example of manual distance line

8 Additional Features Information

8.1 Features

- Radial menu – Right-click on a pin to open the radial menu. iPad users will touch and hold a pin to display the radial menu. In this menu users can enable distance lines from the selected location or salon to nearby: locations, salons, anchors, competitors or PRLs. This menu also allows users to turn on the 0.75 mile and 1.75 mile radii around salons and locations with an approved SECF. Full access users and exclusive agents are able to unlock location pins to move the pin to a new location, then re-lock the pin. Selecting any icon again, after a feature has been enabled, will disable the feature and remove it from the map. Available icons are determined by the pin selected and the role of the current user.

Example:
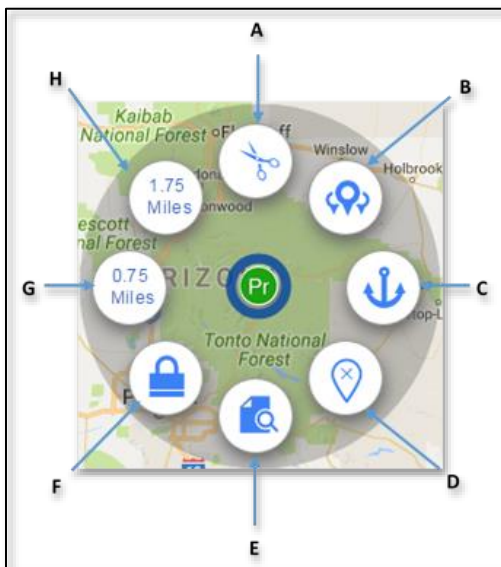
A. Enable distance lines to salons within current map view.

B. Enable distance lines to locations within current view.

C. Enable distance lines to anchors within current view.

D. Enable distance lines to competitors within current view.

E. Enable distance lines to PRLs within current view.

F. Unlock location pin.

G. Enable 0.75 mile radius around salons and locations with an approved SECF within the current view.

H. Enable 1.75 mile radius around salons and locations with an approved SECF within the current

- ⬙ Layers Menu – Allows users to enable or disable layers. Layers include: 0.75 mile radius, 1.75 mile radius, Closed Salons, Salons, NCA, Preliminary Locations, Pre-Match Locations, Assigned Locations, SECF/Lease Received Locations, Google search results, Anchor Stores, Competitor Locations, PRLs, DMAs & Public Trade Areas.

- ↺ Map Refresh – Returns map to default status and updates data, while retaining current map view.

- Map Type – Allows users to switch the style of the map from the default roadmap view to the hybrid view. Select map type icon to open list and select either roadmap or hybrid. Roadmap will be the default map type.
- Street View – Allows users to view the map at the street level. Click and hold the Street View icon, then drag and drop the icon on any of the blue roads that appear on the map. Click the arrow in the top-left corner of the screen to exit street view.

8.2 Terminology

- <u>Pin</u> – A symbol that identifies a: location, salon, competitor, anchor, PRL, closed salon and Google search results.
- <u>PRL</u> – Portfolio Review Location.
- <u>Menu Bar</u> – The bar at the top of the map that contains icons for the following functions: create new custom trade areas, open custom trade area menu, enable manual distance line tool, create a new location record, open the layers menu, change the map type, refresh the map, and sign out of the map.
- <u>Halo</u> – A blue ring that appears around a pin that has been selected.
- <u>Details Pane</u> – A pane on the left side of the map that contains information related to the selected pin.
- <u>Panning</u> – Repositioning the current view of the map.
- <u>DMA</u> – Designated Market Area. A region where the population can receive the same (or similar) television and radio station offerings, which may also include other types of media such as newspapers and Internet content. Great Clips uses DMAs to allow our salons to be grouped into marketing co-ops according to where their Advertising Fund dollars will be spent. Accordingly, Great Clips organizes various aspects of their business by DMA: a Franchise Agreement is for a specific DMA, real estate lists are sorted by DMA and staff members have responsibilities to specific DMAs.
- <u>Action Buttons</u> – Icons that can be selected to perform a specific action or enable additional features.

8.3 Iconography

 - Menu bar

 - New private trade area

 - Private trade area list

 - Enable/disable manual distance lines

 - Create a new location record

 - Layers menu

 - Change map types

 - Refresh
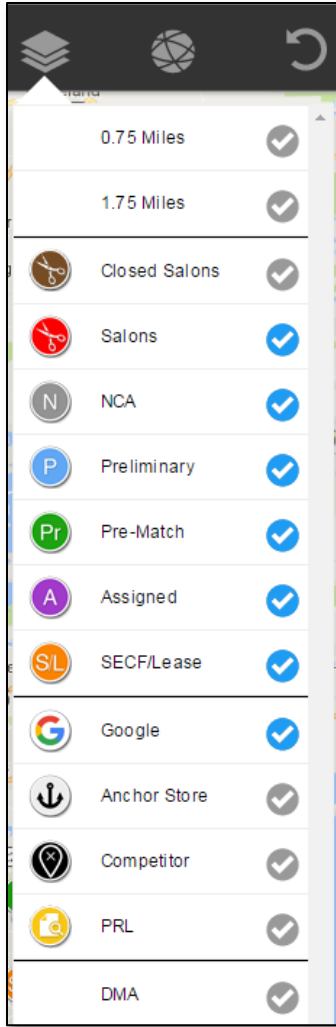
 - Sign Out

 - Map zoom in and zoom out

 - My location

 - Street view

 - Information

 - Collapse/expand the details pane or the Did You Mean pane

Expanded layers menu. Enabled layers are indicated with a blue check, and disabled layers are a gray check.

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N - NCA: Not Currently Available. These are locations that are currently not available for franchisees to pursue for a variety of reasons including but not limited to: the site is too conceptual, impact or proximity issues to existing salons or site quality.

P - Preliminary location: sites that are in the CRM system and under REM review, but have not been approved for franchisee selection.

Pr - Pre-March: sites that have been approved by the REM and are published to the Location Summary, available for franchisees to pursue.

A - Assigned: sites that are attached to a franchise agreement. A franchisee is currently pursuing this site.

S/L - SECF/Lease Received: these sites have either an approved "Site Evaluation and Consent Form" and/or a signed lease. These sites have the protected 0.75 mile radius and the 1.75 mile Right of First Refusal radius.

- Portfolio Review Location: sites that are in the GCI portfolio review process and being evaluated for addition to the location summary. These sites are not available to franchisees. Once they are approved, they will become Pre-Matched sites and published to the Location Summary.

9 Tips and Best Practices

- Custom Trade Areas
  - o Naming the trade area: Chose a name that allows you to easily identify the trade area. As more trade areas are created, the list will get rather long. Unique names will help you easily identify each trade area.
  - o Description: A detailed description will help explain where a trade area is and why it was created.
  - o If there are no demos displayed after creating a new custom trade area, the system does not have enough data to generate a demographic report. Make the area larger to generate the demographics.
- Refresh
  - o If you update a location and the location status changes, select the refresh icon to immediately see the updated pin on the map.
  - o Use the refresh icon to update your location as needed.
- DMA Layer
  - o The DMA layer is limited to displaying a maximum of 6 DMAs at a time. This is to improve performance of the map while the DMA layer is enabled. If the DMAs are not displaying, zoom in closer.

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10 Support

For technical support or to submit an enhancement, please contact the helpdesk at
helpdesk@greatclips.com.