

# Stephen Kassinger Brings Great Clips Salons to Southern Ontario

*Stephen Kassinger and his Kassteva Holdings has opened its twelfth Great Clips hair salon franchise in Ontario.*

OSHAWA, ONTARIO, CANADA, June 8, 2017 /EINPresswire.com/ -- Toronto, ON – In 2008 Great Clips Salons was an unknown player in the discount haircut market in southern Ontario, but [Stephen Kassinger](#) changed all that. At that time the choices in this segment of the salon market were somewhat limited and the industry was ready for a fresh infusion of competition. Recognizing this untapped need Kassinger made the decision to make the move from the property development market and that decision has had a positive effect on the marketplace. His aggressive approach to growth has now made Great Clips Salons a household name in southern Ontario.

Mr. Kassinger and his [Kassteva Holdings](#) was recently featured in a USA Herald article which details his effective business strategy for expanding the

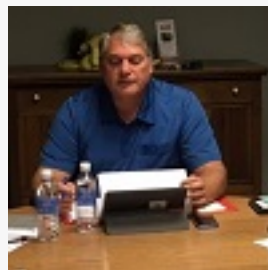
Great Clips salon brand in Ontario. His first salon opened in Oshawa in 2008 and for close to a decade he has managed to maintain steady growth of approximately one salon per year. According to Stephen he chose the discount haircutting business during the middle of the last recession because

“

The Great Recession really opened my eyes. I started franchising Great Clips salons because it's one of those businesses that's not going to be outsourced overseas or replaced by technology”

*Stephen Kassinger*

Clarington east to Belleville and north to Bancroft he looks poised for continuous growth in the



Stephen Kassinger Working in his Ontario Office



Stephen Kassinger and The Oshawa Generals

“it's one of those businesses that's not going to be outsourced overseas or replaced by advances in technology,” and the strong growth in his franchise seems to have supported his initial observations.

Kassinger has not rested on his laurels opening his first salon in Peterborough in January 2017 and acquiring 4 existing salons in Markham in April 2017. This level of growth far exceeds his competitors in the market and is part of his overall commitment to bringing affordable hair grooming options to all of southern Ontario. With the recent acquisition of exclusive rights to Great Clips franchise locations from

marketplace.

Stephen Kassinger is a well-respected businessman in southern Ontario having first established himself as a property developer before branching out into Kassteva Holdings and budget hair salons. He now operates the largest Great Clips salon franchise in Canada and has no plans to slow down. Stephen is also a strong supporter of the community with corporate sponsorship of the Oshawa Generals Hockey Club and Peterborough Petes Hockey Club.

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Kassteva Holdings is one of North America's  
Largest Great Clips Franchise Owners

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