

# ✨ DOBBS FERRY BUSINESS PROFILE ✨



## RONEN'S BARBERSHOP

91 Main Street

914-231-5205

Owner/Operator

A classic barbershop for modern times is an apt description for Ronen's Barbershop on Main Street, where "the haircut speaks for itself."

Ronen, who opened his eponymous shop in August 2020 at the young age of 21, is a fourth-generation barber. As he explains, "barbering is in my blood; I didn't choose the barber's life, it chose me." The family tradition began with his great-grandmother in Uzbekistan when it was part of the Soviet Union. And it continues today. His father has a barbershop in Miami and his mother has a salon on Long Island.

One year after opening, Ronen moved from Queens, where he was raised, to Dobbs Ferry. He loves his clientele, the waterfront, and the Dobbs Ferry vibe, and is grateful to be part of the community. In his shop, you will often be greeted by his dog Luna, who is equally happy to spend time with the customers.

Ronen does not take appointments, but with his team of barbers, no one waits too long. The atmosphere is friendly and sociable, and with the recently added "chill room" in the back that includes a TV, three arcade games, and a massage chair, Ronen's Barbershop is a very pleasant place to pass some time while waiting for your haircut.

In March of this year, Ronen took stock of the state of his business and found it to be where he had hoped at this point, well into his third year. His clients appreciate the quality of his haircuts, word-of-mouth continued to generate business, and he had amassed more than 200 Google reviews. He then took the plunge to update the look of the shop (adding artwork, painting the walls, creating the chill room), increase his prices, and install an elegant sign in the front window. And more recently, Ronen had the exciting opportunity to cut the hair of the famous boxer and actor Jake Paul, who will be fighting Mike Tyson in July.

What is the philosophy that has led to Ronen's success? He believes in showing up every day (even on days when you don't feel like it), never turning away a client, and appreciating what you have. Ronen loves cutting hair and believes his work is all about "good haircuts and making good memories."

For the future, Ronen plans to do more marketing to continue growing his clientele and garner more positive Google reviews. In a sign of his commitment to being an integral part of the community, he hopes to one day sponsor a youth sports team in Dobbs Ferry that could proudly carry the name of Ronen's Barbershop on their jerseys.

