

## **PRESS RELEASE**



### **FOR MORE INFORMATION**

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### **FOR IMMEDIATE RELEASE**

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## **Tru Cutz Barbershop Celebrates Ribbon Cutting at New South Broadway Location**

Tru Cutz Barbershop, founded in 2016, celebrated a ribbon cutting this morning at its new location, 148 South Broadway in downtown Saratoga Springs, marking an exciting milestone ahead of its official reopening.

Tru Cutz relocated to South Broadway after outgrowing its original location at 45 Park Place in Saratoga Springs and spending years searching for a space that would support growth while staying close to the community that helped build the business. The new shop is located just two minutes from the original location, allowing loyal clients to continue their routines while benefiting from increased visibility on a major roadway, improved accessibility, and dedicated on-site parking.

“This move represents a major turning point for Tru Cutz,” said the owner. “There was a point where we genuinely didn’t know if Tru Cutz would survive because we couldn’t find a suitable location. Finding a space so close to where we started—but large enough to grow—means everything to us. This truly feels like our dream coming full circle.”

The expanded South Broadway location allows Tru Cutz to grow from five barber chairs to eight, with room for future expansion, helping eliminate long wait times and overcrowding while creating a more comfortable experience for both clients and barbers. Renovations are nearing completion, with floors finished and barber chairs currently being moved into place. Final repairs and finishing touches are still underway.

The relocation was made possible through the support of Dan Roohan of Roohan Realty, who represented Tru Cutz Barbershop, along with Anne O’Toole and Cindy Hollowood, also of Roohan Realty, who had the South Broadway property listed for lease. The owner also credited Tom Roohan for personally committing to helping keep Tru Cutz alive during a critical period and for connecting the business with the right team to make the move possible.

Tru Cutz Barbershop plans to be officially open and accepting appointments within the month. Community response has been overwhelming, with all barbers already fully booked as clients eagerly anticipate the reopening. For more information, visit [www.trucutzbarbershop.com](http://www.trucutzbarbershop.com) or follow Tru Cutz on Instagram @trucutzbarbershop, Facebook Tru Cutz Barbershop, and TikTok @trucutz.

### **About Roohan Realty**

Founded in 1969, Roohan Realty is a family-owned and operated real estate brokerage based in Saratoga Springs, New York. Owned by Saratogians for generations, the firm has built a tradition of excellence and trust, serving the Capital Region with deep local expertise, integrity, and a lasting commitment to the community.

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