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Referral Procedure Link:

[Business Alliance Affiliates 'A-Z' Procedures for presenting a Candidate](#)

Additional Information:

LaVida Massage ['Handout Brochure'](#) (Effective: August 2009)
LaVida Massage ['Franchisee Testimonial Video'](#) (Effective: August 2009)
[LaVida Massage Informational Packet](#) (Effective: January 2009)
[LaVida Massage Fast Facts](#) (Effective: January 2009)
[Massage Industry Fast Facts](#) (Effective: January 2009)
[LaVida Massage Video](#) (Effective: June 2008)

Franchise Sales:

Single Unit: Yes
Multiple Units: Yes
Area/Master Developer: Yes

Description:

The spark that launched the LaVida Massage franchise came from realizing the new direction that the world is taking. We saw a need for a convenient way for the average person to reduce stress and improve their health and well being. LaVida Massage Centers are always conveniently located, open 7 days a week with extended hours and offer affordable prices in a gender neutral atmosphere. With over 130 sessions available each day, our certified male and female therapists can always accommodate your busy schedule. LaVida Massage always strives to create an environment of natural well being. We invite you to come out and experience the LaVida lifestyle for yourself!

Background:

Year Established: 2007
Year First Franchised: 2007
Franchise Contracts: 25
Franchised Opened Units: 10
Current Masters in Place: 9
Company Owned Units: 1
Projected New Units (12 months): 30+
Registered in most states, will be in all states within the next 60 days, and will look at any deal internationally.

Three distinct programs:

- 1.) Single Unit: \$39K
- 2.) 3 Pack: \$83K for three locations (*Savings of \$34K*)

3.) We currently have Master Developers in Florida, Colorado, Arizona, North Carolina, South Carolina, Louisiana, Arkansas, New York and Michigan. Ideal candidate will be the person with a very strong business/sales background, financially secure, and have a good understanding of the future development of his/her market. Priced on a case by case basis...ranging from \$150,000 to \$750,000. Master developers becomes a revenue sharing partner.

Financial/Terms:

Cash Investment: \$50K

Total Investment: \$100K to \$250K

Minimum Net Worth: \$250K

Franchise Fee: \$39K

Discounts: VetFran, Women, Minorities? Yes, to be discussed

VetFran Program Participant: Yes

Royalty: 5% of gross sales

Ad: at least 1% of gross sales

Average # of Employees: 15 to 40

Passive Ownership Allowed: Yes

Earnings Claims: No, we intend to produce earnings claims in the near future.

Support & Training Provided:

Financial Assistance Provided: Yes

Co-operative Advertising: Yes

Training:

A comprehensive initial training program is available as well as ongoing technical, advertising, marketing and operational support.

Opening Support:

- Site Selection and Lease Assistance
- Store Layout Assistance
- Initial Training Program (Classroom / Hands on /on location)
- Access to a Franchisee Gateway
- Operations Manual
- Massage Branded Software

Ongoing Support:

- Advertising and Promotion
- Group Pricing Discounts
- Weekly Conference Calls
- Computer Remote Assistance

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