



Last Update August 31, 2009

Contact:

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Referral / Lead Process:

In order to register your leads to Massage Heights log-in to the '[Broker Website](#)' / User Name (Log-in): **broker** / Password: **sales**

Franchise Sales:

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

Additional Information:

Massage Heights '[August 26, 2009 – Webinar Recording](#)' (Effective: August 26, 2009 / click on the link to download recorded Webinar session)
Massage Heights '[August 26, 2009 – Conference Call presentation slides](#)' (Effective: August 26, 2009 / click on the link to view / download the slides)
Massage Heights '[Marketing Samples](#)' (Effective: August 2009 / click on the link to view / download the marketing materials)
[Massage Heights 'e-Brochure'](#) (Effective: August 2009 / click on link to view the brochure)
[Massage Heights 'Virtual Tour'](#) (Effective: August 2009 / click on link to take the virtual tour of a Massage Heights studio)
[Massage Heights 'Massage Therapy Fact Sheet'](#) (Effective: July 2009 / click on the link to view / download the document)

Description of Franchise:

Massage Heights is a rapidly expanding Therapeutic massage concept based on an EFT membership model. MH offers professional massage services by licensed and registered therapists in a spotlessly clean, upscale, spa-like environment. MH also offers multiple tiers of membership, branded retail products and related add-on services creating multiple streams of revenue for both the massage therapists and the franchisee, allowing the client to enjoy an expanded experience. MH offers the most complete opportunity in the exploding massage category.

Background:

Year Established: 2004
Year First Franchised: 2005
Franchised Units: 60 open
Company Owned Units: 1
Projected New Units (12 months): 100
States/Countries Registered In: U.S.
States, from which Broker Referrals are not being accepted: North and South Dakota, Montana

Financial/Terms:

Cash Investment: Single Unit = \$50k - \$100k, Area Development = \$150k

Total Investment: Single Unit = \$200k - \$400k, Area Development = \$150k
Minimum Net Worth: Single Unit = \$250k, Multiple = \$400k, Area Development = \$300k
Franchise Fee: Single Unit = \$42k, Multiple = \$32k, Area Development = \$150k
Discounts: VetFran, Women, Minorities? No
VetFran Program Participant: Yes
Royalty: 5%
Ad: 1%
Average # of Employees: 20
Passive Ownership Allowed: Yes, as long as certain qualifications are met)
Earnings Claims: No

International Expansion:

International Opportunities: Yes
Countries, outside of United States, where the concept is currently available or plans to expand: Canada
Single Unit Availability: Yes
Multiple Unit Availability: Yes
Area Development or Master Availability: Yes
Cash Investment: Same as U.S.
Total Investment: Same as U.S.

Support & Training Provided:

Financial Assistance Provided: Preferred Vendors, SBA, 401K rollover
Site Selection Assistance: Yes
Lease Negotiation Assistance: Yes
Co-operative Advertising: Yes

Training:

Five day training program required for all franchisees at "Base Camp" in San Antonio, Texas. 40 classroom hours plus field training. Includes: Culture, sales, customer service, finance, employee relations, real estate, marketing, project management, proprietary software, etc. An additional 36 hours of training preformed by Field Support Team at your franchisees location. All ADs receive an additional 80 hours required training plus periodic on-going training.

[Back to Franchisor Listings](#)