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### **Contact:**

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### **Franchise Sales:**

Single Unit: Yes

Multiple Units: Yes

Area/Master Developer: Yes

### **Description of Franchise:**

Talking Points

- Low investment
- Low monthly overhead – revolutionary “unique & positive” relationship with massage therapists and staff
- Simple build out – reception area and 9-11 small rooms
- Concept can operate in relatively small footprint 1800 – 2200+ square feet
- Usually ramps up quickly
- Compelling alternative to expensive spas that charge double or triple the retail price for a similar service.
- More and more people are recognizing the benefits of therapeutic massage. Historically it has not been affordable to the masses until now
- The corporate center started over 3 years ago and currently performs over 250 massages/week.
- Not usually difficult to recruit staff – go directly to schools. Therapists find the concept refreshing and fair.
- In 2007 the corporate center generated about \$470 k in gross revenues

**As a Zen Massage center franchisee you will carry little to no inventory, invest a minimal amount of money and be the first in many cases in your market with the concept that everybody's talking about.**

### **THE MASSAGE INDUSTRY**

Industry statistics: According to The American Massage Therapy Association

- Consumers now spend between \$6 and \$11 billion annually on visits to massage therapists.
- Doctors and consumers are increasingly turning to massage as an adjunct to regular health practices
- The Spa industry employs almost 300,000 full-time and part-time people and is growing at an annual rate of 20% each year.
- Massage therapy is a recognized insurance-eligible member of mainstream health care.

### **Background:**

Year Established: 2005

Year First Franchised: 2006

Franchised Units: 38 locations open or under development in 10 States

Company Owned Units: 2

Projected New Units (12 months): 20

Zen Franchise Opportunities are Currently Available in the Continental United States with Registrations in process in MD,MN,IL,ND, CT, and NE

### **Financial/Terms:**

Liquid Capital Required: \$50K

Total Investment: \$90,000 - \$190,000 (For a single location)

Net Worth \$150K

Franchise Fee: \$32K

Discounts: Vet Fran, Women, and Minorities? N/A

Vet Fran Program Participant: Not at this time.

Royalty: 5%

Advertising Fee: 1%

Average # of Employees: 1-2 full-time administrative, 5-15 p/t therapists as independent contractors

Passive Ownership Allowed: No

Earnings Claim: Yes

### **Support & Training Provided:**

Financial Assistance Provided: Yes via 3<sup>rd</sup> party

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-operative Advertising: No

**Training:** 1 week in Charlotte, NC and 2 - 3 days on site.

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