

Fast Facts



Why a LaVida Massage Franchise?

- Experience gained from founding a "Top 100 Franchise in 2006"
- An established infrastructure of franchisee support
- Service based business with limited to no inventory; no accounts receivable
- Aggressive controlled growth strategy
- Cutting edge web-based operational software
- Reasonable franchisee fee and startup costs
- Maximizing daily revenue by offering over 130 sessions each day
- Brand name recognition. LaVida Massage's name is bright, bold and memorable
- The success rate of franchises vs. independent business is much higher
- The center design and operations are a proven success. Trial and error can be very costly!
- Absentee ownership is allowed
- Expert training for you and your staff
- Unique and extremely effective marketing systems
- No need for previous business experience
- The LaVida environment concept is designed to be gender neutral
- LaVida Massage will lead the way in the massage industry because:
 - Affordability
 - Convenient locations
 - Ease of walk-in availability
 - Online Booking

What Does a LaVida Massage Center Offer?

- Provide luxurious 1-hour massages for a low price
- Have up to 14 massage rooms so there is always availability
- 7-day a week operations
- Skilled and knowledgeable staff
- On-site chair massages for corporate locations
- Allow walk-ins

Why a LaVida Franchise over other Therapy Chains?

- LaVida Massage offers an affordable price for 30, 60 and 90 minute sessions with no strings attached
- We have greater availability of territory that can be developed, typically allowing you your first choice among areas
- Greater flexibility with décor and interior options
- Our high volume of daily customers is due to:
 - Easy access
 - Affordability
 - Gender neutral atmosphere
 - Online appointment scheduling
 - Walk-in availability
 - Open 7 days a week with extended hours



Fast Facts



Why the Health and Wellness Industry?

- 80% of the American population has never had a professional massage, leaving room for large growth potential
- Statistically Americans would rather receive a massage in a place of business vs. in a therapist's private location
- Massage Therapy is second only to medical prescriptions as a principle form of pain relief
- Today's society, public and medical, accepts the value of the massage industry
- Insurance companies and physicians recognize massage therapy as a billable service, 74% of HMO plans cover massage therapy in some way
- Massage Therapist employment is growing by over 20% per year
- The massage industry is gaining millions of new customers each year
- Americans most often receive massage therapy to reduce stress and for muscle pain relief
- Research has shown that massage therapy benefits employees in the workplace
- Massage therapy has been known to help in the following ways:
 - Soothing chronic back pain
 - Boosting the body's immune system functioning
 - Decreasing the symptoms of carpal tunnel syndrome
 - Reducing anxiety
 - Easing post-operative pain
 - Reducing headaches
 - Easing addiction withdrawal symptoms
 - Decreasing pain and anxiety in hospitalized cancer patients
 - Lowering blood pressure

How Much Does A LaVida Massage Franchise Cost?

- Initial franchisee fee for a single unit is \$39,000
- 3 Pack location is our executive model \$83,000 (a savings of \$34,000)
- Mini Master Franchise Agreements, financing available
- Monthly royalty fee is 5% of gross sales
- Advertising fee is 4% of gross sales, franchisee decides where it will be spent

What Does LaVida Massage Provide in Exchange for the Franchise Fee?

- Operational procedures and marketing programs
- Site selection, lease analysis and initial center layout
- Comprehensive initial training program (classroom, hands-on, and at your location)
- Helping the franchisee obtain therapist leads and staffing assistance
- Ongoing communication (teleconference calls, blogging, newsletters, emails, etc.)
- Constant market research and development
- A proven vendor supply list

Success!



LaVida
massage
for a healthier body • mind • life