

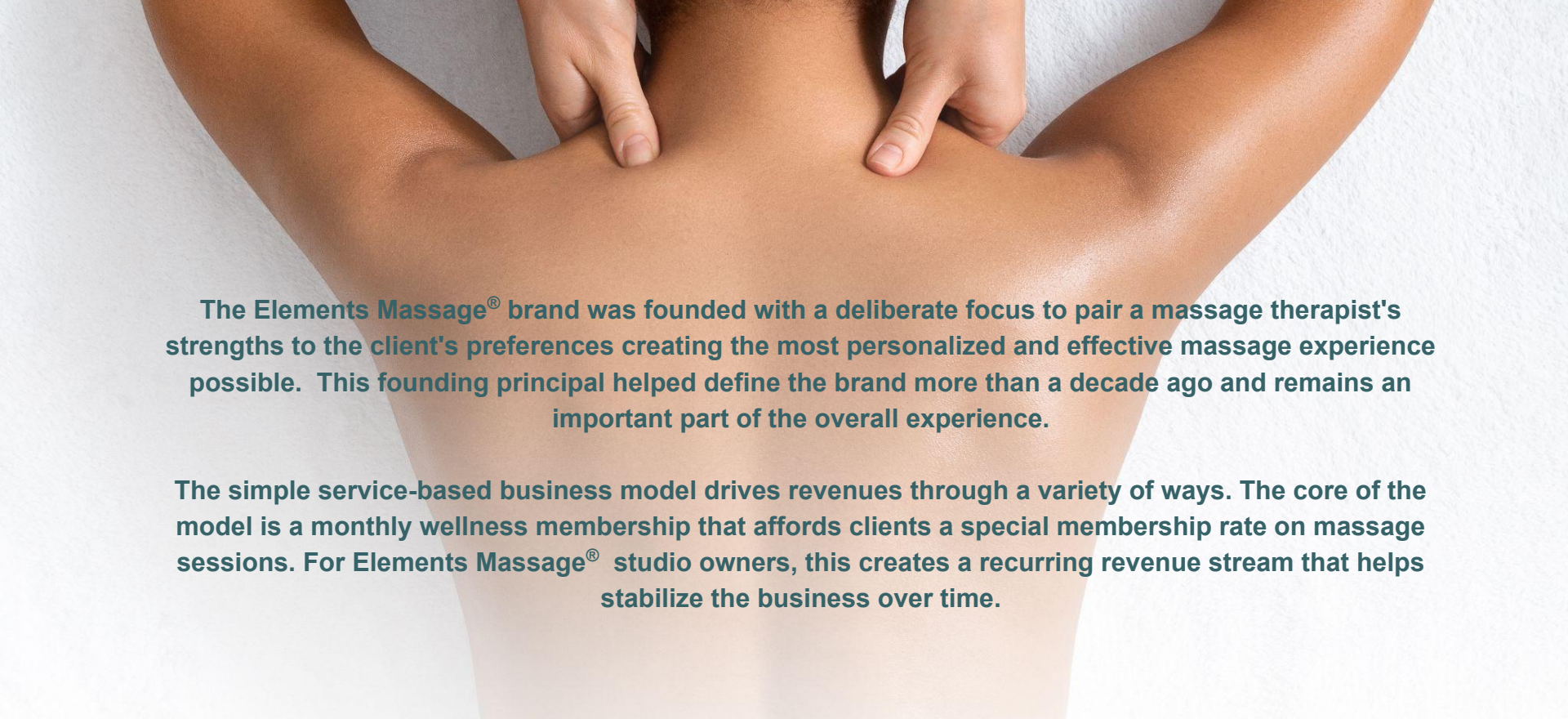
# A Business You Can *Feel Good About*

LEARN MORE ABOUT OPENING A  
MASSAGE STUDIO



elements  
massage®

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The Elements Massage<sup>®</sup> brand was founded with a deliberate focus to pair a massage therapist's strengths to the client's preferences creating the most personalized and effective massage experience possible. This founding principal helped define the brand more than a decade ago and remains an important part of the overall experience.

The simple service-based business model drives revenues through a variety of ways. The core of the model is a monthly wellness membership that affords clients a special membership rate on massage sessions. For Elements Massage<sup>®</sup> studio owners, this creates a recurring revenue stream that helps stabilize the business over time.



#### Multi-Unit Growth Opportunities

30% of the system are multi unit owners\*



#### Healthy ROA

The top 1/3 of the studios celebrated an average annual revenue of \$1,147,737 in 2021\*.

\*As noted in March 31, 2022 Franchise Disclosure Document

# The *Health* and *Wellness* Industry

A person is lying face down on a massage table, receiving a massage. The therapist's hands are visible, one on the person's head and the other on their back. The background is a bright, clean spa environment with a blue towel on a rack.

73%

73% of consumers got a massage for health or wellness reasons.\*

23%

American adults who had at least one massage in the last year.\*

63%

In 2021, 63% of consumers who got a massage for health and wellness reasons stated it was part of a treatment plan from a doctor or medical provider.\*

38%

Physical therapists (38%) and physicians (36%) are the most likely to recommend massage when consumers discuss massage therapy with healthcare professionals.\*



# What Sets Us *Apart*

## ELEMENTS MESSAGE WELLNESS MEMBERSHIP PROGRAM™

The Elements Massage Wellness Membership Program™ is designed to provide every client with an opportunity to improve their health and wellness through regular therapeutic massage.

Members of the Wellness Membership receive these member-only benefits:

- Savings on every massage session
- Gift cards at reduced rates
- Membership-only specials (sent conveniently via email)
- Unused massage sessions roll-over
- Redeem at any of our 250+ studios nationwide
- No obligation — **and no long-term contract!**

## CHIEF WELLNESS OFFICER

Massage therapists are the core of the business, and our Chief Wellness Officer, Eric Stephenson, works closely with studios to implement continuing education and culture programs to help ensure the Elements Massage® brand is experienced in the best possible way. Eric has over 20 years of massage industry experience and has counseled some of the biggest names in the industry. He currently serves on the Board of Directors for the International Spa Association.

## THE ELEMENTS WAY

The Elements Way® is designed to deliver every client a personalized experience. Communication about the client's therapeutic massage needs begins when the appointment is scheduled. That information allows studios to match the client with a massage therapist whose skill set will deliver the massage they have requested.

The Elements Way® allows massage therapists to best channel the healing and restorative power of massage therapy as a vital component of overall health and wellness. More than a traditional massage, it's a specialized approach to massage therapy that helps ensure an experience steeped in relaxation and rejuvenation.

## INNOVATION LAB

The Elements Massage® brand responds to clients' needs and industry trends by continually developing products, services and processes to meet future demand rapidly and effectively. As a brand, we also listen to franchise owners and have our very own "Innovation Lab", where owners can introduce ideas to test in their own studio.



# World Class *Support*

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Led by one of the most experienced franchise management teams in the retail massage industry, the Elements Massage® brand offers unmatched support to franchise owners. As an Elements Massage franchise owner you will have access to the brand's operational platforms, training materials, and most importantly a team of dedicated franchise support professionals.

## REAL ESTATE / CONSTRUCTION SUPPORT

- Demographic and market research
- Site selection assistance
- Studio design and construction
- Professional CAD drawings and equipment purchase support

## OPERATIONS

- Grand opening training and operations support
- Field visits from dedicated business coach and ongoing operations support
- National and regional conferences
- Corporate-led webinars
- Frequently used compensation modules
- IT support
- National recruitment campaigns
- Staff interview support guide

## OPERATIONAL TRAINING

- Franchise University
- Online training portal
- Regular webinars
- Calls and in-person meetings with business coaches

## MARKETING

- Step-by-step grand opening support
- Ongoing marketing and client acquisition strategies
- Digital marketing support
- Seasonal promotional campaigns
- Product/service launch support
- Web and email promotions
- Local marketing programs
- Collateral design and internal/external signage
- Internal design team for custom requests



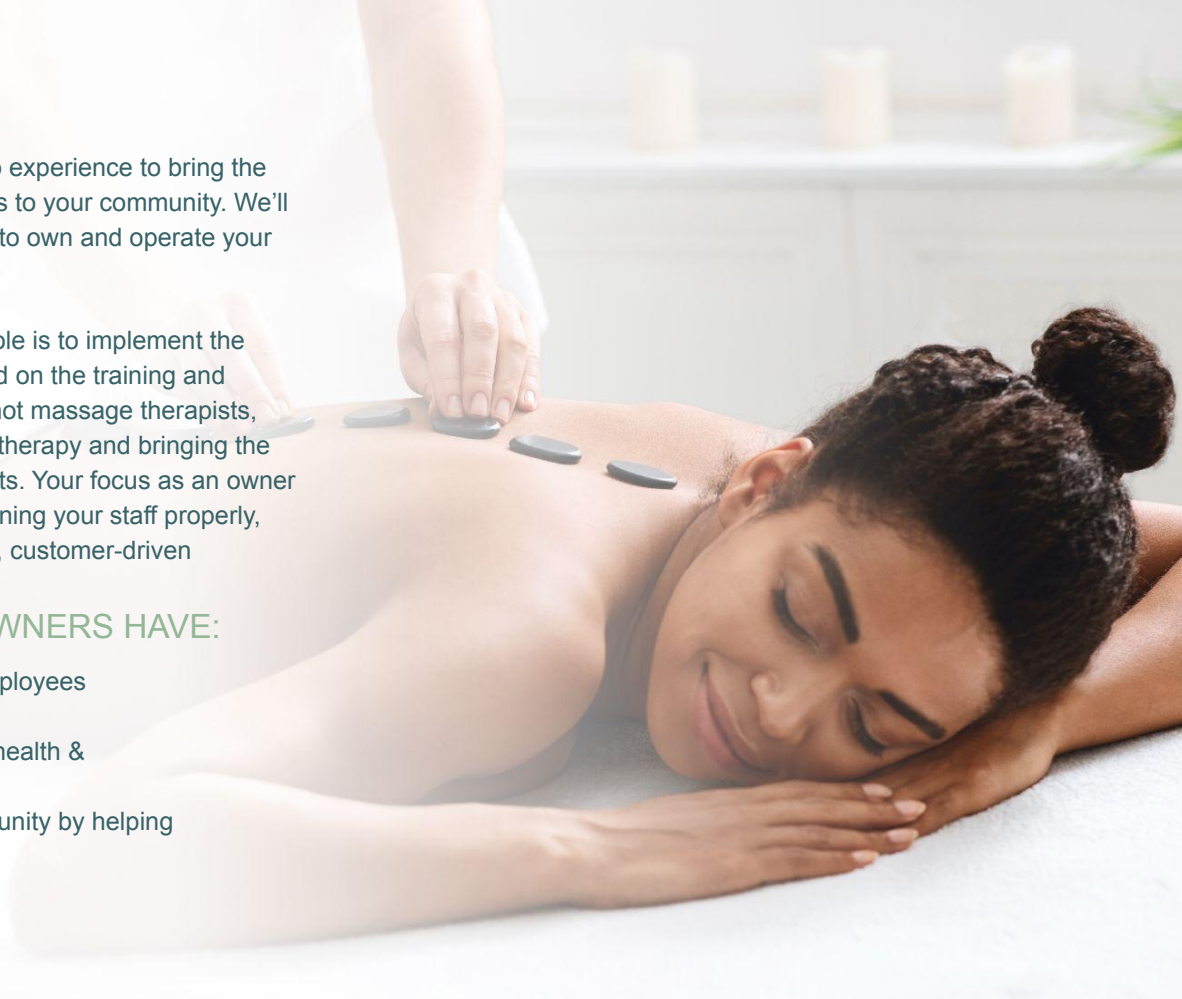
# Qualifications

You do not need extensive industry or business ownership experience to bring the benefits of high-quality, superior massage therapy services to your community. We'll provide you with the training, support, and tools you need to own and operate your new Elements Massage® studio.

As an Elements Massage franchise owner, your primary role is to implement the operations systems and business building programs based on the training and ongoing support you receive. The majority of owners are not massage therapists, rather they are passionate about the benefits of massage therapy and bringing the quality of the Elements Massage experience to more clients. Your focus as an owner is on hiring excellent massage therapists & managers, training your staff properly, implementing marketing programs and creating a relaxing, customer-driven experience.

## THE MOST SUCCESSFUL FRANCHISE OWNERS HAVE:

- People skills to manage and inspire a team of employees
- An ability to execute a strategic marketing plan
- Interest in a sustainable business in the growing health & wellness industry
- A desire to make a positive impact on their community by helping others feel better
- Minimum Liquid Capital (single unit): \$150,000
- Minimum Net Worth (single unit): \$350,000



# Investment *Details*

Total initial investment ranges from \$332,842 - \$559,853.

TYPE OF EXPENDITURE	LOW	HIGH
Initial Franchise Fee	\$40,000	\$40,000
Real Property & Utility Security Deposits	\$5,000	\$15,000
Leasehold Improvements (net landlord tenant allowances)	\$157,954	\$281,208
Cabinetry & Millwork	\$24,359	\$44,886
Site Survey Fee	\$2,500	\$2,500
Site Development Fee	\$7,500	\$7,500
Massage Equipment & Supplies	\$15,045	\$28,305
Furniture, Decor and Other Equipment	\$2,236	\$14,586
Computer System	\$12,150	\$14,050
Training Program	\$0	\$4,707
Architectural Design & MEP Fees	\$9,500	\$16,500
Grand Opening Spend Requirement	\$15,000	\$15,000
Signage	\$14,392	\$17,644
Business Supplies	\$1,581	\$1,708
Business License & Permits	\$2,595	\$11,429
Insurance (Initial 20% Payment)	\$1,830	\$1,830
Professional Fees	\$1,800	\$12,300
Additional Funds (3 Months)	\$19,400	\$30,700
<b>TOTAL INITIAL INVESTMENT</b>	<b>\$332,842</b>	<b>\$559,853</b>

*As noted in item 7 of the March 2022 Franchise Disclosure Document.*

## Incentives

- Multi-unit ownership discount available.
- We offer a 20% discount on the Initial Franchise Fee for veterans and active-duty members of the United States armed forces who meet the requirements of the Vet Fran Program offered by the International Franchise Association.



# The *Process*

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## STAGE 1: UNDERSTANDING ELEMENTS MASSAGE® BRAND

During this stage you will familiarize yourself with the Elements Massage® brand, receive our Franchise Disclosure Document (FDD) to review, and hear more about the brand positioning. We will discuss Elements Massage® culture and determine if you are initially a match to move forward in the process.



## STAGE 2: SUPPORT

Gain a thorough understanding of the support you will receive as an Elements Massage® studio owner from site selection, opening, to marketing, training, and operations.



## STAGE 3: REAL ESTATE

Review the brand's strategic support on site selection. Elements Massage® takes data seriously and utilizes both demographics and psychographic data to help you determine the ideal trade area to open a studio. Review the market you're interested in and finalize a potential territory.



## STAGE 4: MEET THE TEAM

If we are a good fit for each other, we will invite you to the Support Center in Denver to meet our team. This day will be dedicated to answering any questions you might have and diving deeper on support roles and what drives success. Meet the Team Day preparation paperwork will need to be completed.



## STAGE 5: FINAL APPROVAL & AGREEMENT SIGNING

Once you have been approved by our Executive team and a franchise agreement has been signed, a kickoff call with our team will be set up within 48 hours to start the site selection process!





# What Owners Are *Saying*



“Being the owner, I get to see a lot of change in a lot of people. So, I really like that fact that we’re helping so many people. We’re very big on it being kind of a family, teamwork approach in the studios. I like people, and that’s the part of this that I really love is being able to connect with them and make a difference.” - **Lisa Zucco, multi-unit franchisee in Ohio.**

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“Franchising with the Elements Massage® system is all about finding great massage therapists and marketing the business. This brand doesn’t have a bunch of moving pieces that could put a business at risk, such as inventory. And, since we only focus on massage therapy services, franchisees don’t have to worry about hiring other types of professionals, such as estheticians.” – **Matt Mandalinci, franchisee in Houston, Texas.**

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“The Elements Massage® team was always very supportive and able to answer any of my questions. And they collaborated with me through a lot of concurrent projects; in addition to site selection assistance, they worked with me to develop promotions and advertising ideas.  
– **Steve Hedrick, multi-unit franchisee in Texas.**



# Ready To Learn More?

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**Email us at [Info@elementsmassage.com](mailto:Info@elementsmassage.com)  
Chat/Text with a team member at 480.244.1080**

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