



LaVida™
massage

FRANCHISE REPORT 2021

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A NOTE FROM THE CEO

Hello, thank you for your interest in LaVida Massage. For over a decade, I have been actively leading our team in researching, developing and fine-tuning the business model that makes LaVida Massage stand out in the massage industry. However, the model is only part of the formula. The other piece is the personal relationships that exist among everyone who contributes to the success of LaVida Massage. These include the relationships between the corporate staff and the franchisees, the franchisees and their staff, and their staff and the guests. We are proud

of the atmosphere we have created here. As with any team, we only succeed when we help each other. We have helping hands for every stumble and succeed only when our franchisees succeed. By now you have likely read through our franchise and consumer websites. Please read the details of the Franchise Report to better understand the industry we are in, the franchise we have built, and the excellent opportunity that we offer.

Mark Davis

Thank you again, Mark Davis CEO

A close-up photograph of a person's face, eyes closed, being massaged by two hands. The image is overlaid with a semi-transparent teal filter. The text "THE INDUSTRY" is centered in white, uppercase letters.

THE INDUSTRY

93%

believed massage can
be beneficial to health
and wellness

21%

of American adults
received a massage
in the past 12 months
ending June 2020



92%

of consumers that
have received
a massage,
expect to get a
massage in the
future, most within
the next year.

92%

considered massage
to be effective in
reducing pain

The therapeutic benefits of massage continue to be researched and studied. Recent research has shown the effectiveness of massage for the following conditions:

- Boosting the body's immune system functioning
- Lowering blood pressure
- Reducing back pain
- Osteoarthritis of the knee
- Reducing post-operative pain
- Decreasing the symptoms of carpal tunnel syndrome
- Reducing headache frequency
- Decreasing pain in cancer patients
- Lowering Fibromyalgia symptoms



In our post COVID-19 world, the importance of preventative health and wellness is clear. Our franchisees know that they are providing valuable and therapeutic services that are not only crucial for stress-relief but also for a variety of health concerns. Being able to help our guests build a healthy lifestyle is the most rewarding part of our franchise experience.



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THE BUSINESS

TORINGDON T C

Mission:

The LaVida Massage mission is to improve the lives of our guests through exceptional treatments, products, education, and customer care.

Intro and History:

Each LaVida Massage location brings this mission to life as a comfortable wellness center offering highly customized massage and other services that are affordable and convenient. By maintaining a clean, relaxing space, each center caters to the busy, active lifestyles of its guests.

Established in Michigan in 2007, the foundational years of LaVida Massage were tumultuous due to the national recession. Not giving up hope, the founders stuck with it and grew the business despite the economic crisis. Through the years, what blossomed from the company was a network of unique and resourceful franchisees.

The initial obstacles in the founding years only solidified the model and prepared LaVida Massage for COVID-19. Suddenly, the world is a different place and so is business. Creating ways for franchisees to overcome the many unforeseen obstacles in this new environment is our number one goal.



MEET OUR LEADERS



Peggy Davis

Founder/President

With 15+ years of franchise experience, 20+ years of retail experience, a background in finance and a true appreciation for both business and therapeutic massage therapy, Peggy is a natural fit leader for LaVida Massage. Under Peggy's leadership, the organization has consistently improved in performance.



Mark Davis

CEO/Multi-location Owner

With over 25 years of retail, service and sales experience Mark provides an essential ingredient to network operations. From offering guidance for daily center operations to network marketing strategies, Mark communicates regularly with LaVida Massage franchisees. He is focused on building a network of talented, motivated franchisees along with a leadership team at LaVida Massage.

REVENUE MODEL



FIRST TIME GUESTS: Introductory pricing brings new guests in the door, giving LaVida Massage the opportunity to convert guests into members.



MEMBERSHIP: The Benefits Program offers a monthly service for the guest, additional discounts, and benefits at the best price. The recurring payment provides regular appointments, purchases and revenue for the franchisee.



PRODUCTS: Retail sales provide another source of revenue with higher margins. LaVida Massage has many vendors along with a line of branded products that compliment our services and the guest experience.



GIFT CARDS: Gift Cards offer another revenue stream. Semi-annual promotions drive new customers in the door increasing sales and increase the guest database.



ADDITIONAL SERVICES: Other services such as enhancements, and in some centers, skincare, draw more guests and additional revenue for the business. Enhancements to services are low cost, help sell retail products and are an additional source of income for the Massage Therapists pay.

These 3 pillars are how the most successful LaVida Massage franchisees support their business.

Marketing brings in new guests. Our Guest Process converts these guests and grows our membership base.

LOCAL MARKETING

Marketing your center is one of the most important ways to achieve continual growth. Utilizing multiple advertising channels, such as search engine marketing, print and digital ads, and social media management, drive traffic into your center.



MEMBERSHIP MODEL

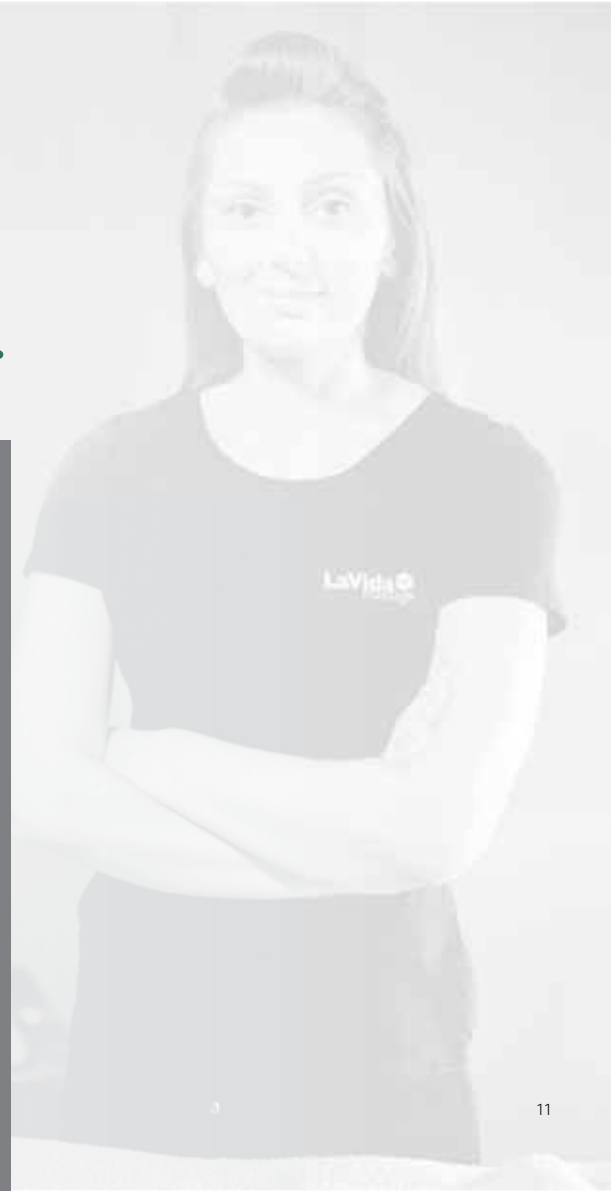
Growing and maintaining the membership base is essential to the success of this business. The largest source of income is the recurring revenue, appointments, and additional purchases that members produce. On average, over 65% of annual revenue from LaVida Massage centers comes from members.



CUSTOMER SERVICE

The LaVida Massage Guest Process is the expectation for every guests' experience at a center. By giving guidelines for exceptional customer service our Guest Process helps increase our membership base and ensures that every guest receives the best level of service.

80 NPS | 4.6 Stars Google





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THE OPPORTUNITY

DIFFERENTIATORS

TERRITORIES: Unlike some other massage brands, LaVida Massage centers are not over-saturated. Territories are available across the country!

PRIVATELY OWNED: LaVida Massage is privately owned. There isn't a board of directors or venture capitalists with their own agendas. We work directly with you as an individual.

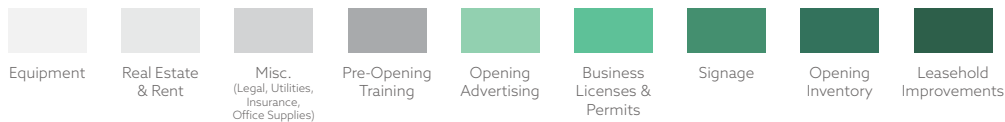
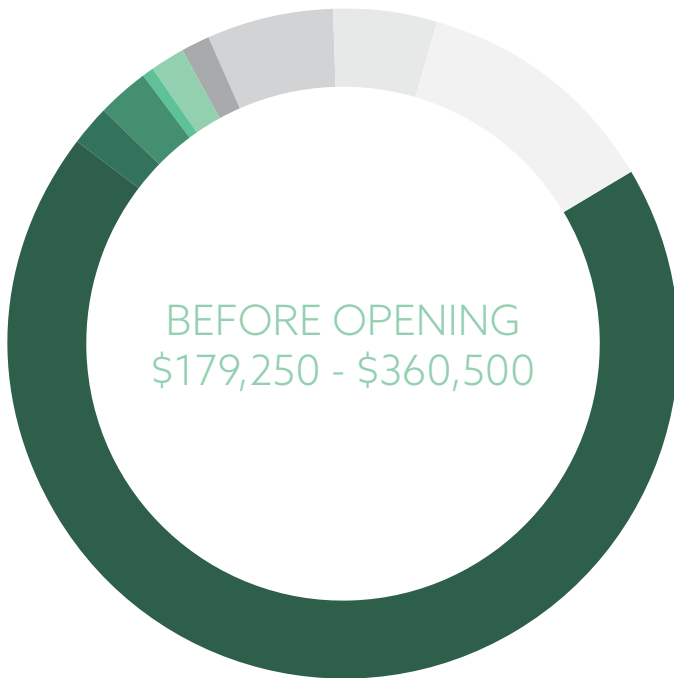
IN-HOUSE SUPPORT & MARKETING: There is no such thing as "cookie-cutter" here at LaVida Massage. Just like the customized services at a center, the training & marketing support offered is personalized to the franchisee, their needs and experiences.

GUEST SATISFACTION: Not only is guest satisfaction important within the Guest Process, but it is also seen as a indication of performance for our centers. Focusing on the guests clearly sets LaVida Massage apart from the competition in reputation.

TOTAL INVESTMENT
\$293,250 - \$499,500



Franchising Fee
\$39k



Additional Costs
\$75k-\$100k

HEAR FROM OUR FRANCHISEES

We support our franchisees through every step of business ownership and day to day operations. We encourage you to reach out to our current owners and hear about their experiences!



CASSIE ROYER

LaVida Massage of Fort Collins

"My work-life balance has dramatically improved, and my three kids finally have their mom back. LaVida Massage Corporate provides all the necessary tools, advice, and support that a franchisee could ask for. They not only hold a high level of professionalism and competence, but they also treat everyone with respect and compassion."



BEKAH HARRISON

LaVida Massage of Cartersville

"Owning a LaVida Massage is wonderful! I have all the help and support I would ever need available to me through the corporate staff, they are a blessing."

I find that being an owner of a LaVida Massage gives me great pride. Not only in myself and the accomplishments I have made, but also the knowledge that I am helping to provide much needed services to my clients and a calm, enjoyable environment for my team."



LARRY SHIFFLET

LaVida Massage of Clemmons

"I didn't purchase a business to get rich; my objective was to build something that was part of our community and did beneficial things for people. Don't get me wrong, making a good living is important and my LaVida franchise has enabled me to do that."

I feel the best part of owning this business, however, has been the lifelong friendships that I have built with my employees and clients."

FAQ

DO I NEED TO HAVE EXPERIENCE IN THE MASSAGE INDUSTRY?

No. With the support of our established business model, extensive training materials, and hands-on corporate staff, no industry experience is necessary to open your own LaVida Massage. We provide training and remain a resource throughout your ownership.

WHY DO GUESTS CHOOSE LAVIDA MASSAGE?

Every person who steps into any LaVida Massage is an utmost-respected guest. Our LaVida Massage Guest Process provides everyone with the ultimate customer service experience. From the moment a guest books their appointment to the moment they leave a center after their service they are treated like family. Much like franchisees in our network, we ensure all guests feel genuinely welcome and cared for every time they visit or communicate with LaVida Massage. The affordable, customized services we offer draw in first-time guests. They return again and again as members for the unmatched customer care.

WHAT TERRITORIES ARE AVAILABLE?

All territories are open to new LaVida Massage ownership. Currently, Michigan and Georgia house our largest market concentrations. We can and will gladly assist with targeting the ideal location for your optimal success! We provide support through the entire process, from site selection to build out.

WHAT KIND OF INVESTMENT AM I LOOKING AT?

The investment ranges from \$293,250 - \$499,500 to open a new location, which includes the low Franchise Fee of \$39,000. Our recurring fees are: Royalty Fee of 5% and Advertising Fee of 1%, both based on gross sales.

WHY BECOME A FRANCHISEE WITH LAVIDA MASSAGE?

If you are personally invested in Health and Wellness, LaVida Massage is the franchise for you. Multiple streams of revenue include a membership model that sustains recurring income. Additionally, we are small but mighty! By maintaining manageable growth we continue to offer rarely seen one-on-one support for all of our franchisees. Opposite the typical nameless, faceless corporate enterprise, you will personally meet each individual on our support team. When you invest with us, we invest in you. Your success is our main goal when you become a LaVida Massage owner.

IS LAVIDA MASSAGE RIGHT FOR YOU?

1. Are you a self-starter with a positive attitude and a strong drive for success?
2. Are you comfortable in a team environment?
3. Do you believe that massage is an effective way to help maintain a healthy lifestyle?

GET STARTED TODAY

We understand that launching a new business venture requires careful thought and consideration. It is an exciting time as you embark on a new career path. At LaVida Massage, we are committed to helping franchisees through each step of our process. Franchising with LaVida Massage means you will gain the independence of running your own business while receiving ongoing support. From opening, to daily operations, the LaVida Massage leadership team will support you throughout your entire journey.

NEXT STEPS



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