

The background of the entire image is a soft-focus photograph of a spa treatment. A person is lying on a massage table, partially covered by a white sheet. In the foreground, a wooden tray holds a lit candle in a shallow bowl, a glass jar with a white substance and a wooden stick, and a vase of pink and white flowers. The overall atmosphere is calm and relaxing.

**spavia**  
relax. escape. thrive.

**guidebook to  
owning a spavia  
day spa**

**insights by spavia owners**





relax  
escape  
thrive

There are few things more exciting than owning a business, yet few people have the determination and courage to make a leap into becoming their own source of income. The beauty of a franchise is that it provides an excellent mix of support and freedom – and even still, it’s a big move that takes a bit of faith, and a lot of action. But with so many franchises on the market, how can you be sure to find one that you love that’s positioned in a thriving industry?

If you have a passion in helping people along with a desire and drive to live a fulfilling lifestyle, you will be given the tools as a Spavia owner that allow you to accomplish your personal & financial goals. In addition, you would be joining a community of like-minded owners – who are all eager to tell you what it’s like owning a Spavia.


We understand that there are numbers that might spark some initial interest. For example, the spa industry generates over **\$17 billion** in annual revenue, or that in **2017 represented Spavia Day Spas averaged \$1,258,375 in gross revenue\***. However, the best way for you to understand what it’s like to own a successful day spa, is to hear it directly from our Spavia owners.

\* As disclosed in Item 19 of the Spavia Franchise Disclosure Document (FDD) dated April 30, 2015. Some units have achieved these results. Your individual results may vary. See the FDD dated April 30, 2015 for additional details.

“2016 represented  
spavia day  
spas average  
\$1,258,375 in  
gross revenue\*”

recharge and refocus with spavia.





**what was your  
professional  
career prior to  
owning a spavia  
day spa?**

**Q:** What was your professional career prior to owning a spavia day spa?

*Spavia owners come from all different backgrounds and industries. Whether they are current business owners, corporate executives or chemists, our owners all possess a drive to accomplish their personal & financial goals, and a passion to better the lives of people around them.*

**A:** "I was the VP of operations at a software company"

Kerri R – Boulder, CO

**A:** "Prior to Spavia, I was with Starbucks & opened over 250 stores internationally."

Paul G – Chicago, IL

**A:** "Before moving to the United States, I was an orthodontist & owned my own private practice in Venezuela."

Viviana P – Westminster, CO

**A:** "Many of my years were spent at a major consumer healthcare company, where most recently I was Global Head of Regulatory Affairs. I have a sense that everything I have done until now, both personally professionally, has prepared me to be successful at Spavia."

Leslie M – Sparta Township, NJ

**A:** "I was in corporate America, working in both the hospitality & healthcare industries."

Erica B – Greenwood Village, CO

"I was in corporate America, working in both the hospitality and healthcare industries"







**how did  
you choose  
spavia?**



**Q:** How did you choose Spavia?

*Many people are unhappy in their current jobs, or simply just want more for themselves and their family. However, few people actually put in the work to research new business opportunities, and a smaller number have the courage and determination to make the leap. So for those that did, what was it that set Spavia apart?*

**A:** "Spavia resonated with both my wife and I after reviewing the company's mission statement, and understanding the founders."

Paul G – Chicago, IL

**A:** "I was actually hired as the General Manager of Spavia back in 2007. With my previous credentials and experience, the 'then' owner assigned me with additional duties within the spa. Within a year, my husband and I knew we wanted to purchase the business – and I'm so glad that we did!"

Erica B – Greenwood Village, CO

**A:** "It was quite simple. I was a member at another location and absolutely loved the experience. One day, I went on the website to book a massage and saw the "own a franchise" button... The rest is history."

Kerri R – Boulder, CO

**"one day, I went on the website to book a massage and saw the "own a franchise" button... the rest is history"**





**Q:** As a day spa owner, what does a typical day look like for you?

*Spavia offers two ownership models; owner-operator or semi-absentee. This means that you can be hands-on, or more removed from the daily operations, depending on your other obligations.*

**A:** "I help to open the business almost every day. When I first opened, I wanted to work closely with the massage therapists & estheticians to understand how I could be a great employer for them, since this business & industry was all brand new to me. This got me involved in nearly all facets of the operation including working the front desk, escorting guests, & selling products – I wanted to do it all. Today I choose to be more involved with marketing campaigns & opportunities, vendor relationships, inventory control, payroll & human resources."

Paul G – Chicago, IL

**A:** "As my spa business has grown, it has become incredibly self-sufficient. I rely on my management team to handle the majority of spa operations and keep me informed. I will still check schedules & ensure guest satisfaction, as well as monitor any pertinent reports, marketing opportunities etc. It's rewarding knowing that the team, combined with the systems in place, ensure that the spa will continue to operate successfully - with or without my presence."

Erica B – Greenwood Village, CO

*Depending on whether you work directly in the business or have hired a management team to run it for you, your day would potentially consist of:*

- Interacting with members & guests
- Networking within your community
- Collaborating with Spavia owners, & the corporate support team
- Managing people, both vendors & your spa's team members
- Performing inventory control, payroll & HR tasks
- Creating work schedules
- And so on...

"as my spa business has grown,  
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as a day spa  
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**what's the most rewarding thing about being a spavia owner?**

**Q:** What's the most rewarding thing about being a spavia owner?

*Owning a Spavia Day Spa presents many benefits and rewards. This is not the 9 to 5 gig that you may be used to. There is no cap on paid time off, no boss to report to or employees to tolerate. Politics are non-existent. You have the ability to focus your valuable time on whatever it is you value most.*

**A:** "What I find most rewarding is having a flexible schedule, which frees up time for the things that matter most. For example, I can support my kids if they need my help after school. It's great to know that I can take days off, & the business continues to operate successfully without me being there."

Viviana P – Westminster, CO

**A:** "As a Spavia owner, a few things that I find to be incredibly rewarding are sweeping the sidewalk in front of my personal business, creating jobs for the community and building a team that delivers on exceptional experiences. I'm learning something new every day, and that makes it fun."

Paul G – Chicago, IL

**"creating jobs for the community and building a team that delivers on exceptional experience"**

**A:** "It is fulfilling to provide services that are beneficial to society. If we can educate all of our guests on the spa services, they very quickly go from luxuries to needs. With today's hectic world, people want to incorporate our services into their life to relax the mind, relieve muscles and lead more productive, stress-free lives."

Erica B – Greenwood Village, CO

**A:** "It has been very rewarding to see how the community has embraced our business. In addition, I have loved building a team and being a leader once again. Watching my employees enjoying what they do, and the looks on our guests faces after their service makes it all worth it."

Leslie M – Sparta Township, NJ







**what would you recommend to someone who has just started looking into an opportunity with spavia?**



**Q:** What would you recommend to someone who has just started looking into an opportunity with Spavia?

*The decision to invest into a business is certainly not one to rush. When working with potential franchisees, the Spavia team has an extremely high standard in making sure that this ownership opportunity is a fit - both personally and financially. One of the steps in becoming an owner is speaking with Spavia franchisees who went through the same journey.*

**A:** "Make sure that you're passionate about the opportunity, and are all-in. During my time as an owner Spavia has grown immensely, yet we've always kept our neighborhood-day-spa feel, local charm and consistently strive to be innovative and captivating. "

Erica B – Greenwood Village, CO

**A:** "While your journey will definitely have challenges that need to be met (everyone's will be different), when everything's said and done, your spa will be what has been described; stunning, beautiful, relaxing – and something that you will take great pride in owning."

Leslie M – Sparta Township, NJ

**"when everything's said and done, your spa will be... stunning, beautiful, relaxing - and something you will take great pride in owning"**

**A:** "Be prepared to work hard, make sure to hire great people, and always be prepared to expect the unexpected. If you stay open in learning from other owners and the corporate support, and keep your focus on the present while maintaining a vision for the future, you will build a very successful business."

Paul G – Chicago, IL

