



Hand & Stone has a new Real Estate tool to help us target the right site opportunities as we continue to drive steady and sustainable growth. We have partnered with Kalibrate to launch Kalibrate Location Intelligence (KLI) 2.0, a next-generation platform designed to empower franchisees and brands with advanced location intelligence tools. It represents a major upgrade from previous versions, offering a more intuitive, collaborative, and data-rich experience. Please join us for an in-depth webinar and access to this new tool on:

Wednesday, July 2nd at 11am ET

[Join the Meeting now](#)

The KLI 2.0 tool helps the Hand & Stone Real Estate team and franchise owners make smarter, faster, and more data-driven decisions about site selection, market planning, and our competitive positioning. Here's a summary of what you can expect to learn during the webinar:

1. **All-in-One Platform:** Combines the best features of legacy system (Trailblazer) into a streamlined solution—reducing complexity and improving operational efficiency
2. **Customized Site Selection Modeling & Impact Analysis:** Franchisees can leverage the predictive models that have been developed with the Real Estate team to highlight trade areas of opportunity with respect for existing spas and MT availability helping to optimize new spa performance.
3. **Projects Module:** Enables users to bundle multiple maps into cohesive projects, share them with team members, comment collaboratively, and track usage trends—ideal for multi-unit franchise operations.
4. **Advanced Mapping & Data Layers:** Now powered by Google Maps, users can view up to four maps simultaneously, filter data layers directly from the legend, and import custom data for deeper insights.

5. **Competitive Insights:** Integrated mobile data analytics provide real-time visibility into competitor activity, market share, and customer movement patterns.
6. **Activity Hub & Analytics Center:** A centralized dashboard for interacting with map data, running forecasts, and visualizing performance metrics—all in one place
7. **Updated – Intuitive Mapping Interface:** A fully redesigned user experience with consistent design language, simplified navigation, and touch-friendly access across desktop, tablet, and mobile devices. As well as touch-friendly web app and enhanced mobile tools for surveys and site assessments.
 - a. **KLI Mobile App Links:** [Google Play](#), [App Store](#)



KLI 2.0 is designed to scale with us as we grow Hand & Stone's spa network both in the US and Canada. We want this session to empower franchise owners to make confident, data-backed decisions that drive spa growth and profitability.