



MYTH #3: Opening a new spa is overwhelming and too much work

The Reality: At Hand & Stone, you're never opening alone.

In the early days of Hand & Stone, franchisees often had to serve as their own project managers, juggling countless details while preparing to launch their business. Today, our dedicated New Spa Opening Team provides an unmatched level of expertise and support to ensure every new spa starts strong.

- Jane Crupi, Pre Opening Project Coordinator, brings extraordinary experience, having supported *hundreds of grand openings each year* in her previous role with Jersey Mike's. Jane is masterful at keeping every detail on track, leaving no box unchecked.
- Robert Palladino, Project Architect, offers a rare advantage in franchising: a brand-dedicated architect. Robert designs every Hand & Stone spa with precision and passion, creating beautiful, functional spaces that stand out in our industry.
- Joe Wegrzyniak, Director of Construction, also brings deep franchise expertise from Jersey Mike's. Joe ensures builds are completed correctly, on time, and without hidden contractor costs—protecting franchisees from common construction pitfalls.
- Natalia Jarmick, Franchise Business Consultant who doubles to support New Spa Opening Operations, as she provides hands-on support through pre-opening, with a focus on launching successful founding membership programs. *(While Natalia is on maternity leave, Darby Simpson provides seamless coverage.)*

This powerful team works alongside your Franchise Business Consultant to provide a double layer of support, ensuring your launch is smooth, efficient, and positioned for long-term success.

At Hand & Stone, starting a new spa isn't overwhelming—it's a guided, strategic process backed by experts who know exactly how to set you up for success.