

HAND & STONE[®]

MASSAGE AND FACIAL SPA

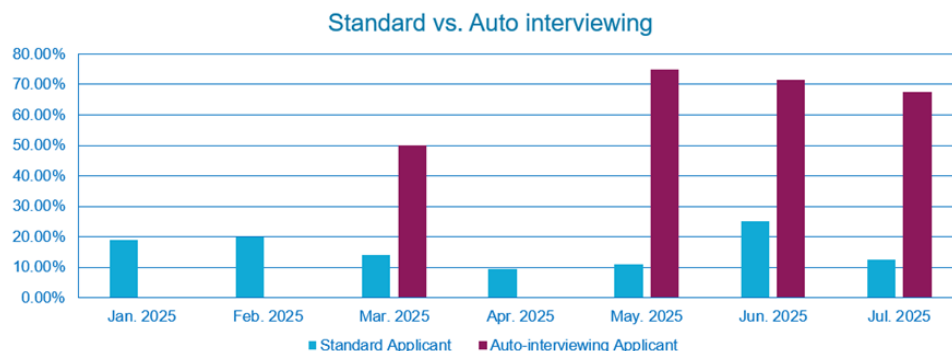
MYTH #4: Staffing a new spa is nearly impossible

The Reality: With the right team and strategy, it's absolutely achievable.

At Hand & Stone, staffing success is powered by leaders like Maureen Brent, Senior Director of Talent Acquisition, and Jennifer Kane, Early Careers Manager. Their expertise and dedication fuel a proven process that helps franchise owners attract and retain top talent.

Through Innovative Tools and Partnerships:

- **Job Optimization Program** – Increases the visibility and performance of your job postings by sponsoring ads to reach more candidates, customizing job descriptions to stand out, tracking results to make timely adjustments, and managing the monthly opening and closing of ads to keep them fresh and effective.
- **AI-Driven Applicant Engagement** – Automated response systems accelerate candidate communication; with 71.3% of applicants book their interviews instantly when using auto-interview scheduling, compared to just 16.2% when scheduling is handled manually and reducing the time from application to hire by 53.6%.





- **Strategic Partnerships** – Collaborations with schools expand the talent pipeline, while industry partnerships with AMTA and ABMP ensure a consistent flow of skilled professionals into our spas

Because of these efforts, Hand & Stone has become the employer of choice for Licensed Massage Therapists and Licensed Estheticians. Our commitment to showcasing rewarding career opportunities within our franchise community sets us apart and makes staffing a new spa not only possible, but a competitive advantage.