

HAND & STONE®

MASSAGE AND FACIAL SPA

MYTH #5: “Spa profitability has declined and continues to decline.”

The Reality: Profitability is improving—and the trend is upward.

In fact, overall spa profitability improved in 2024 and is on track for continued growth in 2025. Franchisees who actively share their financial data through ProfitKeeper have seen significant benefits. This tool gives the Support Team clear visibility into spa performance, allowing them to:

- Quickly identify margin opportunities that can be improved almost immediately
- Highlight longer-term adjustments that strengthen financial health over time
- Provide data-driven insights that may not have been recognized without this level of transparency

The result? More informed decisions, stronger margins, and a system-wide trajectory of improved profitability.

