



MYTH #1: It takes too long to grow memberships in a new spa

The Reality: With the right strategy, new spas can launch with momentum and predictable revenue.

One of the most surprising learnings—even for our corporate team and seasoned franchisees—has been just how powerful the Founding Members Program is in accelerating early membership growth. While franchisors sometimes assume that certain programs have been “shared too many times,” the reality is that this initiative continues to deliver incredible results for new spa openings.

By selling memberships *before the doors even open*, the Founding Members Program:

- Builds awareness and excitement in the community
- Creates exclusivity and buzz among early adopters
- Provides predictable recurring revenue from day one—jumpstarting the path to profitability

Even better, the program requires no additional investment from franchisees. Memberships are processed as promotional gift cards with the first EFT, making this a cost-effective way to launch strong.

Current Founding Member Offer Includes:

- Free Enhancements for Life (up to \$30 value, 1 per month, non-rollover, valid at home location while membership is active)
- Waived Enrollment Fee
- VIP Access to schedule appointments 2 weeks prior to opening

The Founding Members Program doesn't just fill your schedule—it builds a loyal base of members who are excited to champion your spa from the very beginning.

2025 Founding Membership Record as of Opening Date		
LA Denham Springs	7/19/2025	372
FL Sunrise-Sawgrass	6/25/2025	275
CA Sacramento	7/19/2025	225
VA Chester	1/30/2025	282
NY Monroe	6/30/2025	146