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FRANCHISING KIT

what is

WAKE FOOT SANCTUARY?

Wake is an indulgent, fun, and shared spa experience. Guests lounge in our sanctuary space, enjoying luxurious foot soaks with relaxing massage. We serve so many guests from all walks of life, but each person is desiring a sanctuary space to call their own even for a little while. Whatever their reason, our mission remains consistent: to provide service excellence to every guest that walks through our doors.

Wake Foot Sanctuary is an innovative concept in the multi-billion dollar spa industry. The company has experienced rapid development, averaging year over year growth of 50% since opening in May 2013. Additionally, Wake Foot Sanctuary has established industry leading revenue per square foot. We have proven the model and we are excited for franchisees to be able to bring alive their own Wake Foot Sanctuary spa.

get to know us.

A BRIEF BACKGROUND

Co-founders, Brian and Melissa Long have brought their passions of service, design, and leadership together to create a business model that strives to make guests happier than when they arrived.

With the spa industry registering 155.8 million visits every year with a triple figure annual growth expected in the next 10 years, Wake is poised to capitalize on larger category growth as well as emerging trends.

Travel & leisure spa services, shorter duration services, & trends towards upscale but reasonably priced experiences are all driving the performance of this first of its type category franchise offering.

what our

GUESTS SAY

"So happy to live here in Asheville so I can go again and again - Shaina C.

"Wake is exactly what it claims to be - a sanctuary! - Mohit G.

"Planned a bachelorette party to have a spa hour here and everyone loved it! - Lydia E.

becoming a
A FRANCHISE

AWARDING

We award franchises based on qualifications including, but not limited to:

- Strong leadership abilities
- A desire to serve others
- Integrity
- Commitment
- Enthusiasm

SERVICE & LEADERSHIP

We are looking for people that share our passion for service excellence through a leadership culture. After all, that is our mission statement here at Wake! You don't need a massage or spa background to be successful as a franchisee.

HELPING HANDS

We will help provide you the tools, processes, training, and support to make a Wake Foot Sanctuary of your own be a stand out experience in your area.

market & SITE SELECTION

Finding great locations for every Wake Foot Sanctuary is critical. We approach this as a collaboration between the franchisee, our corporate team, and our preferred commercial real estate partner, Avison Young, an award-winning broker and specialist in retail tenant representation. Our principle agent has experience opening and running a highly respected spa for nearly 20 years, while the larger team of Avison Young is a multi-national, full-service commercial brokerage. Their clients include brands such as Home Depot, Target, Aveda, and Barnes & Noble. In addition to being very good at what they do, they also understand our brand and will be a valuable resource as you seek out a location for your Wake Foot Sanctuary.

design & CONSTRUCTION

The leadership-centered, women owned firm of Red Iron Architects brings many years of design and management experience on projects ranging from small renovations to new construction. The firm provides comprehensive services necessary to design and coordinate construction of your Wake Foot Sanctuary including:

- architecture
- programming
- interior design services
- master planning
- facility assessments
- existing condition surveys
- and the option to help the bid process and support during construction.

We have negotiated a fee range for design and architectural services for each new Wake Foot Sanctuary location, which is well below the industry standard for work of this caliber.

training & SUPPORT

Our leadership philosophy is at the heart of our commitment to supporting you as you open and operate your Wake Foot Sanctuary. For example, we provide the following initial and ongoing training and support:

- Help finding a location and negotiating your lease.
- Complete spa design, development, and construction support services.
- Full integration with our customized online booking and POS systems.
- Comprehensive operations manual.
- Training for 1-3 members of your team.
- Marketing support and guidance including social media, public relations, direct mail.
- Pre-opening training at your newly-constructed spa.
- Ongoing training, publications, & leadership support from Wake Foot Sanctuary Corporate to help you grow achieve your goals.
- The opportunity to join a group of like-minded franchise partners who will share their key learnings and successes with you.

start-up
COSTS

The start-up costs for a Wake Foot Sanctuary development vary widely between the low-side and the high-side. Most of the difference will depend on the cost of your construction. Per square foot construction costs can vary widely from state to state. Your estimated all in costs, including a franchise fee of $39,000, is $235,722 - $412,076.

Are you interested in finding out more about Wake Foot Sanctuary franchising?

fill out our contact form at:
wakespa.com/franchise

give us a call at:
(980) 339-7628

or email us at:
franchising@wakespa.com

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