

HEALTH & FITNESS EDITION

The NOW Massage Expands Footprint Across The Country; Targets 175 Boutiques by 2025

With accessible prices and a celebrated design aesthetic, the fast-growing massage franchise is set to revolutionize the industry



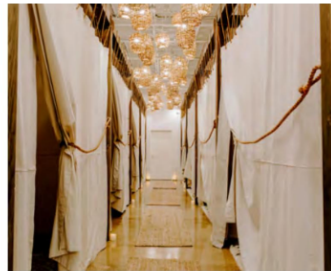
Dubbed "LA's most stunning self-care oasis" by Forbes, The NOW's highly Instagrammable locations feature clean, modern interiors that incorporate natural materials, heightened by the scent of its signature jasmine coconut candles. We caught up with Co-Founder & Chief Creative Officer Gara Post to discuss the brand's continued success and why NOW is the time to invest in the wellness industry.

Q. Tell us about The NOW's evolution and how the business was started?

A. The NOW Massage franchise was founded on the principle that self-care is a necessity, not a luxury. My husband Jason and I co-founded The NOW with our company Post Investment Group, which focuses on three sectors; health and wellness, real estate and consumer products. We saw there was a void in the marketplace for high quality massage in an inspired setting without the time commitment and cost of a traditional spa. Success followed and we scaled from one to four boutiques in 18 months. Our franchise journey began in 2019 and in less than two years, The NOW Massage reached the monumental achievement of signing its 100th franchise location. This is just the start as we embark on the next phase of our national expansion and franchise journey.

Q. What sets The NOW apart as a brand?

A. We strive to make each NOW Massage boutique feel connected but unique in its own way. Using canvas draping to separate massage spaces adds an airy feeling to the relaxed atmosphere. Some themes are the same; sheepskin throws, a carefully placed cactus gallery and whitewashed walls that echo the sounds of ocean waves. Our Massage Therapists receive advanced training on the custom menu that go far beyond the traditional modalities one would expect.



Guests can choose from three Swedish-based massage options and select from a curated menu of customizable enhancements. The goal of each bespoke massage service is to make self-care simple and easy to integrate into one's daily life. Straightforward monthly massage memberships are designed to save repeat guests money, and provide special monthly gifts and perks.

Q. Who is the ideal NOW Massage Franchise Owner?

A. The NOW Massage's ideal franchise owner is a multi-unit operator and entrepreneurial self-starter with a passion for wellness. We have built an inclusive culture upon a common set of Brand Truths – encouraging our franchise owners to "Live In The NOW," which means to be present and take time to recharge and reconnect within. Also, "Care For Those That Care For Others," is one of our core values and calls on our franchise owners to foster an environment where team members feel valued, recognized and rewarded. One of our favorite brand truths is "Kindness is Magic," positive energy is really important and creates a circle of warmth for our guests.

Q. What are your top growth markets for 2022?

A. Looking ahead, the brand is aiming to open additional franchises in markets such as Salt Lake City, San Diego, San Francisco, Minneapolis, Boston, Detroit, Indianapolis,



the Tri-State area and more. We recently brought on Jeff Platt as President of The NOW. Jeff became well-known in the franchise industry as co-founder and former CEO of Sky Zone, where his leadership helped transform the company into the largest indoor trampoline park brand in the world, with over 225+ locations in 12 countries, visited by over 20M people a year. In his new position, Jeff has helped The NOW Massage achieve its 100th license milestone and his top-notch leadership will continue to support the brand's future growth plans.

Q. Why is NOW the time to buy a NOW Massage Boutique?

A. Owning a NOW Massage franchise is a good investment for multiple reasons. For starters, the global wellness economy is forecasted to grow 60% by 2025*. The NOW Massage also boasts competitive buildout costs, a recurring and predictable revenue stream, in-depth training and support across real estate, operations, marketing and more, plus a seasoned executive team



with a combined 50 years of experience. All of this contributes to a scalable model that allows for franchise owners to easily open multiple units. Finally, there is a pride of ownership that comes with owning a NOW Massage boutique that our franchise owners really embrace. It is truly a lifestyle brand where guests can come to disconnect from the outside world and reconnect within through the healing benefits of massage. (*Global Wellness Institute)

The cost to open a NOW Massage franchise ranges from \$414,850 - \$767,600, including a \$60,000 franchise fee. For more information on franchising with The NOW Massage, visit thenowmassage.com/own-a-boutique.

MORE ABOUT GARA POST

Gara Post is the Co-Founder and Chief Creative Officer of The NOW Massage, a new concept massage boutique offering high-quality, affordable massage services in an inspired setting. Recognized for her innovation, Gara fosters brand loyalty through the rituals of crafting experiences that leave impressions, celebrate individuality and build community.
<https://thenowmassage.com/>