

# spavia

## REDEFINING THE SPA EXPERIENCE

# \$1,086,345 AVERAGE UNIT SALES\*

\*Franchised locations open more than 48 months as of December 31st, 2024

### ABOUT SPAVIA

- For the past 20 years, Spavia has been bringing luxury treatments and resort-inspired amenities to local communities across the nation.
- The first Spavia opened its doors in 2005 in Denver, CO. Today, there are 90 units sold, with 60+ Spavia day spas currently open and more in development!
- Through a three-tier membership program, Spavia has served one million+ guests across America, building a network of Spavia Members who enjoy monthly treatments to feel relaxed, recentered, and renewed.

### TREATMENTS & PRODUCTS



Massage



Body



Beauty



Skincare



Boutique

### COMPETITIVE LANDSCAPE

Location	Massage	Facial	Body Treatments
Massage Envy	✓	✓	✗
Hand and Stone	✓	✓	✗
Elements	✓	✗	✗
Massage Heights	✓	✓	✗
Woodhouse	✓	✓	✓
MassageLuxe	✓	✓	✗
Spavia	✓	✓	✓
The Now	✓	✗	✗

Exceptional Guest Experience and product offerings positioned to create a luxury resort-inspired experience at an affordable price.





**RELAX. RECENTER. RENEW.**

## MEET OUR FOUNDERS



For the past two decades, Marty and Allison Langenderfer have built more than a spa concept—they've built a movement. What began as a single spa in Denver has grown into a nationally recognized franchise brand with nearly 60 locations across the country, making affordable luxury wellness a way of life for guests and a rewarding business model for entrepreneurs.



Rooted in community, connection, and care, Spavia has redefined what it means to relax and recharge, transforming wellness into something not just aspirational, but accessible. Now, with the launch of Sway by Spavia, the entire family is working to shape the future of wellness for a new generation of guests and franchisees.

Alongside their seasoned leadership, their children—Joe, John, and Emily—are contributing in meaningful ways, with Emily playing a key role in bringing the Sway concept to life - helping to shape its vision, voice and guest experience as it redefines modern wellness.

## SPAVIA CARES

Spavia makes a concerted effort to make a difference in every community it serves. All day spa locations participate in the Spavia Cares program, giving back and helping others through fundraisers, volunteering, hosting events, and providing chair massages for local events or organizations. Spavia is there to be a part of each and every community, ensuring that guests leave with a sense of fulfillment that comes from contributing to the well-being of others.





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## WHAT YOU NEED MORE OFTEN

### ECONOMICS

Investment Range.....\$495,800-\$697,800

Initial Franchise Fee .....\$59,500

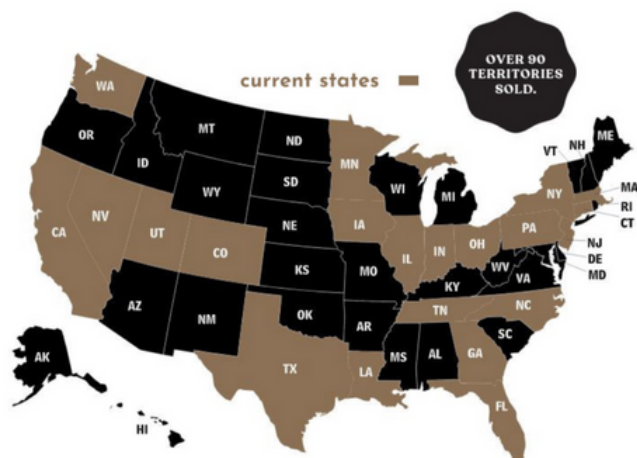
Liquid Capital.....\$200,000

Networth.....\$500,000

Marketing Fee.....1%

Royalty Fee.....6%

### TERRITORIES ARE GOING FAST!



### CONTACT ME

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