

Spavia Day Spa



Current Industry Rankings

FranServe's FRAN-TASTIC 500:

2021 Fran-Tastic 500 Award
2020 Fran-Tastic 500 Award

Franchise Dictionary Magazine:

TOP 100 Game Changers for 2024
2025 Women of Wonder Award
2024 Women of Wonder Award
2021 Women of Wonder Award

Entrepreneur.com:

#237 in 2017

Category: [Personal Care Services](#)

Subcategory: [Skin Care](#), [Spa Services](#)

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Corporate Office: Greenwood Village, CO 80111

Franchise Fee: \$59,500

Royalties: 6%

Cash Investment: \$200,000

Total Investment: \$496,450 - \$795,950

NetWorth: \$500,000

VetFran: Yes

Home-based: No

SBA approved: Yes

Master Franchise / Area Developer Opportunity: No

Founded: 2005

Franchised: 2007

Spavia, the premier spa brand that delivers a resort-like experience to your neighborhood, in an ever-growing \$19 billion spa industry, refreshed the spa market once again by announcing the launch of Spavia 2.0. Franchise Candidates will discover a continued, relentless focus on exceptional experience, world class design, multiple and recurring revenue streams and operational excellence as Spavia 2.0 offers an elevated spa experience through uplifting designs, music, and seasonal scents. Spavia 2.0 design integrates a total revitalization that is centered on four themes: Caribbean (ocean), Aspen (mountain), Napa (wine country) and SWAY (urban millennial).

A Spavia Franchise offers guests an upscale spa experience by bringing luxury treatments and amenities, found at world class resorts, as an affordable luxury to the local communities across America. Spavia provides guests with a 5 star experience with luxury robes, calming retreat areas, and top shelf retail for the public. For the last 15 years and with over 100 years of combined experience, Spavia has served guests nationwide and built a network of satisfied Spavia members who enjoy monthly treatments to experience and feel relaxed, recentered, and renewed.

Spavia is Your Spa

Often imitated but never matched, Spavia's standards of excellence comes from a national training team with expertise in spa treatments, guest care, team training, marketing, construction, and personal development. Every Spavia adheres to the same standards of excellence to give our guests a 5-star experience every time they step through the door.

Spavia has a deep sense of community focus, central to their growth, with a commitment to charity donations, hosting community events and sourcing high quality products that are good for our guests and the planet. With every new Spavia, our team actively works to become part of the neighborhoods we serve to better the community with philanthropic efforts, small business relationships, and community engagement. Spavia believes that when at its best, Spavia can help our community and owners build a life with warm relationships, deep purpose, stable careers, and a bright future for all.

WHY Spavia Day Spa?

- We have a key experiential differentiator in the marketplace
- Market share has doubled for massage in past 10 years and continues to grow
- High income potential

OUR IDEAL FRANCHISEE

At Spavia, we are looking for future franchise partners with passion, drive, business acumen and the ability to follow a proven concept. While industry experience is certainly welcomed, we don't require it. A vast majority of our franchise partners had no prior experience in the industry.

FINANCIAL DETAILS

Franchise Fee: \$59,500
Providing earnings guidance in Item 19 in FDD: Yes
Total investment range: \$496,450 - \$795,950
Single Unit
Liquidity(cash, stocks, bonds) requirement: \$200,000
Net worth requirement: \$500K
Royalty: 6%
Additional fees: \$5,000 training fee
Financial assistance available: SBA-3rd party Benetrends

- **Passion for Spa:** Whether you frequent the spa yourself or enjoy the idea of bettering people's lives every day, it's about passion and commitment.
- **Drive to Succeed:** A strong desire to be successful with your own business is a must. Our goal is to help franchisees be successful and Spavia provides an opportunity with amazing potential.
- **Natural Leaders:** At Spavia, we look for natural leaders - those who enjoy inspiring people and taking pride in giving others opportunities to succeed.
- **Follow a Proven Concept:** The Spavia brand is a system that is structured to deliver exceptional results on a consistent basis. Our owners need to feel comfortable following the concept.

Roles and Responsibilities:

- Manage leadership team
- Community marketing & networking
- Plan/execute marketing strategy & tactic
- Collaborate with the Spavia National Team
- Scheduling Payroll and Inventory Control
- Interact with members and guests
- Drive key metrics, management of budget and be wildly successful

AVAILABLE MARKETS

US markets available: All except noted below

HOT Regions/Desirable: All available

NOT available: HI, SD, ND, MD, WA

Canadian Referrals: Master only

International Referrals: Master only

BACKGROUND

Year founded: 2005

Year Franchised: 2007

Number of franchises currently operating: 60

Number of corporate owned

VetFran program: Yes (\$5,000 off franchise fee for first unit)

SUPPORT & TRAINING PROVIDED

Training and support program details: Spavia provides top notch training and operational excellence from spa industry experts and technology leaders.

- Strategic Sessions with founder and CEO
- On-Site Operations Training
- E Learning Spavia University Training
- Spa Services Training
- Classroom Training, Denver CO
- Grand Opening Training
- 15+ manuals developed with best practices, guidance and expertise
- Ongoing training and support to ensure each and every guest is provided with consistent and exceptional service
- Spavia is moving the spa industry forward with advanced time-saving technology offerings

Cost for Training:

a. Investor: \$5,000

b. Others:

c. Later for new hires: same

Lodging and airfare included: No

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Mentor following training: Yes

Length of mentoring Franchisee:

Director of field support assigned to each

franchises: 1

Home Based: No

Absentee ownership available: Yes

Accepting Master Franchisor and
Area Developer Referrals: No

Average number of employees
required: 15