



Float Spa

FRANCHISE OPPORTUNITY





- True REST is one of the *original floating pioneers* and known as an Industry Leader
- ENTREPRENEUR Magazine 2019 #7 Top New Franchise
- First to market advantage and the leading franchisor in North America
- Our Spas offer a “*Four Seasons*” experience with an up-scale design
- 9+ years of validated operating experience at our model flagship spa in Tempe, AZ
- We provide an extensive, *turn-key business model* with 24/7 support tools

2008 – Founder, Nick Janicki's first float experience in Sedona, AZ

2010 – Opened flagship True REST location in Scottsdale, AZ

2013 – After 3 years of successful operations, sought franchise partner

2014 – True REST Franchising, LLC was created

2018 – Sold over 82 franchises throughout the US

2020 – Largest float therapy brand in the world and topping franchise rankings







Float Spa

EVOLUTION OF FLOATING





1950 – Questions by John C Lilly

1954 – 1st Tank was Invented

1972 – New Tank Experiments

1979 – First Float Center Opened

Early 80's – Floating Boom

2000's – Grassroots Regrowth of Industry

2010's – Floating's 2nd Boom

2015 – Industry goes mainstream

2020 – Float research conducted &

published on <https://www.clinicalfloatation.com/>

Left/Right Brain Synchronization

- Better mental clarity and alertness
- Increases creativity
- Heightens visualization
- Deepens meditation
- Expands awareness
- Increases sharpness of senses
- Accelerates learning
- Increases motivation
- Diminishes depression
- Reduces anxiety and fear

Well Being

- Promotes Calm
- Peaceful relaxation
- Eliminates fatigue
- Eliminates jet lag
- Improves sleep
- Alleviates stress
- Energizes
- Rejuvenates
- Revitalizes

Physical Benefits

- Improves athletic performance
- Helps prevent sports injuries
- Speeds healing process
- Decreases Cortisol, ACTH, Lactic Acid, and Adrenaline production
- Increases Endorphins
- Relieves migraines
- Boosts immune function
- Improves circulation
- Reduces blood pressure

See what Dr. Oz has to say about Flotation Therapy



[TIME Hope Floats](#)



[ABC Sports](#)



[Clinical Flotation](#)



[Chicago Cubs](#)

[Steph Curry](#)



[Sensory Deprivation Tanks](#)



TRUE REST VALUE

- A solid, recognizable, modern consumer brand that appeals to the masses
- 9+ years of validated business model
- Strong leadership and support team
- Real Estate, architectural, and construction partnerships
- Proven training programs and hands-on support
- New programs and services tested at company-owned locations before being implemented to the system
- Patented and exclusive Float Pod



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LOCATION PROFILE



A modern lounge interior with large windows, a crystal chandelier, a flat-screen TV, and several dark armchairs arranged around a round white coffee table. The space is bright and contemporary.

REAL ESTATE

The Optimal 6 pod True REST Spa Location:

- 2,800 - 3,000 SF
- Can accommodate 6 float pods
- Destination-Driven Location allows for flex space in a B – B+ location accessible on commuter routes
- Windsor Realty, a franchising specialist, will assist you through the site selection, and negotiate the lease on your behalf at no cost to you



INTERIOR DESIGN

- “4 Seasons” of the Floating Industry
- Materials chosen and tested for design and longevity!
- Physiology of lighting and customer flow
- True REST conceptualized a soothing, natural and holistic environment
- Upscale look and feel that is approachable and appealing to the masses
- Furniture, fixture, and equipment theme options



OUR FLOAT PODS

Unparalleled functionality & Patented Design

- Mp3/iPod player ready with underwater surround sound
- External filters for more float space
- Multi-colored LED light system
- Built-in heater
- 2 way intercom with lobby
- \$26,950/pod for franchisees



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MEET THE TEAM



TRUE REST CORPORATE TEAM



Jim Rowe
CEO



Jim Pearce
CFO



Roger Boomer
COO



Mandy Rowe
*Franchise
Development*



Alex Natwick
*Director of
Corporate Spas*



Heather Gerke
*Director of
Marketing*

ADVISORY BOARD



David Humphrey
*Former Massage
Envy CEO*



Joe Polish
*Piranha Marketing,
Brand Guru*



Dr. Michael Breus,
Ph. D.
Clinical Psychologist



Mark Lambert
*Top National
Water Expert*



Bill Scott
*Wealth Management
Merrill Lynch*



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FRANCHISEE PROFILE





Franchisee Attributes

- Experienced team builder with direct people management skills
- Passion for floating
- Shares True REST's core values including honesty, integrity and responsibility
- Focused on owning and managing rapidly growing business
- Ability to uphold the brand standards and positively build brand awareness





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UNIT ECONOMICS



INITIAL INVESTMENT

TYPE OF EXPENDITURE	AMOUNT (US \$)
<i>Initial Franchise Fee</i>	\$39,950
<i>Travel & Living Expenses while Training</i>	\$500 - \$1,250
<i>Real Estate / Lease (3 months + deposit)</i>	\$15,000 - \$48,000
<i>Leasehold Improvements</i>	\$193,500 - \$390,000
<i>Architectural Fees</i>	\$7,500 - \$12,500
<i>Float Pods</i>	\$80,850- \$215,600
<i>Float Pod Shipping Costs</i>	\$3,600 - \$10,000
<i>Initial Inventory of Salt & Misc Expenses</i>	\$3,400 - \$6,800
<i>Signage</i>	\$3,000 - \$10,000
<i>Insurance</i>	\$450 - \$650
<i>Utility Deposits</i>	\$0 - \$1,000
<i>Business License & Permits</i>	\$0 - \$175
<i>Furniture, Fixtures & Related Expenses</i>	\$12,000 - \$20,000
<i>Computer System</i>	\$1,947 - \$3,387
<i>Professional Fees</i>	\$0 - \$4,500
<i>Working Capital Reserve – 3 months</i>	\$5,000 - \$35,000
TOTAL ESTIMATED INITIAL INVESTMENT	\$366,697 - \$798,812

GROSS REVENUE

We believe that the most accurate measure of the franchise we offer is the amount of revenue generated per float pod, because Float Spas differ in the number of float pods they contain. A Float Spa may have 2 to 8 float pods. Your individual results may differ. There is no assurance that you will sell as much.

Performance Category	Combined Gross Revenue	# Of Spas	Average Sales per Pod	Average Revenue Per Float
<i>Top Tier</i>	<i>\$4,578,491.94</i>	<i>9</i>	<i>\$86,386.64</i>	<i>\$74.99</i>
<i>Middle Tier</i>	<i>\$3,026,569.44</i>	<i>9</i>	<i>\$73,818.77</i>	<i>\$71.04</i>
<i>Average All Spas</i>	<i>\$9,361,501.21</i>	<i>26</i>	<i>\$69,861.95</i>	<i>\$71.74</i>
<i>Median Spa</i>	<i>\$341,370</i>	<i>1 (3 pods)</i>	<i>\$113,790</i>	<i>\$75.76</i>

EXPENSES

The figures below are the expenses experienced by the twenty-six (26) franchised Float Spas noted above, ranked by the Top 9 in per float pod sales, the Middle 9 in per float pod sales, and the Bottom 9 in per float pod sales.

EXPENSE ITEM	TOP 9		MIDDLE 9		AVERAGE	
COST OF GOODS SOLD	\$188,952.02	4.13%	\$158,247.39	5.23%	\$427,014.33	4.56%
Rent	\$742,052	16.21%	\$488,601	16.14%	\$1,960,160.94	20.94%
Utilities	\$108,101.49	2.36%	\$79,868.35	2.64%	\$252,491.38	2.70%
Repairs & Maintenance	\$90,261.33	1.97%	\$37,915.72	1.25%	\$186,625.14	1.99%
Insurance	\$33,819.86	0.74%	\$37,900.84	0.89%	\$91,437.54	0.98%
Total Occupancy	\$974,235.53	21.28%	\$644,286.40	21.29%	\$2,328,955.29	24.88%
Payroll (Staff Only)	\$914,656.58	19.98%	\$580,357.29	19.18%	\$2,008,113.58	21.45%
Payroll Taxes (Staff Only)	\$103,014.25	2.25%	\$106,640.41	3.52%	\$292,049.41	2.24%
Total Staff Payroll	\$1,017,670.83	22.23%	\$686,997.70	21.69%	\$2,300,162.99	24.57%
Marketing Fund Contribution ³	\$89,017.62	1.94%	\$53,109.21	1.75%	\$185,085.04	1.98%
Local Marketing ⁴	\$239,718.00	5.24%	\$258,432.45	8.54%	\$625,118.11	6.68%
Total Advertising	\$328,735.62	7.18%	\$311,541.66	10.29%	\$810,203.15	8.65%

EXPENSES CONTINUED

* This chart does not include interest on any loans or financing that you may incur in purchasing equipment or float pods, or building out your Float Spa. Please refer to Item 7 for Estimated Initial Investment costs.

** Payable to Us.

EXPENSE ITEM	TOP 9		MIDDLE 9		AVERAGE	
Business License, Misc. Professional Fees, Admin Expenses	\$102,217.82	2.23%	\$73,476.17	2.43%	\$218,987.12	2.34%
Computer, Internet, Phone	\$45,548.97	0.99%	\$161,650.81	5.34%	\$2240,302.24	2.57%
Bank & Merchant Fees	\$128,996.41	2.82%	\$66,256.53	2.19%	\$228,363.51	2.44%
Other Expenses	\$123,496.71	2.70%	\$47,839.93	1.58%	\$247,522.74	2.64%
Total Admin & Other	\$400,259.91	8.74%	\$349,223.44	11.54%	\$6,801,511.46	9.99%
Royalty Fee **	\$207,333.48	5.9%	\$159,328.71	5.26%	\$549,947.94	5.87%
Total Expenses	\$3,180,187.39	69.46%	\$2,309,625.30	76.31%	\$7,351,459.41	78.53%
Net Profit	\$1,398,304.55	30.54%	\$716,944.15	23.69%	\$2,101,041.81	21.47%



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FRANCHISE SUPPORT







PRE-OPEN SUPPORT

Before Franchise Launch:
6% Royalty Includes

- Target Market Research
- 10 Weeks of Pre-Open Marketing
- 3 days of brand + operations training
- 3 days of running a corporate spa
- 3 days with corporate trainers in your spa
- 100 page Build Out Guide
- 3 year financial pro forma review
- True REST template Business Plan
- Complete checklist to get the spa open



OPERATION SUPPORT

6% Royalty Includes:

- **Monthly promotional content & location specific content design**
- **Yearly onsite visits**
- **Manage website and location page**
- **Manage all aspects of social media**
- **Annual conference featuring classroom sessions and roundtable discussions**
- **Monthly webinars with all franchisees**
- **1 on 1 weekly and monthly support**
- **Webinar library of best practices videos**



MARKETING SUPPORT

2% Marketing Royalty Includes:

- **Comprehensive Marketing & Communications Strategy**
- **Hands-on Social Media Marketing training**
- **Brand advertising and Public Relations designed to build education, awareness, and drive customer traffic**
- **Professional branding and customizable local marketing materials and collateral**
- **Unique microsite for each franchise that promotes usability and search engine optimization**
- **Access to online marketing library with an arsenal of pre-approved print and online templates**



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NEXT STEPS



YOUR INVESTIGATIVE PROCESS

How to become the next True REST Franchisee:

- 1) **Review the e-mail campaigns and Franchise Disclosure Document (FDD)**
- 2) **Submit the Franchise Disclosure Document Receipt Page (Item 23)**
- 3) **Complete the Confidential Franchise Application**
- 4) **Schedule a WebEx Question & Answer appointment**
- 5) **Attend True REST Discovery Day in San Diego to meet the Executive Team**
- 6) **Be awarded a franchise**
- 7) **Review the disclosure document with a franchise attorney**
- 8) **Execute the Franchise Agreement and pay franchise fee**
- 9) **Meet our Franchise Family at University and let the FUN begin!**

MEET OUR FRANCHISE FAMILY

Matt Ringler

West Palm Beach, FL

Martha & Walter Reed

Arrowhead, AZ

Tanner Heim

Austin, TX

Jill & John Willhoite

Phoenix, AZ

Josh & Janelle Slack

Wilmington and Raleigh, NC

Nick & Holly Janicki

Tempe, AZ

Jamie Simmons

Nashville, TN

Kris & Sandy Gunther

Provo, UT

Carmel Mooney

McKinney, TX

Dawn & Ihsan Leggett

Chicago

Rene & Chuck Russell

Sedona, AZ & Las Vegas, NV

Yaseen Tayeh

Cleveland, OH

Jeff Krause & Noah Cheek

Detroit, MI

Adam & Tonya Winkler

Pittsburgh, PA

Greg Supelak

Columbus, OH

Tim Scott

Toledo, OH

Kiran Momin

Houston, TX

Ross White

Napa, CA

Dana Delorenzo

Essex County, NJ

Shawn Stansbery

Atlanta, GA

Mike Shoniker & Doug Centola

Charlotte, NC

Kelly Clay

Fresno, CA

Veronica & George Carpenter

Chico, CA

Tyler & Anjelica Wynn

Pensacola, FL

Scott DeLorenzo

Tom's River, NJ

Tracey Krasnow

Keene, NH



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True REST Franchising

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