

EMERGING BRANDS

The NOW Massage Celebrates 30 Boutiques Opened & Continued Expansion On The Horizon



The NOW Massage, a wellness brand transforming the therapeutic massage space, recently celebrated the opening of its 30th boutique and signing of its 100th franchise agreement.

The growing brand will have a busy remainder of 2022 with over a dozen new boutiques starting operations, bringing the company's total number of active locations to nearly 50.

We caught up with Co-Founder & Chief Creative Officer Gara Post to discuss the brand's recent successes, upcoming expansion plans

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 three years, The NOW Massage reached the monumental achievement of signing its

100th franchise agreement and opening its 30th boutique this past July.

Q) In what states are you planning to open next?

A) We have over a dozen openings planned for the remainder of 2022, including bringing The NOW to three new states: Maryland, Ohio and New Jersey. In addition to those boutiques, we are launching four more California locations, three in different parts of Chicago and Florida, and an additional two units in Colorado.

Q) Looking ahead to 2023, what are your top growth markets?

A) NOW Massage boutiques are still available in prime markets such as Salt Lake City, San Diego, San Francisco, Minneapolis, Boston, Detroit, Indianapolis, the Tri-State area and more. These territories offer prospective franchise owners the opportunity to be first-to-market in some of these regions.

Q) Who is the ideal NOW Massage Franchise Owner?

A) The NOW Massages' 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) Why is NOW the time to buy a NOW Massage Boutique?

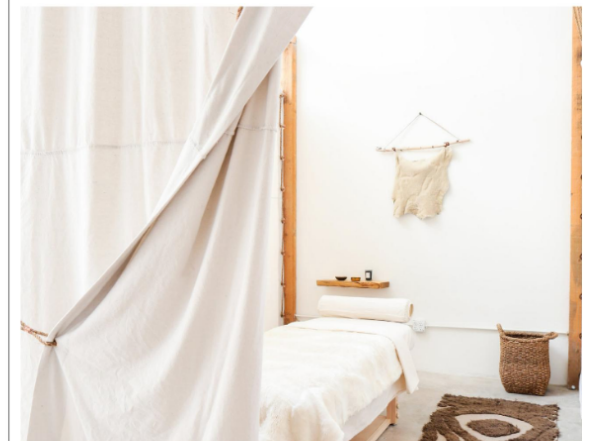
A) Owning a NOW Massage franchise is a good investment for multiple reasons. For starters, the global wellness economy is forecasted to grow 60% by 2025*. The NOW Massage also boasts competitive buildout costs, a recurring and predictable revenue stream, in-depth training and support across real estate,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

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.



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GARA POST

THE NOW MASSAGE

CEO

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The NOW Massage was designed as an oasis to disconnect from the outside world and reconnect within. Co-founding The NOW Massage in 2015, Gara Post helped grow the company's Los Angeles footprint from one to four boutiques in 18 months. Since then, the brand has been disrupting the industry with its menu of high-quality, customizable massage services and elevated aesthetic, recognized internationally by press and influencers.

Since franchising began in 2019, the brand has scaled to over 35 boutiques open from coast to coast with another 100+ locations on the horizon. The brand's seasoned executive team, led by President Jeff Platt, has a combined 50+ years of experience leading franchise owners to success.

The NOW Massage is looking forward to bringing its thoughtfully crafted menu, healing products and signature design to cities all over the United States.

The NOW
A MASSAGE BOUTIQUE