

A revolutionary concept offering more luxury spa services than any other health and beauty franchise.



Sirius[™]
DAY SPA

Franchise Brochure

Why Sirius Day Spa?

Be a part of the rapidly growing \$17 billion luxury Day Spa service industry. Everybody is looking for ways to relax and be pampered to help reduce the stress of their everyday lives. This industry has been dominated by expensive destination day spas and laser-focused single service concepts like Massage Envy, European Wax, Dry Bar, and others - UNTIL NOW. At Sirius Day Spa our goal is simple - provide all of those luxurious spa services that everyone desires, under one roof, in convenient locations at affordable rates.

Our unique membership model encourages our members to take advantage of different services every time they visit. When our members try new services, they are more likely to receive multiple services each month, increasing franchise revenue. The beauty of the recurring revenue business is that future months revenue is much easier to forecast.

Now is the time to become part of this industry's game changer by becoming a Sirius Day Spa franchisee. Bring the luxury Day Spa experience to the masses.

Bringing Spa Services Back Under One Roof

New concepts continue to launch that specialize in single service offerings like massage, waxing, nails, hair, and much more. Sirius Day Spa will become the market leader by combining this large breadth of services under one roof, in convenient neighborhood locations.

Guests will no longer need to have memberships at several different locations to achieve the pampering and relaxation they need and desire. With the Sirius Day Spa membership, members can use their membership dollars on any service they wish, every month. Sirius Day Spa's goal is to allow for our guests to quit paying hundreds of dollars in monthly fees at multiple locations, and instead, have one convenient, simple, and affordable membership.



Total Service Categories.
More than any other spa franchise.

WRAPS
MASSAGE
SKIN CARE

EYELASH EXTENSIONS
TEETH WHITENING
MEDITATION

NAILS
WAXING
BLOW DRY

Sustainable Industry

Sirius Day Spa is a part of the \$17 billion sustainable Health and Wellness industry that is continuing to grow. There are over 18 thousand health and wellness spas in the U.S., none of which are franchising with the same amount of services or unique membership model as Sirius Day Spa.

Size of Health
and Wellness
Spa Industry*

\$17 BILLION

2.9%

Annual Growth from 2011-2016*

* According to IbisWorld.com
** According to Statista.com

16

Million people used Day Spa
services in 2016**

Sirius Difference

Sirius Day Spa is a concept like none other. Sure there are plenty of other day spas out there, but our unique membership model backed by sophisticated franchise professionals, postures this brand to be the one that you need to be a part of. Sirius Day Spa separates itself from all of the others by focusing on:

Multiple Revenue Streams

Our business allows for our franchisees to receive revenue from multiple streams. From introductory offers on services, to membership dues, to retail products, and gift cards, our franchisees have the opportunity to capitalize on every person that walks through our spa doors.

Unique Membership

Sirius Day Spa has a unique membership that caters to our customers. We know that our members want to experience and enjoy multiple services at the best value for their dollar. Our membership applies a dollar-for-dollar credit to the member's account for any service they choose at a discounted member rate. This encourages spending above the membership fee due to the convenience of having a myriad of services in one location at a competitive price.

Simple Membership Sale

When you talk about a membership model, sales conversion is always a topic of discussion. Since our membership provides a dollar-for-dollar credit for our guests to use on any service and is also an appealing month-to-month term, the membership sale is rather simple. The real benefit to the customer for signing up is to receive discounts of more than 30% on all services.

Executive Background

Frank Leonesio

- Founder of Sirius Day Spa
- At age 20, began franchising first women's-only health club chain.
- Founded Scandinavian Health Spas and sold to Bally's in 1984.
- Stayed on with Bally's operating a large national division while serving on its Board of Directors for five years.
- In 1990, built another successful chain called Q the Sports Clubs. He sold the Q in 1999 to Fitness Holdings Worldwide (24 Hour Fitness) and joined its Board of Directors presiding over an international expansion strategy until he departed in 2001. By 1999, Frank had built the largest therapeutic massage business in the United States operating within the Q Clubs.



The Leonesio Group

- Operating group of Sirius Day Spa.
- Created Massage Envy in 2002, grew to over 800 franchises, and sold in 2008.
- Grew the Joint...the Chiropractic Place to over 400 locations and took it public in 2014.
- Grew Amazing Lash Studio to over 200 franchises in two short years from 2014 to 2016

1000+

Franchises Associated with
The Leonesio Group

50+

Years of Franchising Experience

Regional Developers and Franchisees can take comfort in knowing that they have an experienced team of franchise professionals to assist them in owning their own business. We have proven, through our successes, that we truly offer world-class support.

Experienced Franchise Support

As a Sirius Day Spa franchisee, you will receive the necessary support from our experienced team. Every employee of the Sirius Day Spa Franchise corporate office has been in franchising for a number of years with different brands like Massage Envy, The Joint...the Chiropractic Place, Amazing Lash Studio, and more.

Some of the support you will receive will be:

- **Real Estate** assistance through our tenant represented Master Broker.
- **Build Out** assistance with our detailed Specifications Book and step-by-step Guide to Open.
- World-class **training** will be provided by our friendly team of educators to prepare you to operate your spa whether it be your first business or tenth.
- Strong relationships with qualified **suppliers and vendors** will allow for consistency of products and management of costs.
- **Marketing** plans will be developed and customized for each franchise in accordance with the corporate office to ensure that your spa is ready to go to market with a bang.
- **Ongoing assistance** is key and with your Regional Developer and corporate teams, there will always be somebody there to answer your questions and hold your hand when you need the extra help.



Real Estate



Build Out



Opening

Refined Opening Process



A unique and helpful service we provide you is in-house feasibility design. When you decide on a space you like, we will create a preliminary layout to ensure that this space will work for you and the brand as a whole.

Design



Prior to opening your Sirius Day Spa, you will have attended Franchise Training at the corporate office and will have received on-site training at your location immediately prior to your soft opening date.

Training

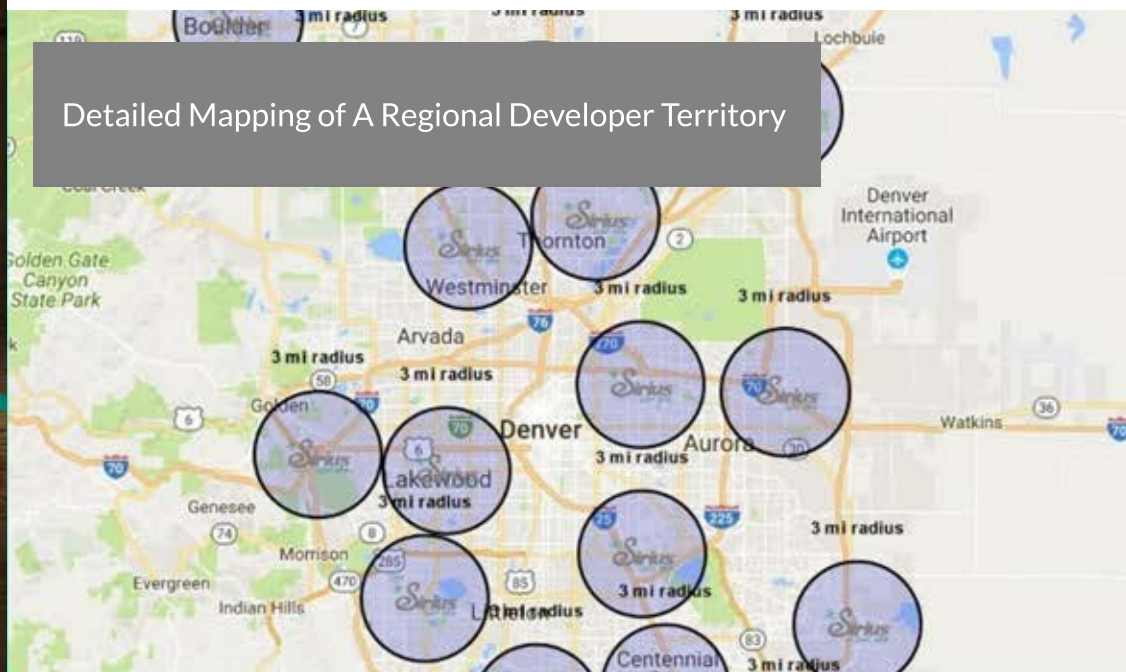
You can expect to open your Sirius Day Spa in 240 days with assistance from our team. Our entire opening process will be presented to you in an easy-to-use "Guide-to-Open" that provides a step-by-step checklist to ensure you open with efficiency and ease.

The Regional Developer Opportunity

For those interested in growing the Sirius Day Spa brand on a broader level, the Regional Developer role may be the business opportunity to pursue. A Regional Developer is an individual or group who secures the rights to a specific geographical area with the sole intent and purpose to develop Sirius Day Spas in that territory by recruiting qualified franchisees and providing them ongoing support and coaching with assistance from the franchisor.

Regional Developers earn revenue in two ways. First, they receive a portion of the franchise fee for every franchise they sell in their region. Second, and most important, they receive a portion of the royalty fee from every spa in their region.

Detailed Mapping of A Regional Developer Territory



The Regional Developer Investment

The start-up costs of becoming a Regional Developer are listed below:

TYPE OF EXPENDITURE	LOW COST	HIGH COST
Development Fee	\$87,750	\$243,750
Real Property-Rental	\$0	\$4,000
Construction Costs & FFE	\$0	\$5,000
Insurance	\$1,000	\$6,500
Travel Costs During Training	\$1,000	\$1,500
Utility Deposits	\$0	\$500
Vehicle	\$0	\$1,200
Professional Services	\$500	\$5,000
State Registration Fees	\$0	\$750
Franchise Sales Advertising	\$1,500	\$4,500
Computer System	\$1,500	\$2,500
Technology Support Fees	\$525	\$525
Additional Funds	\$5,000	\$5,000
TOTAL	\$98,775	\$280,725

*Refer to the Franchise Disclosure Document for further detail.

The Franchise Opportunity

Franchisees purchase a desired number of franchise licenses by paying a franchise fee for each. It is often recommended that franchisees purchase multiple franchises to leverage their employees and developed infrastructure to manage several locations at once. Upon signing, a franchisee will follow the opening process starting by finding a location and then building out the retail space. A franchisee will be thoroughly trained to operate under brand standards.

TYPE OF EXPENDITURE	LOW COST	HIGH COST
Initial Franchise Fee	\$39,000	\$39,000
Grand Opening Plan	\$10,000	\$10,000
Real Property	\$21,000	\$40,500
Travel Costs During Training	\$500	\$3,000
Leasehold Improvements	\$262,500	\$382,500
Architect/Engineer/Permits	\$3,000	\$8,000
Legal/Professional Fees	\$2,500	\$5,000
Prepaid Rent, Security, and Deposits	\$7,000	\$13,500
Insurance Deposits	\$8,000	\$10,000
Exterior Signage	\$10,000	\$15,000
Technology Purchases	\$17,500	\$20,000
PCI Compliance Service Fees	\$825	\$1,125
Technology Fees	\$1,125	\$1,125
Opening Inventory	\$10,000	\$20,000
Furniture, Fixtures, Equipment	\$55,000	\$70,000
Additional Funds	\$30,000	\$60,000
TOTAL	\$477,950	\$698,750

*Refer to the Franchise Disclosure Document for further detail.



Who Are We Looking For?

For both RD and Franchisee roles, Sirius Day Spa looks for people with high business acumen and management skills. RD's have a difficult but fulfilling task as they have to manage entrepreneurs like them who often expect the best support. Franchisees must also manage an entire team from spa managers, sales associates, estheticians, massage therapists, and cosmetologists. The common saying in franchising is that a franchisee will be as successful as they try to be. Owning your own business requires a lot of work and therefore Sirius Day Spa looks for those people who have the drive to succeed.

To speak to our sales team, visit

SiriusFranchise.com

or Call

888-778-6747





**Franchise and Regional Developer
opportunities are available NOW!**

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