



MASSAGE | FACIALS | WAXING

We have responded below to provide Dublin with the necessary information in order for Hand & Stone to receive a conditional use from Dublin's planning and zoning.

- Marketing plan attached to the email describing the Hand & Stone business model and services offered.
- Hand & Stone is offering the following services: Massages, Facials and Waxing.
- The hours of operation for this location will be Monday-Friday 9:00am to 10:00pm, Saturday 8:00am to 8:00pm, and Sunday 10:00am to 6:00pm.
- During peak hours there will be 18 employees and clients at the location. Hand & Stone will employ a total 35 employees that work an average of 3-4 days each.
- 2/3 of the clients will be from appointments and 1/3 of the clients will be walk-in.
- General Marketing information on Hand & Stone showing interiors and exteriors of the Hand & Stone model are attached.
- Average household income of the typical client is \$65,000.

Welcome to Hand & Stone Real Estate

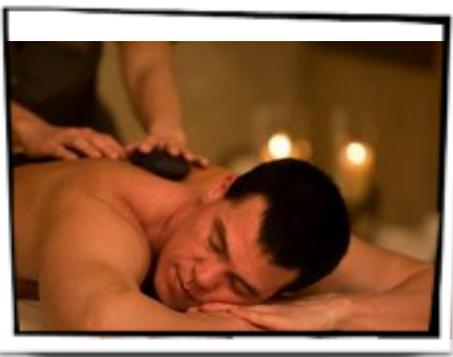




Massage + Facials + Waxing

Delivering spa services to the middle market with professionalism, affordability and convenience

Brand Vision



massage



facials



waxing

- Professional, convenient spa services at a price that is 40% less than traditional spas
- Open 7 days a week, 50% of appointments are same day
- A membership based program that saves customers money and makes services part of their healthy lifestyle
- A new business model that creates demand with price and convenience in an industry that had a very poor service delivery system

Requirements



- 2,000 to 4,000 sq. feet with minimum 25' frontage
- Power centers, daily use and lifestyle centers
- Co-tenants with female oriented or grocery focus, Wegmans, Whole Foods, Kohls, Target, Ross, Marshalls, salons, fitness, vitamins
- Demographics: 70/30 female/male customer base; average household income \$65,000, traffic minimum 20,000; 115,000 population within 10 minutes, GLA of 5,000,000 retail within 8 minutes



Target Deal Terms



- Base rent from \$20 to \$35 plus extras
- 5 year lease with 5 year option
- No percentage rent
- 120 days for build out from permits from vanilla box
- \$20-\$35 per sq. foot in tenant allowance from vanilla box
- HVAC of 1 ton per 250 sq. feet
- Exclusives for massage, facials, waxing

Top Quality Buildout

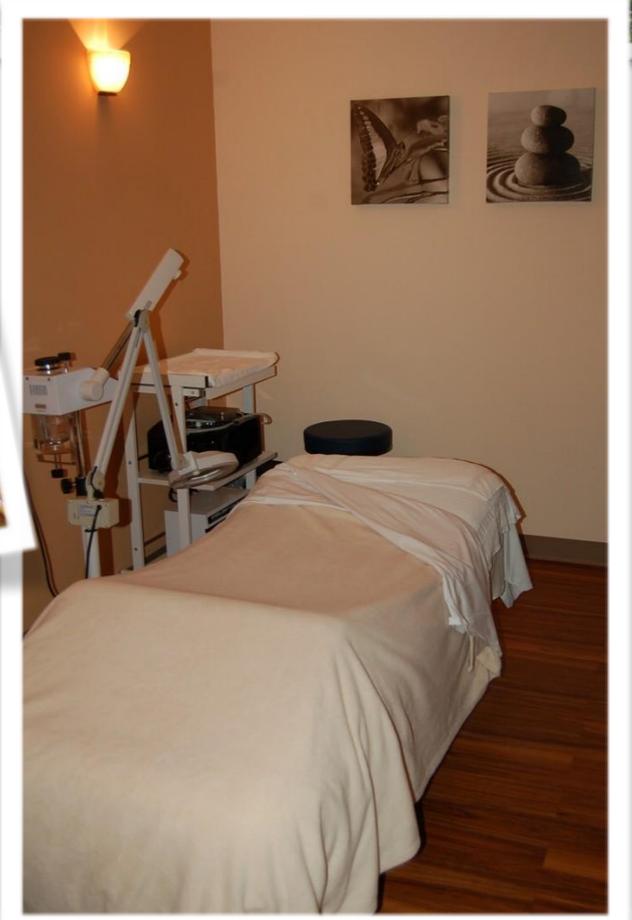


- Professionally designed by CMA to have a spa look and feel
- 8 to 13 rooms, with a couples room and two facials rooms
- Water in majority of rooms to provide more spa services

- Soothing earth tone color palette
- Top quality materials including granite surface top, ceramic tile, custom cabinetry
- Premium retail display and product lines – Dermologica, Clarity RX









For More Information.

handandstonefranchise.com

Tel. 609-587-9800

Kris Smith, Director of Real Estate