

# The NOW Massage Case Study

Franchise Executive Search Firm **Global Talent Solutions (GTS)** Helps Boutique Health and Wellness Brand Grow System Nationally with New President

## Overview

The NOW Massage developed a differentiated business model by offering guests an elevated experience through custom massage services while also creating opportunities for studios to diversify revenue streams through branded retail products. The NOW demonstrated exceptional unit-level economics, which resulted in the company opening multiple locations in the Los Angeles area.

The company's founders, Gara and Jason Post, recognized in order to scale and further expand their footprint, franchising was the best business model.

## About The NOW

The NOW, a new concept massage boutique, was founded on the principle that self-care is a necessity, not a luxury. The brand's goal is to offer high-quality, affordable massage services in a beautiful setting.

Launching in 2015, The NOW quickly became LA's hottest wellness destination for globe-trotting influencers and locals alike. Four boutiques later, the growing lifestyle brand is set to embark on a national franchise expansion.

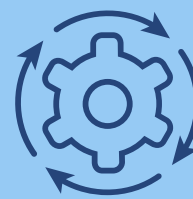
## Snapshot



National  
Franchise  
Growth



Leadership,  
Franchise  
Experience



Operational  
Excellence

The founders, though successful in building multiple businesses, were new to franchising. They knew they needed a professional who could step in and lead The NOW through national system-wide expansion. Gara and Jason had specific non-negotiables they were looking for in potential candidates:

- They needed to be a wellness enthusiast
- They were required to have experience building franchise systems
- They had to be able to bring something to the table that Jason and Gara didn't already have

While they had a very clear understanding of the cultural fit they wanted, the founders didn't yet have a complete vision of the role that would enable them achieve their aggressive growth goals.

## Our Solution



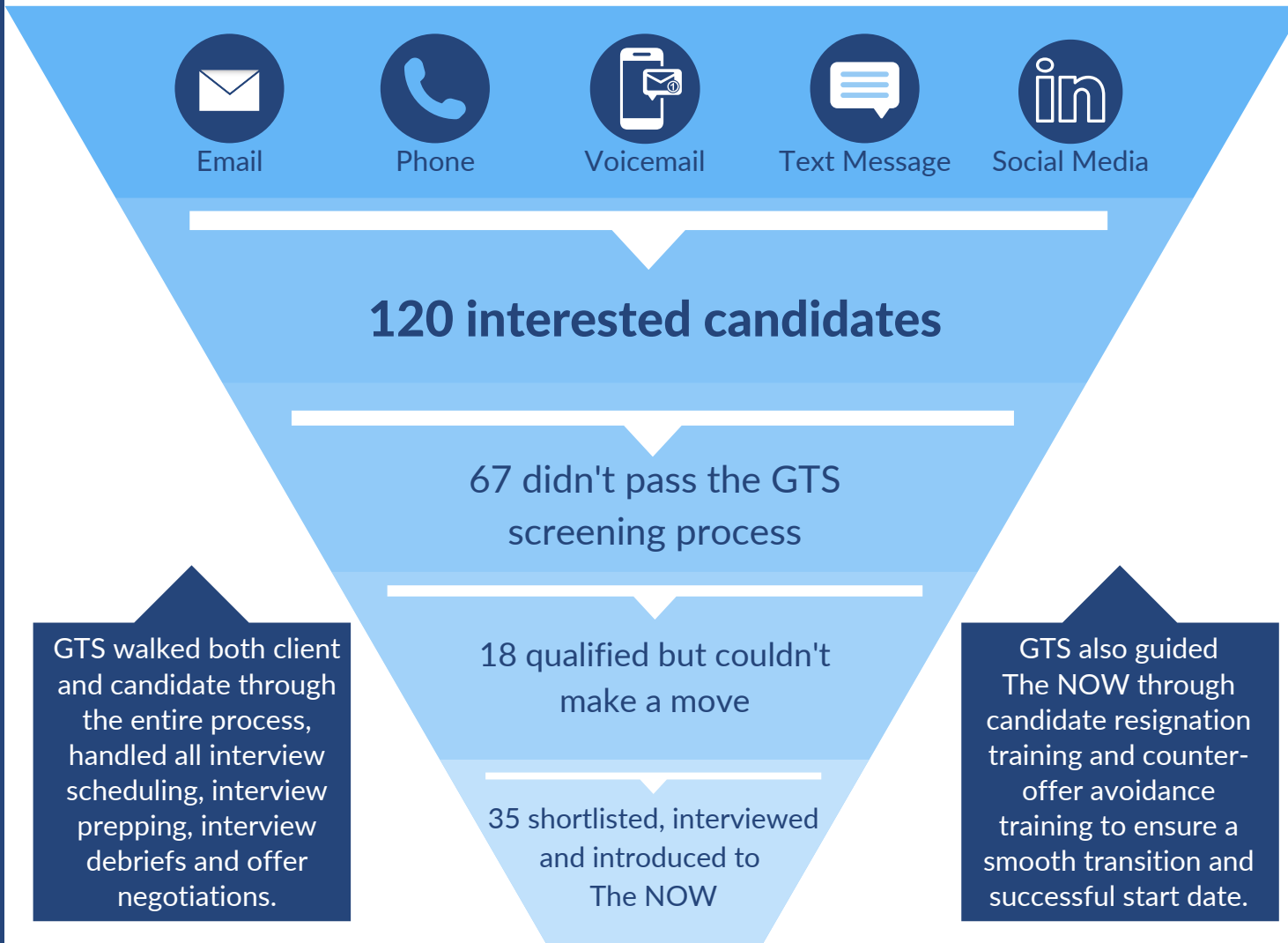
GTS worked closely with hiring executive and key stakeholders to understand and develop the brand's immediate and future organizational roadmap, reporting structure, and functional needs in order to successfully expand growth, revenue and profitability through franchising. It was determined that the first executive hire would be a Brand President.

The GTS team crafted a portfolio of compelling messaging aimed at positioning The NOW Massage Franchise as an employer of choice within the franchise space, accurately showcasing all of the opportunities that exist within the brand, and how joining The NOW could positively impact a candidate's career.



The GTS research team was engaged to curate a list of potential candidates who would excel in the role and have the experience necessary to take an existing non-franchise brand and successfully build a franchise system around the brand from the ground up. During this process, over 150 franchise professionals were identified as possible fits along with relevant contact data points, including business phone numbers, personal phone numbers, email address, and all social media profiles.

The GTS outreach team was then engaged, utilizing the portfolio of messaging the outreach team proactively contacted each of the 150+ potential candidates up to 10x each via:



"Our new Brand President has the experience and proven track record in scaling companies that we need to bring our revolutionary massage concept to cities all over the US. We're excited to have him as part of The NOW family for this next phase of development and growth."



**Gara Post**

*Co-Founder and Chief Creative Officer of The NOW Massage*

## Results

- **National Franchise Growth** – Only a few months since recruiting and placing an experienced Brand President, The NOW has signed initial franchise agreements, including multi-unit deals – in Atlanta, Austin, Chicagoland, Dallas, Denver, Ft. Lauderdale, Las Vegas, Nashville, Raleigh, Scottsdale and Northern Virginia.
- **Leadership, Franchise Experience** – The Brand President brings decades of experience in operations, market planning and strategic development, including growing a fitness franchise brand from start-up phase to over 100 units.
- **Operational Excellence** – The Brand President has quickly been able to build a robust pipeline of prospective franchisees and establish strong relationships with existing franchise candidates to help keep them comfortable moving forward in the process.