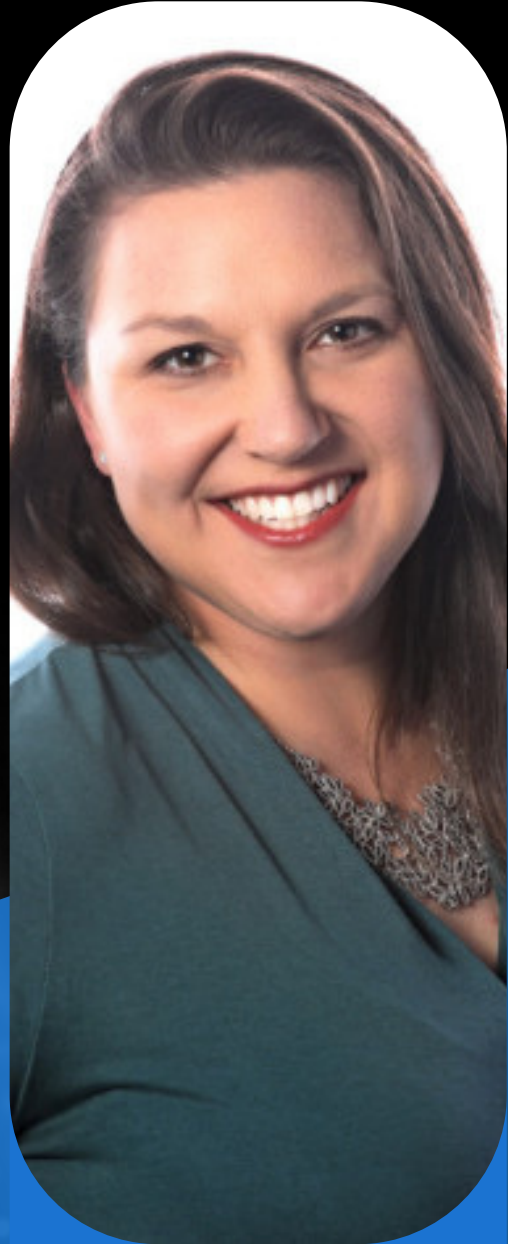




SUSAN  
BORESOW



LINDSAY  
SIMPSON



# FITNESS BEAUTY WELLNESS FRANCHISE SUMMIT

PART 1





# MADELEINE ZOOK

*HOST*

- **MULTI-UNIT & MULTI-BRAND FRANCHISEE, HOME SERVICES**
- **FORMER DIRECTOR OF BRANDS, THRESHOLD BRANDS**
- **DIRECTOR OF MARKETING, NETSERTIVE**
- **HOST, THE ART OF FRANCHISE MARKETING PODCAST**



THE ART OF  
FRANCHISE MARKETING



**America's  
MATTRESS**



**netsertive®**

**verlo®**  
M A T T R E S S

**threshold  
BRANDS™**

- LOCALIZED DIGITAL MARKETING: PAID MEDIA,  
ORGANIC/SEO & WEB SOLUTIONS

**FRANNET**  
YOUR TRUSTED FRANCHISE EXPERTS



- FACILITATED NEARLY \$2 BILLION IN MEDIA  
SPEND THROUGH PROPRIETARY SOFTWARE

- AWARD-WINNING BRAND & LOCATION SUPPORT

**RE•BATH®**

WORLD'S LARGEST BATHROOM REMODELER

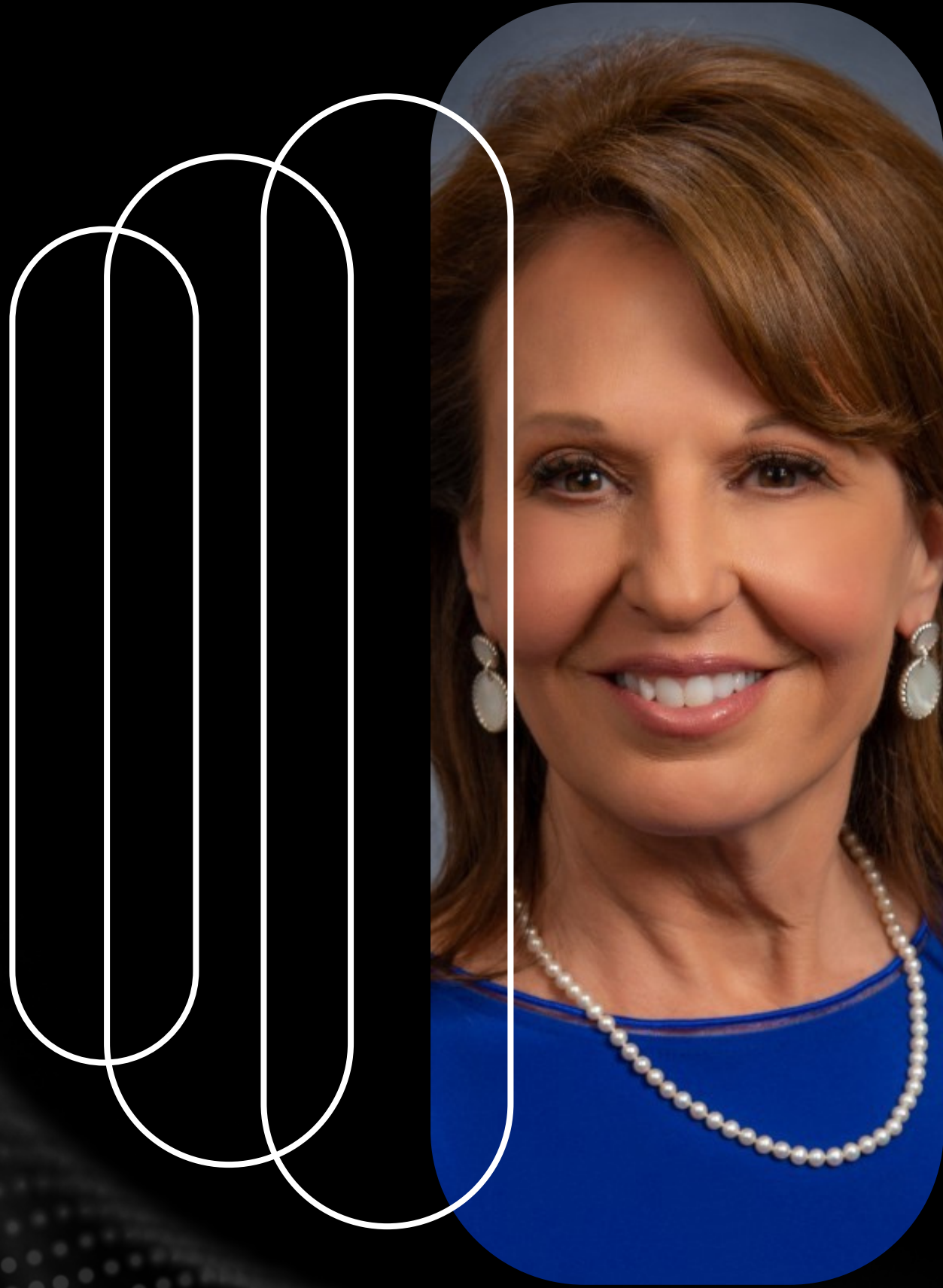
**PET SUPPLIES  
PLUS.**

- DRIVING SUCCESS FOR OVER  
100 MULTI-LOCATION BRANDS

**DUDAN  
GROUP**



**Inc.  
Power  
Partner**



100+ LOCATIONS

**MASSAGE INDUSTRY**

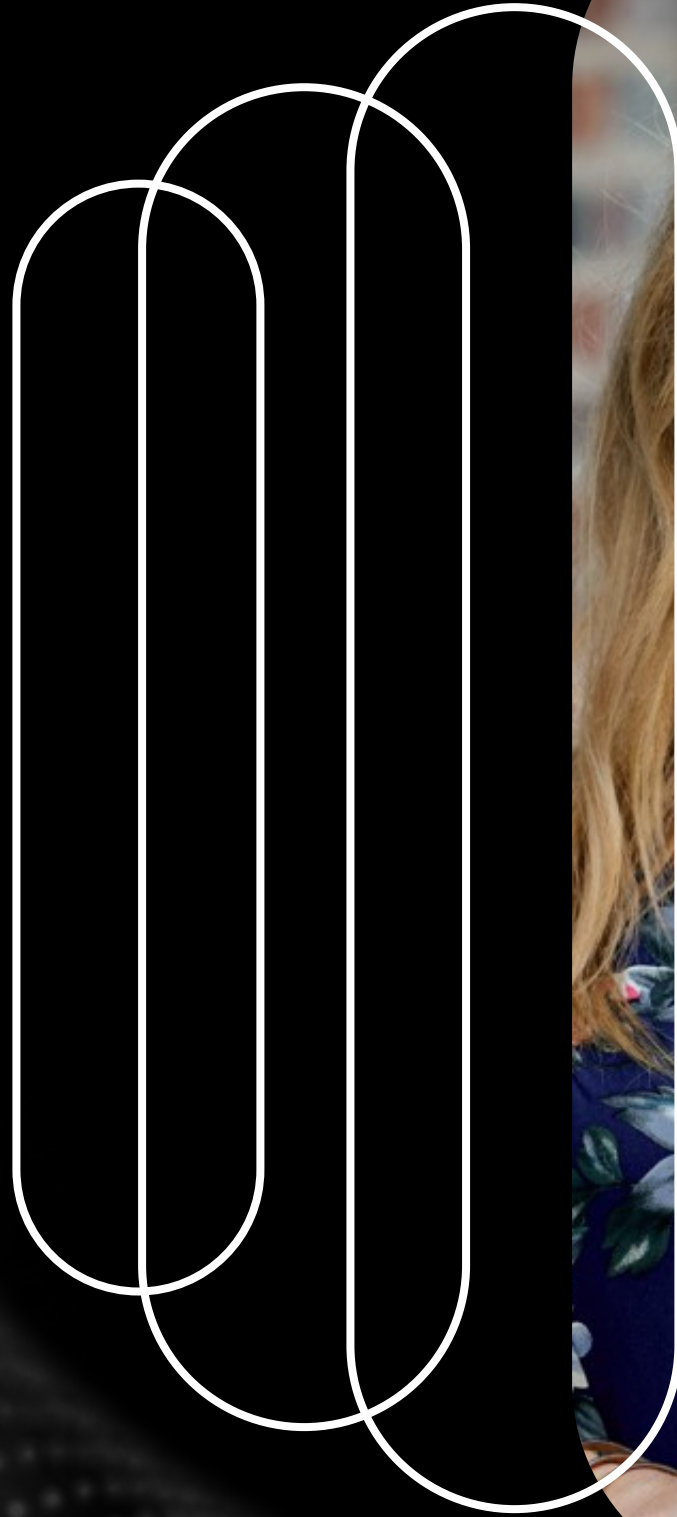
**SUSAN BORESOW**

**CEO**



MASSAGE HEIGHTS®





50+ LOCATIONS

**PILATES INDUSTRY**

**KAMILLE MCCOLLUM**

**CO-FOUNDER, PRESIDENT**



**BODYBAR**  
PILATES



100+ LOCATIONS

***FITNESS INDUSTRY***

***LINDSAY SIMPSON***

**CMO**



**ATHLETIC  
REPUBLIC**





140+ LOCATIONS | 900+ PLATFORM WIDE

***SALON INDUSTRY***

***KAITLIN JOHNSON***

DIRECTOR, FRANCHISE DEVELOPMENT

**drybar**®

 **WELLBIZ**  
— BRANDS, INC. —

***DOMINATING THE WELLNESS MARKET:  
LOCAL LEVEL -> SERVICE TO THE CONSUMER  
NATIONAL LEVEL -> FRANCHISE TO THE CANDIDATE***

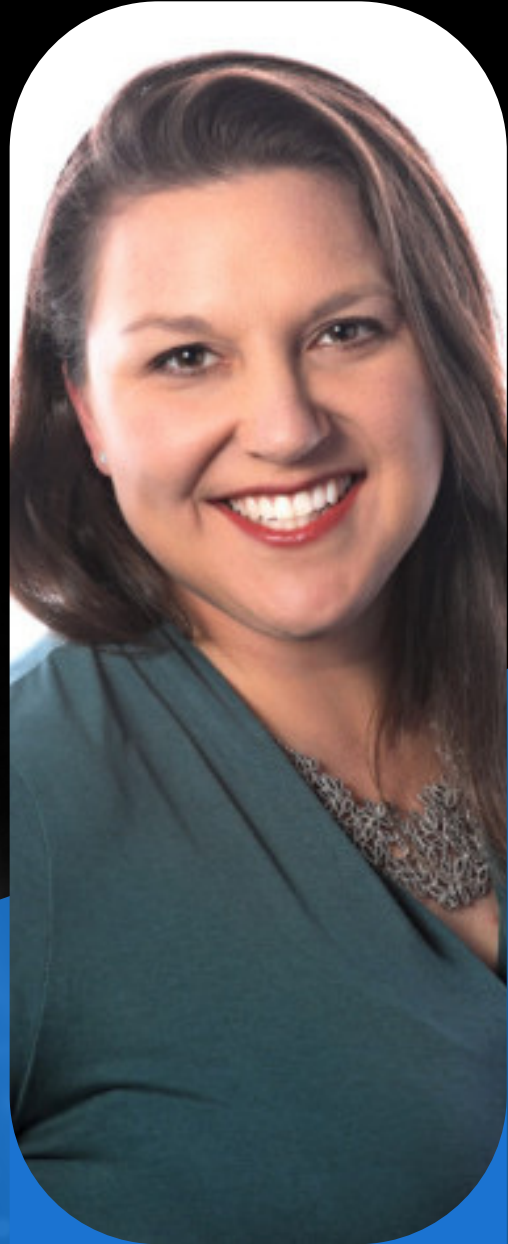
***WHAT NEEDS TO EVOLVE TO  
STAY DOMINANT IN THE FUTURE?***







SUSAN  
BORESOW



LINDSAY  
SIMPSON



# FITNESS BEAUTY WELLNESS FRANCHISE SUMMIT

PART 1





PART 2

# NEXT WEEK:

MASSAGE LUXE®

MAYWEATHER  
BOXING + FITNESS

Sola®  
SALONS



lumin  
FITNESS

STRETCH ZONE®  
STRETCH. WORK. PLAY. REPEAT.

