

SÓL HIMALAYAN

SALT CAVE & SPA



SÓL 2023

FRANCHISE OPPORTUNITY

Relax. Renew. Breathe.

Better your life and the lives of others with Sól Himalayan Salt Cave & Spa.

In the early years of their relationship, business owners Michelle and Dan experienced the magical remedies of Himalayan salt caves in Asheville, North Carolina. After suffering 35 years of allergies and two nasal surgeries, Michelle noticed her breathing immediately improved within one halotherapy ses-

sion. Newfound believers, Michelle and Dan returned to Georgia and created the successful business we know and love today!

Sól offers a unique experience with therapeutic benefits both physically and mentally. We are known for our man-made salt caves, featuring 22,000 pounds of Himalayan salt. The stalactite ceiling, 4-inch salt floors and salt walls create an enchanting environment of peace and well-being.



"This is the place for you! Relax, rejuvenate, reconnect, recover and reset. All of the services are superb and deliver on [their] premise of assisting medically and mentally."

— Angela M. (5 stars)



At our core, Sól Himalayan Salt Cave & Spa is a holistic day spa. We seek to create a personalized experience for each and every one of our customers. Our services are carefully selected to address the root cause of our customers' stress from a physical, mental and emotional standpoint. We take the ideals of a typical spa and elevate it to a level rarely seen in the United States!

Full-Spectrum Infrared Sauna

The innovative ideas of Sól keep our customers engaged and our business relevant.

Dry salt therapy is cutting edge in the United States while being a proven and established concept overseas for over one hundred years! Using our franchise model, our franchisees can corner their local geographic market in a short period of time.

Our Services

- **Salt Therapy Cave**
- **Salt Therapy Zen Room**
- **Massage Therapy**
- **Esthetician Services**
- **Amythyst Biomat**

Marketplace Standout

Our novel business proudly operates as one of the only salt therapy franchises within the United States. From a consumer-facing side, we aim to have our customers walk through our doors in awe and out our doors feeling the ultimate peace. From a franchise-facing side, Sól further distinguishes itself from competitors through our support, training, innovation and more. With Sól, you will never be alone.

Customer Retention

Sól addresses the root cause of our customers' concerns and tailors our services to meet their needs. This successfully builds and maintains a personable environment. Combined with our positive reputation, this type

of environment often inspires word-of-mouth referrals and organic digital traction through our customer reviews. It's that simple!

Operational Simplicity

Sól Himalayan Salt Cave & Spa utilizes a turnkey business model—meaning, no experience is necessary to open your location! Our comprehensive training program, operational materials and ongoing support ensure that you have the tools and guidance you need to open a successful business with us.

This simple business model also allows for flexibility in your level of involvement! Our franchise partners can focus on scaling the business while their trusted staff remains hands-on, helping to run operations and troubleshooting.



Complete Support

Our franchise partners undergo a two-week training program, covering everything from operational management to spa services. We provide you with our brand guide, operations manual, recommended structures and anything else you could need to get your business started.

Upon opening, a member of the Sól corporate team will commence an onsite visit of your location. This gives you the opportunity to ask questions, build confidence and set your location up for long-term success! Our team will then offer ongoing support and development of your business to solidify continuous growth.

Minimal Costs

The Sól business model offers high profit and potential ROI for our franchise partners. As a holistic day spa, our overhead and start-up costs are the peak of expenses. After establishing your location, the costs of maintenance, staffing and inventory are significantly reduced compared to other brick-and-mortar franchise models. Our partners also have the opportunity to maximize their profits through the multiple streams of revenue our services offer. With Sól, you have the creative liberty to make the business your own.



Our franchise has over a 4.9 - star review average on Google!

Are We A Good Fit?

Our proven business model should be maintained by passionate individuals with a base knowledge of management and sales. We are currently looking for franchise partners who fit our brand culture—

- **Well-Organized** • **Knowledge of Healthcare** • **Calming Presence** • **Experience in Management, Healthcare, Sales, or Marketing Appreciated** •



The franchisee must be motivated and professional while understanding their success is based largely on their ability to follow Sól Himalayan Salt Cave & Spa's proven methods to satisfy our customer base.

Financial Information

\$40K

Franchise Fee

\$184K - \$395.7K

Investment Range

6%

Royalty

Steps to Ownership

1 – Introductory Call

3 – Initial Training Program

2 – Site Selection & Installation

4 – Launch & Ongoing Support

Sól provides refined programs and procedures to ensure your long-term success as much as your initial success. It's as simple as four steps!

Ask About Joining Our Team

Be an impressive force in your market while focusing on the health and wellbeing of others. You can invest in yourself while investing in others! Inquire about our franchise opportunity, today.



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To learn more about our exclusive opportunity, visit our website at solcaveandspa.com/franchise, or connect with us today!

SolCaveAndSpa@gmail.com | 706-364-7958

This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted, or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document.