



Continuing a Tradition: **The Sale of The Rock Spa & Retail Store**

Description

The Rock Spa and The Rock Shop (adjoining retail store) are looking for new owners. This is a great opportunity to own and continue to grow a family owned business that is not only well established in the community and profitable; but is also making a difference in the lives of its customers.

With more and more people understanding the importance of self-care for stress management and healthy living, this industry will continue to grow. The unique service offering of The Rock Spa, and quality products of The Rock Shop, make for an exceptional business, unmatched by any other in the area.

The Rock Spa and The Rock Shop have built a reputation for having outstanding, caring, friendly, and genuine customer service. This is what customers expect and it is important for the brand's success, that this continues.

Many people make plans to meet at the store to shop, or plan a spa day together! Others drop by because they want the perfect gift, or were told by a friend that they "needed to visit".

Some customers come to the store to engage with the energy of the gemstones before selecting the perfect items to add to their collection. Some have experienced grief, trauma, loss or health issues and complimentary healing practices & gemstones are their "last result" because they've tried "everything else". Compassion, understanding and confidentiality are critical at all times.

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The Rock Shop: An Experience

The customers that come into the store are from many different backgrounds, out of town and even from out of province. Some have very little knowledge of gemstones, while others are avid collectors. For this reason, The Rock Shop has a vast collection of products to cater to a diverse clientele; designers, decorators, jewellers, landscapers, craft people, health practitioners, students and teachers etc.

The chief product lines include a variety of gemstones, beautifully selected home decor, sterling silver jewellery, unique gifts, crafts and carvings. All types of salt are also a big hit at The Rock Shop. Epsom salt and magnesium are used for bath, along with Himalayan Salt that can also be used for cooking and decor.

Expanding that offering has the potential to increase revenue and foster growth. Including food, fashion and new age product lines.

An additional avenue this space provides, is the profitable event market (we also did this in the past). Offering lectures, workshops and seminars add an educational aspect to the business.



Glitch Vlad
Local Guide · 83 reviews · 27 photos

★★★★★ 2 years ago

Love this place great place to bring your kids to learn about all sorts of rocks and crystals. Huge selection and I mean huge it will blow your mind the collection they have and first weekend of the month they have classes for kids to go learn

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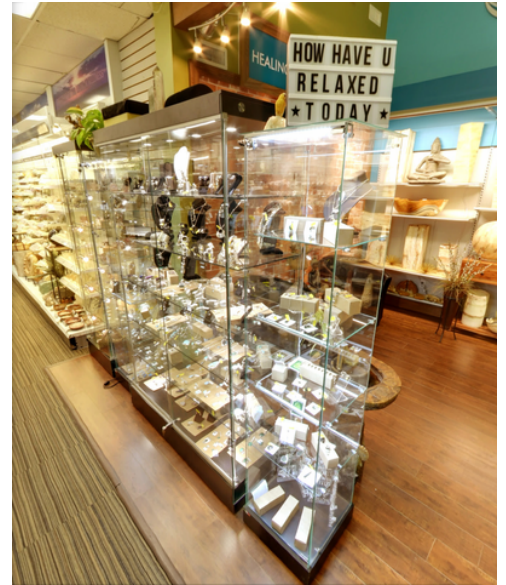


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Tumbled & Rough Stone Wall -
Organized by price & alphabetically



Jewellery Section - Set in Sterling Silver, sourced from all over the world



Bracelet Wall - Rounds, Chips, Tumbled, Chakra, Offset Styles



Bead Strand Wall - Featuring Boulder Lamps and Museum Size Specimens



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The Rock Spa: Life Changing Relaxation

In The Rock Spa, many clients describe a new feeling of being lighter and renewed after their spa services. Healing with salt, water, heat and light therapies allows for multi-sensory experience.

These services do not require a practitioner, and are successfully tested services. The Rock Spa is equipped with a state of the art turn-key all in one system software to manage the whole business; staff management, booking, marketing and financials.

Dry salt relieves clogged lungs, salt water creates buoyancy to realign the body, wet steam detoxifies, far-infrared heat deeply penetrates tense muscles, and the rhythmic pulsing of lights shifts the brain to a state of relaxation.

Please see the below suggested services for more options to increase revenue and foster growth with The Rock Spa.

Existing Services	Suggested Services
• Halotherapy (salt room)	• Dry Water Massage Bed
• Floatation Therapy (float pod)	• Bemer Mat (blood pressure control technology)
• Steam Bath (wet sauna)	• Ozone Sauna, Resperate (blood pressure lowering)
• Crystal Bed Therapy (chakra healing)	• Kirlian Photography (aura readings)
• Amethyst Biomat (far-infrared mat)	• Large open space in the back suitable for yoga classes, etc.
• NeuroSpa (vibrational technology)	• Reiki, massage, and other practitioner services
• Brainwave Entrainment (light and sound technology)	



Sue-Ann McGeragle

1 review

★★★★★ 7 months ago

I have used the Rock Spa for a number of years as preventative care for respiratory issues. The staff are friendly and knowledgeable and the atmosphere is calming and relaxing. I would highly recommend this location for all they have to offer!

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The Sale of The Rock Spa & Retail Store



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11. Appendix - The Brand



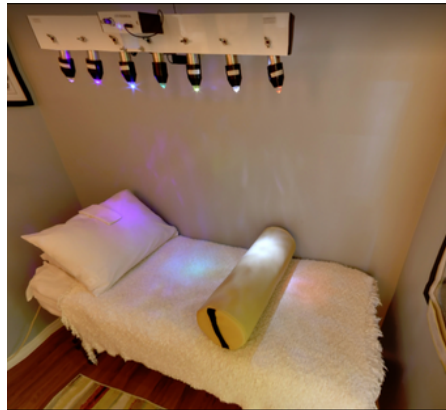
Salt Therapy Room

<http://www.therockspa.com/salt-therapy-halotherapy/>



Floatation Pod & Steam Sauna

<http://www.therockspa.com/float-tank-floatation/>



Crystal Bed Chakra Healing & Amethyst Biomat

<http://www.therockspa.com/energy-healing/>



NeuroSpa and Brainwave Entrainment

<http://www.therockspa.com/energy-healing/>



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Location, Location, Location!



The business is strategically located in Kitchener, the heart of the tri-cities; Cambridge, Kitchener, and Waterloo.

- Being on the arterial roadway of Victoria Street; it becomes Hwy 7, the path to Guelph.
- Free, ample parking on site
- Accessible by public transit, on foot, and a 15-minute drive from Highway 401.
- Many out-of-town customers visit The Rock Spa and The Rock Shop as a destination.

The Building

Features 7,000 square feet of space. Currently, the spa and retail elements comprise approximately 4,000 square feet, leaving the rest of the space to be used for whatever your imagination can conjure. There is also a myriad of new opportunities for the new owners; both regarding the spa services and product lines, that will tremendously increase revenue.

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Reason for Selling

From humble beginnings, Stonebridge Imports was founded in 2002 as a home business. Since then the focus has been on growing its wholesale and online business. There are now hundreds of small family businesses that count on StoneBridge to keep alive and running. Tending to the retail operation and spa services sometimes becomes secondary, and splits the resources of StoneBridge's main operation. In this respect no element of the business gets the dedicated attention and care it deserves.

The Rock Spa and The Rock Shop have both been very successful and profitable, comprising up to 30% of the whole company's revenue. This unique space serves the tri-cities as a space to heal and acquire amazing products. During the 8 years of operation, a huge community has been built around it, and the Stonebridge owners feel this valuable resource needs to continue.

The business owners have chosen to focus on the StoneBridge Imports brand; and it is with a heavy heart, they have decided to sell The Rock Spa and The Rock Shop (retail store).

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The Financials

The Cutting Edge

- Unique services
- Established procedures
- Self-serve services without the need of a practitioner
- No liens, lawsuits or other liabilities
- 8+ years in operation
- A healthy, loyal customer base
- Untapped revenue streams

The Market

- The single Floatation business competition in Waterloo (may be closed permanently)
- No competition for gemstones and crystals in the area
- A destination location, as customers visit from out of town and out of province

Included in the Sale

- All spa equipment
- All fixtures in the storefront (warehouse fixtures are negotiable)
- The Rock Spa Goodwill (brand name, brand reputation and customer loyalty)
- Therockspa.com website (plus a top-of-the-line booking, marketing and administration system set up)
- @therockspa Social Media pages for Facebook (2,916 followers), Instagram (19.4K followers) and Newsletter with 2,883 people subscribed
- The Rock Spa YouTube Channel with 223 subscribers
- Transition Training

Negotiable

- Inventory
- Long Term consulting
- Non-compete agreement, with area exclusivity
- Owner financing (favourable terms)

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The Financials - Continued

Asset Value

Spa Equipment	
Salt Room	\$40,000
Float Pod	\$30,000
Steam Shower	\$10,000
NeuroSpa	\$6,500
Crystal Light Bed	\$3,000
Amethyst Biomat	\$2,000
Brainwave Entrainment	\$500
Fixtures	
Shelving	\$30,000
Counters	\$10,000
Other Equipment	\$10,000
Other	
Trademark	\$10,000
Goodwill	\$20,000
Total	\$172,000

*Equipment valued at new

Revenue

	Retail	Spa
2016	\$221,786.19	\$146,683.34
2017	\$307,555.51	\$112,043.86
2018	\$369,523.16	\$142,435.07
2019	\$374,277.84	\$110,083.03
Post COVID June	\$39,848.00	
Average Net Profit	15.00%	
Cashflow	\$60,000.00	

*Fiscal year end July 31; un-audited.

Asking Price

\$219,000 + Inventory

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Contact Us

The Opportunity

Interested in a health and wellness business featuring a well established brand with a healthy, loyal customer base? The Rock Spa and The Rock Shop is your destination.

The wellness business is booming according to many reports (see the appendix). Even though we are experiencing unprecedented times, The Rock Spa and The Rock Shop continue to generate significant revenue.

This is an opportunity of a lifetime; to acquire and grow a gem of Waterloo Region. As a turn-key operation, you can step in and start generating revenue from day one; then, with your vision, expand the business services and lines of products. Ample training will be provided.

Since you've invested the time to read this, chances are this is a great fit for you! Now it's time to invest in a company that is changing lives.

Let's start a discussion.

[Click here to fill out a Contact Form and we'll be in touch soon.](#)

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Appendix - The Brand

Website

www.therockspa.com

Reviews

Listen 360 - Verified client reviews

https://bit.ly/TRS_Listen360

Google Reviews

https://bit.ly/TRS_GoogleReviews

Facebook Reviews

https://bit.ly/TRS_FacebookReviews

Social Media Pages

@therockspa

FB - <https://www.facebook.com/therockspa/>

IG - <https://www.instagram.com/therockspa/>

YouTube Channel

<https://www.youtube.com/user/TheRockSpa1>

Industry Trends

Medium : The Health & Wellness Industry Is Now Worth \$4.2 trillion

Forbes : Why The Wellness Business Is Booming (And How To Succeed In The Industry)

Businesswire : Outlook on the Worldwide Health and Wellness Industry to 2025

Globenewswire : Global Health and Wellness Market (2020 to 2025) - Industry Trends, Share, Size, Growth, Opportunity and Forecast

BBC : How the wellness industry is taking over travel

Service Testimonials

The Rock Spa

https://bit.ly/TRS_Testimonials

In The News

<https://bit.ly/2Ba9uFu>

<https://bit.ly/3hgOxs3>

<https://bit.ly/2WxZlda>

<https://bit.ly/3hdFFU2>

<https://bit.ly/3huBTpv>

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