

# The Joint plans to open 22 D-FW locations

BY BILL HETHCOCK | STAFF WRITER

Developers behind the Massage Envy chain plan to open more than 20 chiropractic clinics called The Joint throughout North Texas in the next three to five years.

Scottsdale, Ariz.-based The Joint Corp. has named Anne and David Glover of Houston as regional developer and master franchisor for 50 outlets in Dallas-Fort Worth, Houston and Austin. The couple plans to put 22 in the D-FW area, 20 in Houston and eight in Austin, David Glover said.

The franchise fee for The Joint is \$29,000 and the total cost to open one runs \$80,000 to \$100,000, David Glover said.

The Glovers opened five Massage Envy locations in Houston and sold them a little

more than a year ago, they said. The couple worked on that project with John Leonesio, founder and former CEO of Massage Envy and current CEO of The Joint.

Massage Envy has more than 700 locations nationally, including 27 in the D-FW area and 27 in the Houston area. Those locations cost \$250,000 to \$300,000 to open because they're more than twice the size of a typical 1,200-square foot The Joint location.

The Joint will look for existing space. Building the interior takes about three weeks.

Clients pay \$49 a month for memberships and receive four adjustments monthly. Walk-in adjustments for nonmem-

bers are available for \$29. The Joint does not take appointments or accept insurance because doing so creates too much paperwork, Anne Glover said.

Like Massage Envy, The Joint will set up shop in retail centers, not medical office buildings, and will go into both urban and suburban areas, David Glover said.

Leonesio, who opened health clubs in Dallas, Houston and Austin before founding Massage Envy then joining The Joint, said he likes the Texas market because people in the state are health-conscious. The Glovers, who built their Massage Envy locations into the top revenue-producing locations in the chain, were the natural pick to grow The Joint in Texas, Leonesio said.

The demand for chiropractic care is in-

creasing as baby boomers age, Leonesio said. Chiropractic care is an approximately \$10 billion industry, compared to about \$7 billion for massage, he said.

The Joint's low cost adjustments, membership program, no-appointment policy and ease of use set it apart from other clinics, Leonesio said.

The projected annual revenue for a The Joint franchise is about \$200,000 the first year and \$300,000 to \$400,000 in subsequent years, depending on population density and other factors, he said.

Increasing numbers of people are looking for ways to take care of their health problems without surgery or drugs, said Dr. Fabrizio Mancini, president of Dallas-based Parker University, formerly Parker College of Chiropractic. About 31 million Americans, or 8 percent of the population, use chiropractic care, he said.

While demand for The Joint's services will likely be strong, Mancini expressed concern that patients might not get individualized attention under the clinic's business model. Students spend more than eight years to become doctors of chiropractic and learn how to evaluate medical conditions, he said.

"The challenge that I see is it sounds like a cookie-cutter model," Mancini said. "We've got to properly evaluate the person."

Leonesio said The Joint's model delivers high-quality care and individualized attention.

"We're really not changing chiropractic or the service (chiropractors) are delivering," he said. "We're just changing our service to the customer; to make it more convenient, more accessible and less expensive for them."



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## ON THE TEAM

**ANNE AND DAVID GLOVER:** The Glovers have been awarded regional developer and master franchisor rights for 50 outlets of The Joint in Dallas-Fort Worth, Houston and Austin. About 22 will be in D-FW. The Glovers are former Massage Envy franchisees, operating five clinics in the Houston area before selling them in late 2009. One was the massage chain's top revenue-producing clinic.

**JOHN LEONESIO:** Leonesio was named CEO of The Joint in April 2010. Before that, he founded Massage Envy in 2002 and sold it in 2008. Leonesio worked with the Glovers on the Massage Envy chain.

**OPPORTUNITY:** Those interested in becoming The Joint franchisees may call David Glover at 713-829-5198.

**WEB:** [www.thejoint.com](http://www.thejoint.com)

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