

# Houston franchisees muscle in on chiropractic clinic market

BY ALLISON WOLLAM  
HOUSTON BUSINESS JOURNAL

Houston franchisees David and Anne Glover have come out of retirement to bring a chiropractic clinic concept to the area.

The husband and wife team have signed on as regional developers of the Scottsdale, Ariz.-based franchisor of chiropractic clinics known as The Joint, with plans to develop as many as 50 locations in Houston, Dallas-Fort Worth and Austin.

The Glovers were former Massage Envy franchisees operating five clinics in the Houston area. Already familiar with John Leonesio, founder and former CEO of Massage Envy and current CEO of The Joint, the couple said they did the proper due diligence and decided to get back in the health care franchise game.

"With lower start-up costs and minimal staffing needs, the potential for profit is quite impressive," said Anne Glover. "Each location only needs a chiropractor and a front-office person, so it's a really simple franchise to operate."

Glover estimates that the start-up costs for a franchise range between \$80,000 to \$100,000. She said they haven't chosen an architect or general contractor.

Because insurance companies have just started to chip in to chiropractors reimbursement rates, she expects chiropractors to be attracted to this cash-based business model.

The first order of business is awarding franchises throughout Texas, but she said

the couple plans to operate a few of their own Houston franchises.

She estimates there will be a maximum of 20 locations throughout Houston over the next several years.

The couple is already scouting potential sites in the Galleria area, River Oaks, Katy, Sugar Land, Champions and Pearland, she said, and hopes to have the first location up and running by the fall. Outlets will average about 1,200 square feet in highly visible retail locations.

The Joint provides chiropractic care as part of a patient's health and wellness program. There are no appointments, no X-rays and no start-up fees. Patients can choose to pay as they go or pay a monthly fee.

The Joint already operates 30 clinics in 11 states, including the first handful of locations in Texas that opened in the past two years in Austin, Red Oak, Denton and Mission.

Keith Hudson, owner of Houston-based Charter Franchise Services, said he's seen an uptick in health care companies creating franchises.

He recently set up a franchise for Phoenix-based Health Care Practice Partners LLC which offers franchise opportunities for its business concept that provides administrative services for medical practices.

"I think the aging of the Baby Boomers has more people interested in health care businesses," he said. "I also think that ObamaCare is presenting opportunities for people looking to get into health care."

awollam@bizjournals.com • 713-395-9622

## fr0m gr3g's h3ad\_ vi5i0nary

Insight, Information, and Commentary on Accounting and Technology Trends.

Have you gotten into Greg's head lately?  
Let us count the ways...

- 1) Access and comment on cutting edge IT ideas and business trends on his blog, [www.fromgregshead.com](http://www.fromgregshead.com)
- 2) Listen for The Entrepreneur's Playbook® best practice tips every Sunday evening during The BusinessMakers Radio Show on TALKRADIO 950 KPRC
- 3) Call Greg Price, Director of Consulting Solutions  
713-860-1400.

Jump inside!

www.FromGregsHead.com

Call Karen Love or Greg Price today at 713.860.1400 or visit us on the Web at [www.pkftexas.com](http://www.pkftexas.com).

PANNEL KERR FORSTER OF TEXAS, P.C.  
**PKF**  
CPAs AND PROFESSIONAL ADVISORS

*Houston Business Journal* (ISSN 0277-4976) publishes 53 issues a year, weekly, except 2x's weekly on the last full week in Dec., by American City Business Journals, Inc. at 1233 West Loop South, Suite 1300, Houston, Texas 77027. Copyright © 2011 with all rights reserved. Reproduction or use without permission of editorial or graphic content in any manner is prohibited. American City Business Journals, Inc. is headquartered at 120 West Morehead Street, Suite 400, Charlotte, NC 28202. Periodicals postage paid at Houston, Texas. **Subscription prices:** 1 year, \$98. 2 years, \$155. 3 years, \$180. Digital subscriptions, \$59. Single copies, \$2.95. Back issues, \$5.00. Mailed copies, \$8.00. Member Audit Bureau of Circulations. **Postmaster:** Send address changes to Houston Business Journal, 1233 W. Loop S., Suite 1300, Houston, TX 77027. 713-688-8811

**Address Change**  
 I'd like to subscribe. Please bill me \$96 for 52 issues including the annual Book of Lists. #07000

NAME	PHONE NUMBER
STREET ADDRESS	
COMPANY	CITY/STATE/ZIP

Moving?

Please attach label from cover here

**Mail subscriptions and address changes to:**  
 Houston Business Journal  
 1233 W. Loop South, Suite 1300  
 Houston, TX 77027

## Matagorda Cnty TX—Centerpoint Energy

### 5.45% Y.T.M.—Insured—Non-A.M.T.

#### Tax-Exempt Muni Bond Issue

Coupon	Y-T-M	Rating	Maturity	Approx. Price
5.15%	5.45%	Baa1/BBB	11/01/29	\$96.50

Callable 06/01/11 @ \$100.00 add'l calls may apply—NATL Insured—8.36% Taxable Equivalent Yield\*  
 Underlying rating (Baa1/BBB) - Not Subj to AMT. Prices & availability may change at anytime without notice. Residents outside of TX may have state tax. Insured for timely payment of principal and interest only. Insurance does not eliminate market risk.  
 Ratings = Moody's/ S&P, \*Based on federal tax rate of 35%.

### DRL GROUP

Contact: David or Darrin Loesch (866) 664-4040

Over 33 years in the Bond Business

Securities offered through WFG Investments, Inc. Member FINRA, SIPC

Green Bank can help you balance short- and mid-term savings and liquidity.

## 18 MONTH CD @ 1.25% APY\*

For more information, please call 713.316.7007

GREEN BANK

BANK SUSTAINABLY

www.greenbank.com

\*Annual Percentage Yield (APY) is based on quarterly compounding with funds held to maturity. Substantial penalty for early withdrawal.

Limited time offer, certain restrictions apply. \$1,000.00 minimum deposit to open; rates applicable to \$1,000,000.00.

Certificates of deposit (CDs) are generally insured up to \$250,000.00 per depositor under the FDIC's general deposit insurance rules.

MEMBER FDIC
GREEN BANK, N.A.
EQUAL HOUSING LENDER