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Chiropractic clinic franchise to open 12 more Utah locations

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The Joint Corp., a Scottsdale, Ariz., chiropractic clinics franchisor led by the founder and former CEO of Massage Envy, has awarded development rights to the Utah region to Trevor Williams, a Utah entrepreneur who plans 12 clinics in the area.

Founded in 1999 by CEO John Leonesio, The Joint ... The Chiropractic Place has 138 franchises either in operation or under development, and another 202 agreements with regional developers in 15 states. Entrepreneur magazine has named The Joint one of the Hot Trends in Franchising for 2012.

“The Joint is truly a game-changer. All businesses are forced to shift from time to time to meet changes in consumer demand and the economy,” said Williams, who has been involved with the international acquisition, development and sales of high-end residential and commercial real estate properties. He founded Park City-based Lifestyle Brokerage, which specializes in the resort real estate industry. “The Joint is leading the transition already occurring in chiropractic medicine.”

Williams said his interest in chiropractic care came after a careful study of the wellness industry.”

“Seeing the growth in alternative, holistic and wellness-based medicine, joining a business concept focused on chiropractic care was a natural choice for me,” he said.

In addition to clinics opened by another party at 1126 E. 2100 S. in Sugar House and 6910 S. Highland Dr. Cottonwood Heights, Williams will be developing clinics in Sandy, Bountiful, Draper, South Jordan and Lehi. The Sandy clinic will be located at 9192 S. Village Shop Dr.

The business model for The Joint is similar to that of Massage Envy., which was founded in 2002 and now is a \$300 million firm with 800 licenses awarded. Members pay a monthly membership fee (presently \$49), which covers up to four treatments each month. Members can visit any The Joint clinic in the country to receive care. No insurance pre-authorization is required and no appointment is necessary. Leonesio said members’ treatments cost less than a typical insurance copay.

Leonesio has more than more than 40 years experience in health and wellness franchising. In the 1970s Leonesio co-founded Scandinavian Health Spas, growing it from one to 40 clubs before selling to Bally Health and Fitness in 1985. In 1990, he co-founded The Q, the Sports Club, growing it from one unit to 20 units in five years, before selling to 24 Hour Fitness.

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