

Massage Envy headed to Grandview Yard

BY DAN EATON | BUSINESS FIRST

Come March, **Grandview Yard's** workout warriors will have a new option for stress and pain relief.

Franchisees Jonathan and **Denise Turner** plan to open a **Massage Envy** clinic in a 3,700-square-foot space along Goodale Boulevard in the office building next to **Urban Active Fitness Club** in the new development.

It will be the second location for the Turners, who opened a Hilliard spot three years ago, and the seventh overall in the market.

Nationwide Realty Investors Ltd. spokeswoman **Tina Guegold** said work on the space is underway now with a March opening projected. Another confirmed tenant, **Schindler Dentistry**, which will be relocating from Powell, is expected to open that month, too.

Turner said he and his wife had talked with Nationwide about a Grandview Yard location for more than a year before committing.

He said Nationwide's approach is what ultimately convinced them, but it certainly doesn't hurt to be located near a fitness center.

"Massage is moving away from the elite/luxury environment," Turner said.



"It's more accepted for medical use and for pain and stress relief. It's a natural addition for people who work out and watch their nutrition."

The business offers a variety of massages—Swedish, deep tissue, sports, pre-natal—and has membership packages that have discounts. Turner said the company is adding facial services and is **moving more toward a spa feel** than a clinic.

He said there are no immediate plans to partner with Urban Active on promo-

tions, but that is something that could be explored down the road.

Turner said the overall industry took a hit in 2008 with massages dropping year-over-year for the first time in 10 years, but it recovered in 2009 and so far in 2010.

An average Massage Envy makes \$1 million in annual sales and Turner said he expects the Grandview Yard location to hit that mark.

Scottsdale, Ariz.-based Massage Envy has more than 600 locations nationwide.