



Franchise  
Consulting

**Debra A. Cuadra**  
Regional Developer, Long Island and Northern NJ  
Hand and Stone Massage Spa

After spending the past 18 years as an 8-unit McDonald's franchisee, I searched long and hard to find the right franchise concept and company to start my "second franchise career". McDonald's is a hard act to follow financially, but I knew that I wanted to be in a growing industry that had fewer "moving parts" and was easier to run than a restaurant. My criteria in judging a franchise was simple: It had to be in a growth industry, give me the quality of life and freedom that I desired, provide a continual revenue stream and have a corporate structure, people and vision that I could relate to.

I was fortunate that my due diligence led me to a successful business broker, Ken Stein of the Kensington Company who represented Hand and Stone Franchise Corporation in rolling out their concept nationwide. Ken is part of FranNet, a network of nationwide Franchise Consultants and had a wealth of franchise knowledge across many different industries. I soon narrowed my search down to a massage franchise, based on the incredible and documentable growth that will be realized over the next 10-15 years, based on US Labor Department statistics, the AMA, and various Wellness and Massage related sources.

I have always been a big proponent of massage and felt that more people would incorporate massage into their lives if it were more affordable and available when they wanted it. Here was a company that understood that, and developed their membership-based massage franchise entirely on that premise. A great massage experience at an affordable price, seven days a week! I felt sure that this business model would certainly tap into the almost 80% of Americans that had never experienced a massage!

Both the people at the Kensington Company as well as Hand and Stone Corporate, allowed me to conduct my research and provided me with all of the information about the industry and their business model to make me feel comfortable with my decision. Never once did I feel pressured at any time during my due diligence or negotiations. The process of buying a franchise was, as Ken said; "...a living and breathing thing, which needed time to develop."

After thorough investigation into Hand and Stone as well as three other competitors, I felt that Hand and Stone was uniquely qualified to be the leader in the industry of massage spa services. I decided to join the Hand and Stone Massage Spa team as a Regional Developer for Long Island and Northern New Jersey. I am doing exactly what I love to do; helping people get into business for themselves and be successful. Whether they have decided to leave the uncertainty of their corporate jobs and own their own business, or this is their 2nd or 3rd business venture -- my regional team and I, as well as everyone at Hand and Stone Corporate is there to assist them in the training, start-up and running of their business. I tell my franchisees that one of the wonderful things about owning a "franchise" is that you are in business "for yourself", but not "by yourself". Another great part of being a Regional Developer is the ability to open my own Hand and Stone Massage Spa. This gives me the unique opportunity to understand, refine and improve on any issues or great ideas my franchisees bring to me, because I am not only a Regional Developer but also a franchisee, like them.

Now, I spend my time doing good works; helping others to be successful in business by teaching them how to work "on" their business and not "in" it; as well as helping to spread the many benefits of regular and affordable massage to our current and future customers. That makes me feel very good at the end of the day!

**From:** Liza Haase [<mailto:liza.p.haase@gmail.com>]  
**Sent:** Wednesday, October 11, 2017 7:48 PM  
**To:** Stuart Levenberg <[Stuart@kensingtoncompany.com](mailto:Stuart@kensingtoncompany.com)>  
**Subject:** Your Review :-)

Franchise Consulting

Stuart is the best franchise consultant and the only one you will ever need! It took me eleven months to find the perfect franchise for me, but that did not discourage him. Stuart was always there for me throughout the entire process of finding a franchise that was the right fit for me. He was incredibly supportive, and gave me the guidance that I was seeking to navigate the exciting world of franchises. With Stuart I learned about so many franchises that I had never heard of before, yet each one of them seemed to be in the top of the list in their respective industries. Stuart is always trying to excel at matching franchises with your interests, likes/dislikes and lifestyle, so it is very a very personalized service.

Stuart is super knowledgeable about franchises and has many many years of experience. I would always come to him to ask about his thoughts on different industries and franchises and their challenges. I am the kind of person that always has tons of questions, and yet he always kept his great attitude and would stay on the phone with me as long as it was needed, which many times ended up being one hour long calls.

Stuart is very personable as well. All the franchise representatives that I spoke with, knew Stuart and spoke very highly of him. I really appreciated that Stuart was always reachable, even when we had to speak during the evenings or weekends to match my busy work schedule. Stuart has a great way of presenting the franchises to his clients, that never feels commercial. He allows his clients to take as long as they need, to decide if the franchises are a good fit for them or not. With Stuart you can find a franchise as quick or as slow as you want. You set your pace and can take as long as you need until you find the right fit for you .

Stuart is also very resourceful in helping you find anything you need to start your business. He recommended me a fantastic lawyer and accountant that are just a great fit for me and my company. Thanks to Stuart I am incredibly excited to be starting my business in one month!

Stuart, thank you very much for helping so many of us make our dreams come true!!!





September 24, 2007

The Kensington Company & Affiliates, Inc  
Kensington Franchise Sales & Development  
185 Roslyn Road  
Roslyn Heights, NY 11577

Franchise Consulting

Ken Stein, Stuart Levenberg

Dear Ken and Stuart,

We wanted to take the time to write and express our sincere thanks to you for the outstanding job Kensington Company did, assisting us in choosing Hand and Stone as the business that was right for us and the subsequent regional developer training. Without your steady and conscientious presence, our dream of owning our own business would have taken infinitely longer. Your relaxed but highly motivated attitude always gave us the assurance that we were moving forward albeit at a pace dictated by us.

During our training at your offices your attention to detail was evident from the moment we were picked up from the airport. That Kensington spared no expense in making sure we were thoroughly trained. However, going above and beyond the training, your thoughtfulness in handling our every need outside of training was evident in everything you did. The combination and contrasting styles of Ken and Stuart in their teaching methods as well as the moments of unadulterated levity offset the vastness of the material we needed to digest. Before we knew it, the days and material flew by but what is more, we never felt overwhelmed. It was plainly obvious that Ken, Stuart and Elaine, took a genuine interest in us and our continued success.

We count ourselves very fortunate to have forged this relationship and are excited about watching it grow in the future. The biggest compliment we can afford to anyone in business is that we would recommend them to our friends and family should they be in need of service. The Kensington Company will be the first name on our list. Thank you for putting us in the best possible position to succeed.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael C. Davidson".

Michael C. Davidson

A handwritten signature in black ink, appearing to read "Dan C. Moorer".

Dan C. Moorer

DMMD, LLC. Regional Developers - Georgia for Hand and Stone Massage Spas



 SHENE  
NURSING SERVICE

Franchise Consults  
A  
Seller

To whom it may concern,

It is my pleasure to recommend The Kensington Company to anyone who is looking to sell their business especially in the Healthcare sector.

My first attempts (plural) at selling my State Licensed Homecare Agency was time consuming and ended up being non-productive. At when I felt it was a near "close" my attorney asked me what I planned on doing with the money? I told him I had built my last 3 companies from the ground up, but was a mother now and really desired a turnkey operation with a current working model and business plan. I wanted a franchise! I didn't care if I pumped gas or sold fast food... I wanted to do it with my kids on my hip. I had investigated franchise options for months and thought I had a plan. He told me his wife had similar visions and he had sent her to The Kensington Company. I thought I had in the bag and knew it all, but what could the free consultation and thorough evaluation of my needs hurt! I drove the 2 hours and met with Ken and Stuart. I almost cancelled. I am glad I didn't. Prior to meeting they had me fill out a lengthy questionnaire. When we met they had fully evaluated my needs- actually listened and heard what it was I was looking for, and showed me, that I didn't know everything, and I was headed in a completely different direction in being a future franchisee. That all my wants and needs were not going to be met in the direction I was heading. They asked me to have an open mind (the woman who was willing to pump gas) and suggested 3 solid business opportunities, completely out of the box I was in, and only 25 percent of the investment I had planned. I have to admit the options seemed pretty interesting and I had to remain open minded. They were all completely different in many ways, but all gave me the same results. The money I wanted to make, the time I wanted to invest, and the flexibility I wanted in my life. It was pretty hard to narrow it down even with only 3 options. I started my due diligence investigation.

Now comes the second part of my story. My attempts at selling my business on my own failed, even with a lawyer. My options were few with my exposure to potential buyers, and I had my heart SET on buying one of these 3 franchise options from Stu and Ken. They told me... we can sell your business! In the 2 years I tried I had one and a half viable buyers. In 1 month they had 4 qualified buyers! And they beauty of it? They found me a franchise option I could afford to buy WITHOUT selling my company. I was so eager but still did a full year's of due diligence. The sale of a Licensed Homecare Agency is time consuming, and trust me not because of Kensington, because of red tape and politics and license transfers through the state. I bought my franchise and love it one and a half years later! Best decision OF MY LIFE! The average length of time it takes to sell a Licensed Homecare Agency- though lengthy was surpassed by Kensington. They narrowed down potential buyers- they needed to know that 1- they could afford to close, 2- they would not be denied in the State's investigation and 3- they were reputable enough for me to take the time. They investigated and told me what I needed to hear. Even if they felt it was a viable option they may not run it the way I had, they may not follow my vision. Next candidate. It wasn't just about their commission. The company had my name on it. Kensington really cared. They knew more about my financial status than I did! It was a lot of work and they do not get paid until the business closes. If you ask me they do not get paid ENOUGH! The work they put in, the knowledge and expertise they have, their advising they did..... I thought I was as smart as they come. I could not have done it without them. It's a process, and not an easy one. It's not always a smooth process. Mine was not- they shielded that from me as well. There were times they told me to relax, they would handle it as I cared for my family and many times they had to work on the weekends as well as taking work home in order to facilitate my sale.

My life at this point is right where I had hoped it would be. Sold one company, own another, have the life I always wanted. Thank you Kensington. And I welcome any calls for references on this company, at any time!

Sincerely,

Bethany Shene

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Sell

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