

MASSAGE ADDICT: A HANDS-ON BUSINESS



Fraser Clarke, President and Chief Executive Officer of Massage Addict, knows a thing or two about running a hands-on business – literally! Massage Addict’s mandate is to provide high quality massage treatments delivered by Registered Massage Therapists in a comfortable environment, and at an affordable price.

Massage addict has locations all over Canada, and approximately 40,000 Canadians get a massage at Massage Addict in a single month! Massage Addict has a variety of treatments available and works to make first-timers have a comfortable experience. For the true “massage addicts” they have a monthly massage membership program.

The last two years have seen incredible growth for Massage Addict: over 35 clinics opened across Canada. With 60 clinics now open, Massage Addict anticipates the opening of the 80th clinic within the next year. Growth is coming from both existing franchise partners opening more clinics, as well as new franchise partners joining the system.

Loyal, family-oriented, and fun-loving Fraser Clarke is passionate about his business, and the value of a good massage. He recently took some time to finish sentences for *FranchiseCanada* about family, what it takes to run a successful business, and...safaris.

The most interesting thing I’ve done recently is...
spend an extended weekend in Lake Placid with my wife and four daughters – in record low temperatures!

In its best form, work is... my second favorite place.

A good franchisee... is passionate, dedicated and hardworking, and creates a great culture where staff love to work and clients love to visit.

A good franchisor... earns the system’s respect by knowing the business and doing the right thing.

My top advice for new franchisors is... take your time and do lots of research, but once you make a decision be confident, be passionate, and jump in with both feet.

My top advice for prospective franchisees is...
Know your business, and build your team ahead of system needs so you can properly support existing franchise partners and manage growth.

The most important things in life... family (and wine).

One of the most enjoyable things to do...
family movie night.

The hardest thing for me to do is... be patient.

My favourite drink is... wine – regardless of color!

If I could change one thing...
I’d learnt better grammar and be a better speler.

If I could meet anyone... Kris Kristofferson.

Canadian franchising is... a great way for Canadian entrepreneurs to own their own business, without reinventing the wheel! Franchising is a critical spoke in our economy, and I’m proud to be a part of it!

The person who has had the most positive influence on me as a businessperson is... my dad.

My franchise system began because...
the founder had a personal need for recurring high quality massage at an affordable price.

The most positive influence on my life as a person is...
my family.

The key to success is... loving what you do.

I’d like my friends to describe me as... a good guy.

The accomplishment I look forward to the most is...
watching my kids succeed and be happy, in whatever they chose to do.

My personal motto is... stuff happens. Learn from it and move forward!

One necessary item on my life’s “to do” list is...
an African safari. 🇨🇦

