



# STAY SALTY

## CONSULTING

Do you love Floating and want to start your own float center but realize you know nothing about building, starting, or running a float center? Then Stay Salty Consulting can help.

Starting a new business can be scary and according to the Small Business Administration (SBA) Office of Advocacy's [2018 Frequently Asked Questions](#), roughly 80% of small businesses survive past the first year, but only 50% survive past 5 years. So, it can be very scary and risky to start a float center expecting to go the long haul without doing solid preparation. Franchising can help, because they hold your hand every step of the way, but it is costly, and you have to do things according to the franchise agreement, so you lose a lot of control and have to pay hefty royalty fees. Stay Salty Consulting helps bridge that gap, we offer consulting services at various stages to people who think they want to open a float center. We provide advise and assistance to you on all facets and don't require you to follow any set plan, so you maintain



total control over your center and it only costs a fraction of the price of a franchise.



There are other float center consulting services out there who can also help. You need to do your homework and find the right one. But ensure they are in it for the right reasons, not to make money, but to truly help everyday people open successful float centers. Chris Jones the owner of Stay Salty Consulting has a naive dream to help make the world a nicer place by getting every human being to float every three days. Can you imagine what the world would be like if everyone had a permanent float glow? But he cannot achieve that dream without float capacity, so he needs other centers to open and be successful to help fulfil this dream. Stay Salty Consulting offers tailored advice and not cookie cutter solutions because we understand that every situation is unique.

Chris is a retired military officer who was in the same situation as you four years ago when he discovered floating and it changed his life. He had no money to start the business or knowledge of how to run a business. But he decided to risk everything, go back to school, and he opened Synergy Float Center in Old Town Alexandria, Virginia while working a full-time job in November 2017. He has over 26 years of leadership and management skills, a Master's in Business Administration, and ran his float center for over 3 years creating a profit each year. He is an avid floater, authored Floatosophy, and created The National Float It Forward Association, a national nonprofit that provides free floats to active military, veterans, and first responders. Chris was an intelligence officer, and understands that information is power, and that is what Stay Salty Consulting provides to its clients; tailored information that enable them to make informed decisions minimizing risk. In the Navy they call the old wise sailors "salty" because of everything they know and have experienced. This is where the name Stay Salty Consulting comes from because you will be able to quickly "stay salty" both literally in a float tank, and figuratively in the business side of the float industry.



If you ask a float center owner who is going out of business, why? You will get a variety of reasons, but the fundamental cause is because they really did not understand what it takes to run a successful float center. There are four fundamental things you need to understand, first it is not a get rich quick business, in fact, you may never get rich, so if you are in it for the money, then find another business opportunity. Second, you must love floating, and helping people, if you don't your client base will see this unauthenticity and move on. Third, you must make business savvy decisions and understand your clients. You cannot give free floats out to everyone and stay in business for long. And finally, your personal and business reputation is everything, if your center is dirty, or the layout, or customer service is bad then clients will go elsewhere. Now that you know the fundamentals, before you go any further you should float on it and think about if you really want to open a float center.



Stay Salty Consulting will not only help you save your sanity as you begin your business we also save you money by helping ensure you don't make costly mistakes and by providing discounts on equipment, supplies, and retail from our partners. We have negotiated special rates from our partners that you would not be able to get on your own. Again, you are not bound to take any of our advice or use any of our partners, but we put our own money where our mouth is at and use everything, we recommend, at Synergy Float Center.

We offer a unique **"Exploratory Service"** that will help you determine if you even want to try to open a float center before you have to risk any substantial amount of money or time. We will run preliminary numbers, advise on the best city locations and help ensure your expectations are accurate before you invest your future on it. We help ensure your eyes are wide open for only a fraction of the price you will need to spend to open the business. All services come with on call advise, unlimited phone call consultations, and a formalized written report with all our advice and recommendations. We recommend using the exploratory service 1.5 to 2 years out, before you have quit your day job and made any life changing decisions. Having all this tailored information will help you reduce a lot of the stress and worry associated with making a huge decision like this.

Ok, you have done your homework with our Exploratory service, and want to open a float center. You can either move on alone, or continue with Stay Salty Consulting's next service, which is our **"Game On Service"**. This service is almost like having a business partner to help provide advice and assistance along the way as you embark on the journey. Along with unlimited phone consultations, Stay Salty consulting will travel to your city and look at potential locations once you have determined a top three. We will provide a recommended preliminary layout, lease verbiage recommendations/guidance, and help find a contractor to begin building your dream. Also, you will be invited to visit Synergy Float Center and intern for a few days to see how we do it. You are welcome to take back any lessons learned to incorporate into your center or use your own techniques. In addition, we will also provide what is listed below within the **"Game On Service"** breakdown.

After your center is up and operating, we offer a monthly **"Sustainability Service"**, to help keep your center optimized. You don't have to use it, but it is always nice to know you can reach out to someone for help should you need it. Again, this service can save you money because our partners that we use for sustainability of Synergy Float Center will provide discounts to you, in essence, we are buying in bulk like a franchise and get bulk discount rates so it really pays for itself. Plus, the peace of mind, that someone has your back is priceless.

What Stay Salty Consulting does not provide is advice and assistance with maintenance and repairs of your equipment or center. We are not experts in that, and struggle with that ourselves at Synergy Float Center. However, if our advice was used in the selection of equipment and in your buildout strategy of your center then the partners and companies, we recommended to you, should be able to provide you that assistance.

### Exploratory Service \$2699

- Discussion on why you want to open a float center
- Expectation Management
- Types of Services advice
- City Location advisement
- Health Department advise
- Building location advisement
- Initial projections based on real numbers from our float center with your pricing model
- Competitive analysis in your city
- Realistic Projected total costs
- Capital/Financing advise
- legal structure, insurance, wavier advice
- On call advise

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### Game on Service \$4899

- Realistic timelines
- Name/logo advice
- Travel to Your Location (included)
- Finding the right building? Rent or Buy, leasing advice
- Business plan help
- Health Department help

- Money Management guidance
- Choosing float tanks and equipment
- Center layout and design
- Center buildout advice
- Website guidance/help
- Tailored pricing guidance for services and memberships
- Hands on Experience at Synergy Float Center (at your expense)
- Initial Marketing advice/strategy
- Staff requirements guidance
- On call advise

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### Sustainability Service \$600 a month

- Managing your Social Media reputation
- Marketing assistance
- Supply assistance
- Other income streams
- Finding the best employees
- Retail partner discounts
- Floatosophy
- On call advise

[Book Now](#)

If you are interested in any of Stay Salty Consulting services or have any questions, please contact Chris Jones at [chris@synergyfloatcenter.com](mailto:chris@synergyfloatcenter.com).