



THE JOINT[®]
chiropractic

Franchise Information
REPORT



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RELIEF
RECOVERY
WELLNESS

ONE-ON-ONE VISIT
\$29

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What Is The Joint Chiropractic Franchise?

The fastest growing chiropractic franchise is disrupting an \$18 billion dollar industry

The Joint Chiropractic is changing the way chiropractic care is delivered in this country.

Founded in 1999, The Joint Chiropractic sought to revolutionize access to chiropractic care by making it more accessible and affordable than ever before.

By placing our clinics in highly visible retail settings, next to popular coffee shops and restaurants, and by offering a gym-like membership that does away with the need for both insurance and appointments, The Joint Chiropractic allows patients to come in and get treated in a matter of minutes.

Now the largest chiropractic chain in the world, with over 950+ locations in 40 states, we're only just beginning.

"The revolution of The Joint Chiropractic is not that we are changing chiropractic itself, chiropractic has been around for 125+ years, our revolution is providing

access to chiropractic care," says Sanjiv Razdan, President, Chief Executive Officer and Director. "Traditionally, chiropractic would be in an office setting or a medical facility. And by putting it in a retail setting and making it affordable, accessible, with no appointment necessary - we make it easy for a person to trial. And the most important thing that is going on here is it works."

"In 2021, we treated nearly 11 million, and almost a million of those people had never seen a chiropractor before!" Razdan continues. "That makes me incredibly excited, because we're reaching people who are new to chiropractic itself, and we're having an outsized impact on how people manage their pain."

No stranger to back pain

The Health Policy Institute reports that back problems are among patients' most reported complaints to their doctors, with nearly 65 million Americans experiencing a recent episode of back pain. What's more, an estimated 16 million adults – 8% of all adults in the U.S. – experience persistent and/or chronic back pain. As a result, treatment for back issues has become the sixth most costly condition in the U.S., with health care costs and indirect costs exceeding \$12 billion per year.

As Americans continue to suffer from rising levels of obesity, sedentary work, stress and poor diets,

it's estimated that 80% of the entire population will experience back pain in their lifetimes. And, increasingly, Americans are seeking out alternative, holistic methods, such as chiropractic care, which has become one of the most common and effective treatments.

"The number of patients we see quarter after quarter, year after year, are incredible to me," says Dr. Steve Knauf, Vice President of Chiropractic and Compliance. "We were just shy of 11 million patients last year. And it comes back to this idea of genuinely caring about the people that you serve. As long as you're hyper focused on that, and you're able to deliver results, you're going to see a great level of success."

A truly disruptive chiropractic franchise

Long waits for appointments, navigating through tricky insurance companies, and tucked away in hard-to-find locations, the standards for chiropractic care historically have not been, shall we say, great. The Joint set out to fix all that. Our locations don't require appointments and insurance co-pays. The Joint clinics are easily found in convenient locations, such as shopping centers or near busy retail districts. And, we're open evenings and weekends to accommodate our customers' schedules. Our outlook is simple: Why create barriers to effective, affordable chiropractic care?

Indeed, The Joint Chiropractic is incredibly affordable for patients, especially compared to other chiropractic clinics. Monthly memberships begin at \$69 for adults and \$39 for youths, which comes out to about \$17 a visit. For perspective, the average co-pay for a visit to a traditional chiropractor starts out upwards of \$40! And, customers can sign up for gym-style memberships that offer discounted rates for care. Truly, our customers can walk right in and be treated in a matter of minutes.

"We've seen such incredible growth because we're providing chiropractic care at an affordable rate, and placing our clinics in convenient retail settings, near grocery stores, shopping malls – the places people travel by everyday," says Jake Singleton, CFO of The Joint Chiropractic. "We're a disruptive brand in the chiropractic industry. And as we continue to grow the brand and our scale, we'll continue to approach this tipping point where it snowballs on itself and we get better consumer traction, because we just have that much more of a powerful brand."



By keeping things simple, we're able to grow swiftly

The Joint Chiropractic business model is as straightforward as it gets.

Our clinics offer a simple layout, with one or two doctors performing one service: spinal alignments. This means our doctors can see more patients a day than traditional chiropractic clinics, a benefit both to our franchise owners and patients. The Joint Chiropractic is a cash-model business with no appointments or insurance necessary. By treating more patients in a more efficient manner, we can not only treat more people with effective chiropractic care, but our franchise owners can also benefit from a business model with untapped growth potential.

"Our unit level economics is incredibly strong," Singleton says. "And I think that's a powerful indicator that we're attracting more new clients and retaining them at record levels. You have to convert them onto our subscription model. We're truly building the largest active member base that we can."

Ready to bring The Joint Chiropractic franchise to your community?

The Joint Chiropractic is a low-cost investment opportunity with huge profit potentials, with the total investment estimate running as low as **\$245,250** to **\$543,000**. At a time when demand for chiropractic care is through the roof, look no further than The Joint Chiropractic, the premiere chiropractic clinic in the country that has revolutionized care in the U.S.

The Joint Chiropractic Story

How a revolutionary chiropractic franchise changed the way Americans think about chiropractic care

For years, chiropractic was dismissed as unscientific by the traditional medical industry, and to some extent, a large percentage of the American population,” says Sanjiv Razdan, President, Chief Executive Officer and Director with The Joint. “Today chiropractic has found its rightful place within the scientific community. Additionally, by avoiding the insurance model, The Joint has returned chiropractic care to its roots. This means delivering adjustments to increase joint motion, improve nerve function and help those seeking our services to experience a healthier, more active lifestyle — all without the use of drugs or surgery. We don’t have on-site X-ray equipment or administer physiotherapies such as electrical muscle stimulation or ultrasound in our clinics. In the doctor’s professional opinion, should any of our patients need additional diagnostic testing or other forms of health care services, they will be referred to an appropriate provider or facility, when indicated. We solely focus on chiropractic care for wellness purposes to improve quality of life and provide long-term relief from back, neck and joint pain.

Some of the most successful businesses in the world were founded on some of the simplest ideas: finding a consumer pain point and fixing it. When an innovative company makes a customer’s life easier, that’s a win for everyone. Take Uber, which made the difficulty of hailing a taxi obsolete.

When it comes to the chiropractic care industry, there has been no bigger disrupter than The Joint Chiropractic, which was founded in 1999 to make chiropractic care more accessible, affordable and consumer-friendly. Now, providing quality care that improves quality of life, at an affordable rate and convenient location, has never been easier.

The Joint Chiropractic is setting the chiropractic industry straight

There’s no doubt about it – America is a country that values convenience. So why would the same principals

not be applied to chiropractic care?

Enter The Joint Chiropractic.

Our clinics are placed in bustling shopping centers next to highly trafficked areas, such as shopping centers, restaurants and malls. And, with no appointments or insurance necessary, patients can be in and out the door, treated by highly qualified chiropractors, in a matter of minutes, all at an affordable rate.

“Health and wellness has only become more important to Americans, and people are looking for alternate ways to avoid pain medications and better ways to take care of themselves and their health,” says Jason Greenwood, Chief Marketing Officer with The Joint Chiropractic. “And we’re in the right place for that. Our clinics are simple. You’re not waiting months on a waitlist to get an appointment to get in with a doctor who’s not actually going to treat you. With us, and you’re going to feel better that day. And that’s what people are looking for today in this ‘I want it now’ society that we live in. The Joint Chiropractic is in the right place at the right time with the right type of model to align with what the customer is looking for.”

Back to the basics

The Joint Chiropractic offers one service: spinal adjustments conducted by hand. In just this one treatment, a customer’s spinal motion and their body’s physical function has proven to be vastly improved. Spinal adjustments have also helped thousands of people with low back pain, neck pain and headaches – just to name a few. In 2021 alone, The Joint Chiropractic delivered care to more than 11 million patients.

In 2022, Forbes magazine ranked The Joint Chiropractic No. 1 on its “America’s Best Small Companies” list, recognizing the clinic’s ability to bring relief from pain due to the benefits of chiropractic healthcare to millions of Americans. Specifically, The Joint Chiropractic set itself apart by featuring:

- **No appointments — walk-ins welcome**
- **No insurance hassles — \$0 copays**
- **Open evenings and weekends**
- **Quality care by licensed professionals**

“As a mission-driven organization, our skill in serving patients and delivering quality chiropractic care is the core of our franchise system,” says Sanjiv Razdan, President, Chief Executive Officer and Director of The Joint Chiropractic. “This recognition reflects the dedication of our doctors, wellness coordinators, franchisees and support teams, who work tirelessly to educate and promote the efficacy of chiropractic care. We look forward to achieving our near-term development goal of 1,000 open clinics by the end of 2023.”

A rapidly growing chiropractic franchise system

With an easy-to-operate, easy-to-scale business model, The Joint Chiropractic has made starting a chiropractic franchise more inclusive than ever. Not only are our franchise owners passionate about improving people’s lives with quality and affordable care, many of our top performing franchise owners have become multi-unit franchisees.

The Joint Chiropractic has been so successful as a franchise system that Entrepreneur magazine named the brand among the “Best of the Best” franchises in the health services segment in 2022, and No. 57 overall. “The fastest growing chiropractic franchise is a smart investment for entrepreneurs and chiropractors seeking

to own a business,” Entrepreneur magazine wrote. “The Joint Chiropractic revolutionized the \$15 billion chiropractic industry by making chiropractic care more accessible, convenient and affordable than ever before.”

“The one thing our entire community at The Joint Chiropractic has in common is that we all believe chiropractic care makes lives better,” Greenwood says. “More and more people are realizing that chiropractic care is an important part of a well-balanced health care routine. And we’re seeing that translate into the amount of new patients we’re seeing year over year.”

Ready to invest in The Joint Chiropractic franchise?

With the total investment estimate range between **\$245,250 to \$543,000****, The Joint Chiropractic is one of the most affordable and accessible franchise opportunities in the chiropractic care industry. And, because our build-out costs are substantially lower than other brands in the health care segment, The Joint Chiropractic offers a quicker ramp-up time to allow for a faster return on investment. The franchise fee for your first chiropractic franchise is **\$39,900****. We also want to honor our military veterans, and as a part of VetFran we offer a 15% discount off of our initial franchise fee**



Initial Investment and Startup Costs

A breakdown of the costs and fees associated with investing in the fastest growing chiropractic franchise in the United States

The Joint Chiropractic franchise is an easy business to open and has initial investment costs below those of other small-box retail franchises. The total investment estimate to begin operations on a new chiropractic franchise ranges from **\$245,250** to **\$543,000**, making The Joint a low-cost investment opportunity with potential for strong returns. Because our build-out costs are substantially lower than other brands in the health care segment, The Joint offers a quicker ramp-up time, which allows for a potentially faster return on investment. The franchise fee for your first chiropractic franchise is **\$39,900**.

Type of Expenditure	Expenditure Amount	Method of Payment
Initial Franchise Fee	\$19,950 to \$39,900	Lump Sum
Training Expenses	\$3,500 to \$5,000	As incurred
Lease & Utility Deposits	\$3,700 to \$5,800	As Incurred
Rent (3 Months)	\$9,000 to \$27,000	Lump Sum
Clinic Design Fee	\$1,000	Lump Sum
Architect Fee	\$8,500 - \$20,000	As Incurred
Construction	\$63,600 - \$225,000	As Incurred
Signage	\$6,000 to \$12,000	Lump Sum
Technology Systems	\$6,000 to \$11,000	Lump Sum
Chiropractic & Other Professional Equipment	\$7,000 to \$22,500	Lump Sum
Office Furniture & Equipment	\$15,000 to \$25,000	As incurred
Uniforms & Office Supplies	\$1,500 to \$3,000	Lump sum
Business Licenses and Permits	\$300 to \$3,000	Lump Sum
Chiropractor Credentialing	\$200 - \$300	As Incurred
Professional Fees	\$3,000 - \$8,200	Lump Sum
Grand Opening Advertising	\$20,000 - \$25,000	Lump Sum
Insurance Premiums	\$2,000 - \$4,300	Lump Sum
Additional Funds (3 months)	\$75,000 to \$105,000	As incurred
TOTAL	\$245,250-\$543,000	





How Big Is The Chiropractic Industry?

America has a pain problem and the fastest growing chiropractic franchise is helping them heal

According to a report in Medline Plus, 8 in 10 people will suffer from back pain in their lifetime. From a dull, constant ache to sudden, sharp pain, back issues can become a serious, even lifelong injury for so many people. The American Chiropractic Association, also says that at any given time, more than 31 million Americans are living with back pain. And the problem isn't going anywhere anytime soon.

Low back pain is the leading cause of global disability, and the factors that can increase the risk for lower back pain are only increasing. With America's aging population, lower back pain is becoming more common. By 2060, nearly one in four Americans will be 65 years and older, and the number of 85-plus will triple, resulting in increased demands for health care. Also, the rising obesity rate is another huge contributing factor to back pain, which puts more stress on the back. A report in Trust for America's Health found that nearly 42% of adults in America are obese. And, a 2021 report by Ergonomics Trends found some troubling stats:

- **25% of Americans spend more than 8 hours a day sitting.**
- **44% report doing no moderate to vigorous physical activity at all weekly.**
- **11% spend 8 hours or more a day sitting whilst doing little leisure-time physical activity.**
- **Only 4% spend less than 4 hours a day sitting while being active as well.**

The American Chiropractic Association also recently published a list of “the most interesting facts about back pain,” and the highlights below are eye opening:

- **Worldwide, back pain is the single leading cause of disability**, preventing many people from engaging in work as well as other everyday activities.
- Back pain accounts for more than 264 million lost workdays in one year—that's two workdays for every full-time worker in the country.
- Experts estimate that up to **80%** of the population will experience back pain at some time in their lives.
- Back pain is the third most common reason for visits to the doctor's office, behind skin disorders and osteoarthritis/joint disorders.
- Back pain can affect people of all ages, from adolescents to the elderly.
- **Low-back pain costs Americans at least \$50 billion in health care costs each year** — add in lost wages and decreased productivity and that figure easily rises to more than \$100 billion.

Americans want a way to treat pain without unnecessary surgery and prescription drugs

More than any other time in our country's history, Americans are fed up with prescription drugs and are actively seeking out alternative, holistic methods of care for their ailments. Now, more than half of adults in the U.S. say they use some form of alternative medicine. When it comes to spine issues, chiropractic care is not



only an effective, healthier option for the body, it's also become mainstream.

"Perhaps never before in history has the value of chiropractic's patient-centered, nondrug, noninvasive approach to pain relief been more apparent and more needed," according to a report in American Chiropractic Association. "Chiropractic is a part of the solution to the opioid epidemic. Historically, back pain has been one of the most common reasons why opioids were prescribed to patients, yet research shows there is no evidence that opioids provide clinically significant relief to chronic low back pain. As many as one in four people who receive prescription opioids long-term for non-cancer pain in primary care settings struggle with addiction. Meanwhile, a growing body of research shows that early intervention with chiropractic services can have a significant impact on the long-term use of prescription opioid pain medications for some patients."

The Joint Chiropractic franchise is helping millions of people heal

Founded in 1999, The Joint Chiropractic is leading the way in making chiropractic care an essential and affordable part of health and wellness for millions of people seeking relief from back, neck and joint pain. How do we do it? Well, for starters, one of the greatest barriers in attaining health care in the U.S. is cost. It

doesn't take an expert to tell you the cost of healthcare in America is in a state of crisis, and keeps patients from accessing care. The Joint Chiropractic, on the other hand, was created to make sure every American has access to chiropractic care for their health and wellness, with affordable monthly memberships.

The Joint Chiropractic has also revolutionized access to chiropractic care by not requiring appointments or insurance. Anyone can walk through our doors and be treated within minutes – what other health care provider can boast the same? We're also conveniently located where people are: in shopping centers, near restaurants and on busy through-ways to make sure our patients don't have to go out of their way during their busy days to seek care.

"The Joint Chiropractic is at the forefront of a movement," says Jason Greenwood, CMO of The Joint Chiropractic. "We're a mission-driven organization that is targeting relief seekers who are in a lot of pain. And more than ever, the consumer wants more control of their health care options. And we offer a natural drug-free solution to pain relief. Our chiropractic care has proven to unlock areas of their lives they previously thought they'd never be able to do again."

Do I Have to Be a Chiropractor?

The Joint Chiropractic franchise is exciting opportunity for entrepreneurs without prior medical or chiropractic experience

No, you do not need to be a chiropractor to invest in The Joint Chiropractic franchise. In fact, the majority of our franchise owners never had any experience in either the chiropractic field or the medical industry before franchising with us*.

Before The Joint Chiropractic revolutionized access to chiropractic care, the majority of chiropractic clinics were owned and run by chiropractors. The business model was a complicated web of chasing after insurance companies for payment and offering services that sometimes veered far away from the proven methods of spinal alignments conducted by hand.

Everything changed in 1999, when The Joint Chiropractic entered the marketplace. Suddenly, chiropractic clinics weren't tucked away in the back corner of hard-to-find office complexes any longer. They instead were in highly visible retail settings — next to coffee shops and supermarkets. The service offerings

returned to the roots of chiropractic care by offering only spinal alignments conducted by hand. The cost of chiropractic care became affordable, opening up a proven method of pain relief to a larger percentage of the population than ever before. Perhaps most importantly, The Joint made it possible for entrepreneurs and investors who are passionate about bringing chiropractic care to their communities, can become franchisees of the Joint.

* Some states require the use of a management model, as further referenced in our FDD.

A straightforward, proven business model is the reason why The Joint Chiropractic is a great fit for entrepreneurs

The Joint Chiropractic has simplified the chiropractic business model to cater to the 21st century consumer and be as easy as possible for the owner to run, operate and scale to multiple locations quickly. With a small footprint, minimal construction, a limited number of employees (3 to 4 on average to open), which helps to keep ongoing costs low, The Joint Chiropractic is a turnkey business model that can be opened far more quickly than other small-box concepts.

“The first question I get from every franchisee is, ‘If I want to





Our franchisees are passionate about chiropractic care

The Joint Chiropractic is lucky in the fact that all of our franchise owners are passionate about chiropractic care, and many of them have experienced the benefits firsthand.

In the case of Shane Weber, owner of multiple franchise clinics with The Joint Chiropractic in Atlanta, Georgia, chiropractic care changed his life for the better. After launching his first business at the age of 22, Shane became a public speaker, helping to build leadership and sales skills for corporate teams across the country. The constant traveling caused severe back

pains that didn't resolve until Shane saw a chiropractor. After this breakthrough, he knew he wanted to get off the road and build a business for himself. He started researching franchise opportunities.

"When I discovered The Joint Chiropractic and looked at the simplicity of the business model, I knew that I had to invest in this business," Weber says. "Chiropractic care has been so beneficial to me personally, and the fact that I have four clinics open in Atlanta proves that there is a tremendous need. The Joint Chiropractic allows people to get treated quickly and affordably, and as an owner, you not only get the financial rewards, but you're helping people in your community."

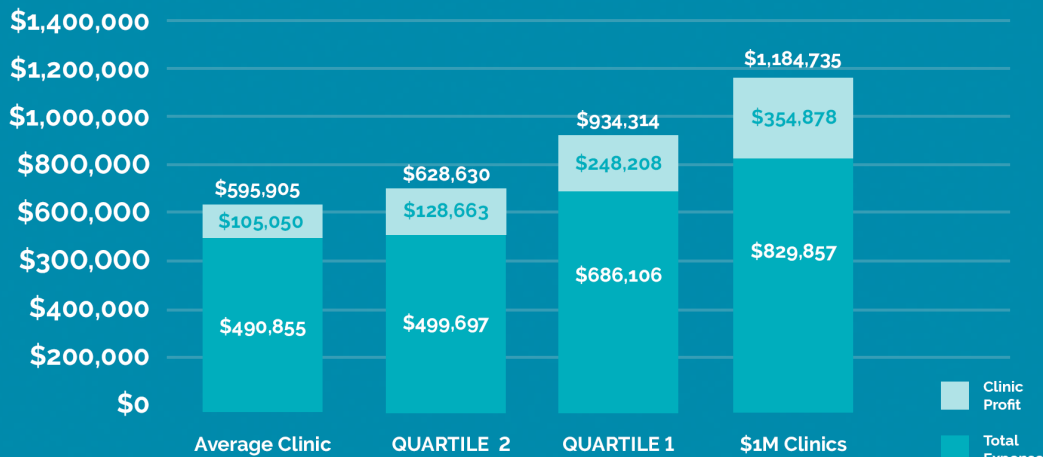
be successful in this model, what do I need to do? What is the secret sauce?' And there are two things I would say to that," says Roxanne Nichols, Director of Operation Services and Training. "The first is to be engaged. All the successful franchisees in our system are fully engaged with the business. The second thing is to follow the model. Following the model is tried and true, and we have it for a reason. We know that's what makes franchisees successful."

The Joint Chiropractic has been so successful in helping entrepreneurs realize their dream of owning their own chiropractic clinic that Entrepreneur magazine has named The Joint as the number one health care franchise for three years in a row on its prestigious annual "Best of the Best" list.

"The training never stops at The Joint Chiropractic," Nichols says. "You're always learning and moving. After you receive initial training, we continue to produce new content for everyone in the system, from the owner to the Doctor of Chiropractic and the wellness coordinator. And that training comes from learning from all of our clinics and what's working well. Our franchise owners have support for every aspect of the business model. Once you master it, it's easy to scale and grow your business." doing and if they need additional support. On an ongoing basis, we provide any support the franchisee needs to grow their businesses."



CLINIC OPERATING PROFIT



need for insurance companies and because their accessible locations allow them the opportunity to not only treat more patients but to focus entirely on helping their patients heal. Entrepreneurs choose The Joint because it is an easy business to run, quick to scale up to multi-unit locations, and is an opportunity to own a business that provides a much needed and meaningful service in their communities.

How Much Revenue Do Clinics Generate?

Find out how well The Joint chiropractic franchise owners do in their clinics

“How much money can I make?” This is the most common question an entrepreneur will have when looking at a new investment opportunity. You want to know if your new venture will be successful, how fast you can recoup your investment and if the brand has a business model that will allow you to scale.

The Joint recently published their latest Franchise Disclosure Document (FDD), in order to provide you with a detailed and transparent look into the financial performance of The Joint franchise clinics. The new FDD reports on the entirety of the franchise clinics that reported sales each month between January 1, 2023 through December 31, 2023, and The Joint couldn't be prouder of the results. The average gross sales for all the franchise clinics in operation in 2023 was \$574,304. The top quartile clinics average \$931,078. (This is at 696 clinics.*)

The success of The Joint is the result of a proven business model. The Joint's franchisees fall into two categories: chiropractors and entrepreneurs. Chiropractors choose The Joint because The Joint's membership model does away with the

“We're extremely pleased with our franchise network's strong financial performance reflected in this year's FDD,” says Craig Sherwood, Senior Vice President of Development. “The tremendous double digit year over year growth, as well as how well our franchise clinics compare to the financial performance of traditional clinics is terrific validation for how revolutionary our model is for the chiropractic industry. These numbers should be a strong encouragement for entrepreneurs who are seeking a worthy business to invest in that has both the potential for strong financial performance but also meets a need with millions of people across the nation. Our double-digit growth reflects that many people are seeking an affordable, accessible alternative to traditional chiropractic care.”

To get the full account of The Joint's great news, consider this breakdown from Item 19* of the Franchise Disclosure Document:

Average Gross Sales 2024

Quartile	# of Clinics	2024 Average Gross Sales	# and % of Clinics that Attained or Exceeded Average
1	196	\$913,466	73 37%
2	196	\$606,178	92 47%
3	196	\$456,472	101 52%
4	197	\$303,525	114 58%
Total	785	\$569,571	340 43%

Average Gross Sales 2024

The average patient visits per week of all Operating Clinics was 304 with the median number of patients per week at 279. We break down those 785 Clinics by quartiles using the sales performance numbers from chart 19.C-1. The average patient visits per week for the fourth quartile was 162 with the median patient visits per week being 167. The average patient visits per week for the third quartile is 241 with the median patient visits per week at 243. The average patient visits per week for the second quartile is 324 with the median patient visits per week at 320. The average patient visits per week for the first quartile 489 with the median number of patients per week at 467*.

Average New Patients Per Week 2024

The average new patients per week of all Operating Clinics was 20 with the median number of new patients per week at 18. We break down these 785 Clinics by quartiles using the sales performance numbers form chart 19.C-2. The average new patients per week for the fourth quartile was 11 with the median new patients per week being 11. The average new patients per week for the third quartile is 16 with the median new patients per week at 15. The average new patients per week for the second quartile was 20 with the median number of new patients per week at 20. The average new patient per week for the first quartile was 31 with the median number of patients per week at 28*.

** For franchise Clinics open for the full calendar year of fiscal year 2024.

Quartile	# of Clinics	2024 Average Patient Visits Per Week	# and % of Clinics that Attained or Exceeded Average
1	196	489	80 41%
2	196	324	90 46%
3	196	241	105 54%
4	197	162	113 57%
Total	785	304	332 42%

Quartile	# of Clinics	2024 Average New Patients Per Week	# and % of Clinics that Attained or Exceeded Average
1	196	31	76 39%
2	196	20	93 47%
3	196	16	96 49%
4	197	11	112 57%
Total	785	19	332 42%





Why Is The Joint Chiropractic An Attractive Business Model?

The world's largest chiropractic franchise is a straightforward, proven business model that is quick to scale

What makes The Joint Chiropractic the fastest growing chiropractic franchise in the nation, with over 950+ clinics open throughout the country? The answer is simple: The Joint Chiropractic offers a straightforward business model that is easy to understand, simple to implement and quick to scale.

The Joint Chiropractic transformed the way chiropractic care is delivered in this country by emphasizing convenience, affordability, and quality of care that is delivered with the 21st-century consumer in mind. Unlike traditional chiropractic clinics, The Joint Chiropractic places its clinics where people already go, in high-end shopping centers next to supermarkets and coffee shops. With a gym-like membership that does away with the need for

insurance, The Joint Chiropractic encourages walk-ins and keeps evening and weekend hours, which allows our patients to get treated for their pain on their lunch breaks from work, while shopping during the evening or before a weekend out with their families.

The difference is apparent as soon as you set foot in one of The Joint Chiropractic's clinics. The small footprint of 1,200 square feet on average is made to look much larger due to The Joint Chiropractic's high-end chic aesthetic, which invites patients to feel relaxed. The only staff you'll see will be one person at the front desk who will greet you, and one or two doctors in the back, who can treat you in as little as five minutes. If we can treat you in as little as five minutes, imagine how many people we can treat in the span of a single day, a month or a year. The numbers add up quickly.

The small footprint, limited overhead, minimal number of employees, combined with a volume-based, cash-only basis that meets the very specific need for chiropractic care makes The Joint Chiropractic a wise investment.

"Our franchisees want to be successful, and they come to us often investing their lifetime of savings," says Madeline Mulcahy, Vice President of Franchise Operations. "They want to be entrepreneurial. They want to be a player in their community, and they want to have an influence in this field of health care of

chiropractic. And that's what we're here to do. We're here to really step up and meet their needs, no matter what area of the business they need support in."

Who are we looking for?

It may surprise you to learn that The Joint's franchise network consists of both chiropractors and entrepreneurs who franchised with The Joint without any experience in either the chiropractic industry or medical field.

The reason why chiropractors choose to franchise with The Joint, outside of wanting a business that avoids the nightmares and pitfalls of dealing with the insurance industry for payment, are much the same as the entrepreneurs who franchise with us. Our proven business model is clean and easy-to-run, simple to operate and the scalability of our model is evident in the fact that more than half of our franchise owners own multiple clinics. Most importantly, our franchise owners desire to own a business that truly helps improve people's lives.

Kathy Bhatt is the owner of three clinics with The Joint Chiropractic franchise in the Orlando metropolitan area of Florida, and is one of the most passionate advocates of the brand, both for its ability to help people find relief from pain.

"The Joint Chiropractic model has really revolutionized chiropractic care. I think in the past, people didn't think about going to a chiropractor. But now, more people are realizing all the amazing health benefits that come with regular adjustments," Bhatt says. "And I'm sure anyone that comes to our clinics leaves feeling better, and then they go and tell their friends and family. That's how the whole business model is growing."

Success begins with your passion for helping others

If you're passionate about helping people heal and want to take an active, daily role in your business, The Joint Chiropractic may be the right opportunity for you.

"The most important thing a new franchisee should think about or know is that anyone can do this," Mulcahy says. "If you have a vision, if you're a leader, and if you're interested in chiropractic care, you can be successful with The Joint Chiropractic. Our model is easy to follow and easy to execute. If you are a leader who cares and is passionate about chiropractic care, we provide the tools for you to be successful."

The Joint Offers a Path to Ownership for Chiropractors

A mentorship program helps new doctors chart a path toward business ownership

The typical chiropractic doctor spent upwards of eight years in school and could have accrued more than \$200,000 in student loan debt — just so they could help people live healthier lives. The reality of running a modern chiropractic practice in today's market is often a far cry from what they had in mind.

When doctors graduate from chiropractic school, they often are encouraged to open independent clinics — even though many still lack the business acumen and financial stability to make their ventures successful. To help attract the very best chiropractors, The Joint has launched a path-to-ownership program for chiropractors that enables its franchisees to act as ongoing mentors and business partners.

"We're very proud to launch a program that makes the path to ownership easier and more sustainable for chiropractors, while also benefiting our existing franchisees in both the short- and long-term," says Craig Sherwood, Senior Vice President of Development with The Joint Chiropractic. "Chiropractors fresh out of school often don't have the skill sets necessary to



immediately succeed as the owner of an independent clinic. This program allows chiropractors to be mentored by our franchisees in all of the aspects of their business, after they have proven their expertise as a chiropractor. Once certain milestones are reached, franchisees and chiropractors are able to enter into business together in a way that benefits both parties.”

How does our path to ownership program work?

Their path-to-ownership program is designed to help franchisees and chiropractors mutually benefit in the short- and long-term through a three-phase process:

✓ Apprenticeship

Chiropractors work for a franchise owner with The Joint for a minimum of two years. This essential period allows chiropractors to focus on what they do best: helping their patients heal. The franchise owner is able to track the doctor’s performance against agreed-upon milestones, such as a number of new patients, number of adjustments, quality of service and more, which are reviewed on a monthly basis.

✓ Mentorship

Once the franchisee validates that the chiropractor has achieved their milestones consistently over the agreed-upon timeline, the franchisee then promotes the doctors to manage their clinic. This mentorship is essential to doctors, as they learn every aspect of operating a clinic from a business owner’s perspective, including how to market, lead a team, perform scheduling and payroll, and attract new patients.

✓ Partnership

Once the chiropractor has attained proven, operational expertise, the franchisee and doctor go into business together to open a new clinic. Typically, the franchisee contributes 80 percent of the funds, while the doctor adds the other 20 percent. This arrangement allows the chiropractor to receive local support from a trusted partner and proceed with the confidence and necessary skill set to thrive and prosper.



“We’re trying to help doctors become more successful,” says Dr. Steven Knauf, Director of Chiropractic Compliance with The Joint. “Not only do we have doctor franchisees who own a significant volume of clinics, we also have non-chiropractors who rely on their doctors. We know that students come out of chiropractic school with a significant amount of debt, and I was one of those students. We wanted to reward them by carving a path toward ownership through a mentorship program. We also are hiring doctors to oversee training and continue the quality of care to help franchisees who own multiple clinics, so there are a number of ways we help doctors become more successful.”

Common Questions Answered: Q&A with Dr. Steven Knauf

The Joint’s Director of Chiropractic and Compliance answers common questions from chiropractors about ownership

Dr. Steven Knauf, The Director of Chiropractic and Compliance with The Joint, is passionate about helping chiropractors find successful careers as doctors and business owners with The Joint.

In his current role, Knauf helps oversee training and support for doctors and franchisees, and helped launch a path to ownership for doctors working in franchise clinics. Knauf spent four years working as a chiropractor in a franchise clinic, which makes him an ideal person to answer common questions chiropractors may have about The Joint franchise opportunity.



WHY IS THE JOINT A GOOD OPTION FOR CHIROPRACTORS TO OWN A BUSINESS OR WORK FOR THE JOINT IN A CLINIC?

There are a lot of ways for chiropractors to find success with The Joint. One of the focuses for us is, 'How do we get chiropractors to own their own clinics?' Specifically, for students, they come out with an incredible amount of student loan debt, and I was one of those students. What can we do to help them get into this ownership role? We also have doctors who have been performing for several years under a franchisee, and they've been doing great. How can we reward them by getting them into a clinic of their own? We've created the DC Path to Ownership, which provides a clear pathway for chiropractors to ownership with The Joint.

Ownership is only one path. As we continue to grow, The Joint is acting more like a large hospital or clinic system in that there are a lot of positions for chiropractors that don't necessarily involve treating patients. A lot of our franchisees who own multiple clinics and they need professional oversight and training for their doctors, and they're elevating them into administrative or training positions to ensure that their network of franchise clinics delivers the kind of care that we expect.

WHAT ARE THE ADVANTAGES OF THE JOINT'S BUSINESS MODEL OVER A TRADITIONAL CHIROPRACTIC CLINIC?

The reason for our success is all about access of care. We're able to get in front of patients where they live their lives, and they see The Joint over and over again, whether they know about chiropractic care or not. Eventually, they try us out because they're dealing with aches and pains and they want to see if we can help, solely because of our brand awareness. That level of awareness is one of our biggest strengths. We've been able to raise awareness of the chiropractic care to a level that wasn't there before. The majority of our new patients have never tried chiropractic care before. That's a huge win for us and for the industry.

We also refer patients to other chiropractors in the areas we serve because we don't treat every patient that comes through our doors. We don't do insurance, we don't do auto injuries or personal injuries, and so those patients get referred to doctors who are working in traditional models.

DO YOU THINK THE JOINT HAS INTRODUCED MORE PEOPLE TO CHIROPRACTIC CARE THAN EVER BEFORE?

Absolutely. We're providing more patient education and we're getting in front of more people with chiropractic care than any other association or institution in the profession now. We're providing care to more people who would not seek chiropractic care otherwise. It's very rewarding to help so many people, especially when they have so many options that aren't as effective as chiropractic care: prescription drugs and surgeries, as an example.

WHY ARE PEOPLE PURSUING CHIROPRACTIC AS AN ALTERNATIVE TO PRESCRIPTION DRUGS?

The reason why chiropractic care is so successful is because we treat people who are pre or post surgical with minor aches and pains, and we can treat them without prescription medication. We can help them get off their prescription drugs. The culture is beginning to see a wide acceptance of chiropractic care because of the opioid epidemic. The American College of Physicians just revised their guidelines on how to treat patients in pain, and they're pushing off Tylenol, Advil, opioids and surgeries and are now recommending more conservative approaches such as chiropractic and yoga before the more extreme measures are pursued.

WHY DO DOCTORS LOVE WORKING FOR THE JOINT CHIROPRACTIC?

I worked in a clinic for The Joint for four years, and it is the best feeling because everyone just loves you. They get the value of chiropractic. It's such a rewarding feeling for a doctor to have so many people seek out your care at a level that you might not have experienced in a private practice.

WHAT ARE THE JOINT'S STANDARDS FOR CHIROPRACTIC CARE?

What you're starting to see in health care is two models become more prevalent. The first is our model of care, which is direct pay, there is no third-party involved with access to care or how many treatments you can receive or the type of care a doctor provides. It's really important from the provider level that we really have a lot of flexibility in how we treat our patients. They get better faster because we can tailor the care to the patient's needs.

WHY IS THE JOINT A GOOD INVESTMENT FROM A FINANCIAL PERSPECTIVE?

We cut out the hurdles to care. We make it easier for patients to come in and see us. When you remove those hurdles, people are more inclined to see us. For example, if you wake up today with some pain, you might not go to the emergency care facility, but if you see there's a place that can help that's right next to your bank or ice cream parlors, you're more likely to go try it out. People will put off care as long as possible if you don't make it easy for them to receive it, and as a result, we benefit substantially from a financial perspective because of that.

WHY ARE YOU EXCITED ABOUT THE FUTURE OF THE JOINT?

I'm so excited about the future of The Joint. There's so much room as to where we can grow. Over the last eight years, we've focused on adjustment-only, and we've excelled in that model. As we've continued to collect patient data, we're learning more about what our patients want from us and how we can help them heal. We're in the research phase of that but it's a really exciting time to be at The Joint right now.

We're starting to see a real need for access to care outside of insurance and The Joint is meeting that need. We're also seeing more and more chiropractors understanding this need who are becoming interested in our model than ever before. The Joint is positioned so well for future growth, and it's going to be very impactful in terms of helping people heal without drugs or surgery because we're so focused on being affordable and convenient. This is a really good time to get involved with The Joint.



NEXT STEPS

Ready to Own A New Type of Chiropractic Business?

A member of our franchising staff will reach out to you by phone. The first call usually lasts just a few minutes and gives us a chance to introduce ourselves to one another and address initial questions.

We are looking forward to speaking with you and are excited that you're interested in getting in on The Joint Chiropractic brand as we rapidly expand across the nation.

Thank you for your interest in becoming an owner of The Joint Chiropractic franchise!

THE JOINT[®]
chiropractic