



Caring Palms Massage and Reiki Newsletter Addendum

October 19, 2013

In This Issue

[The Eagle Has Landed](#)

[Anticipated Schedule](#)

[The Good News](#)

[The Bad News](#)

[Moving at the Speed of Spirit](#)

[Caring Palms Promise](#)

[You Have Questions?](#)

Quick Links

[The Caring Palms Website](#)

Join Our List

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Greetings!

Over the past month and a half, there has been a lot of things going on. Needless to say, it has been a roller coaster ride with the notice to leave the current location after 10 years, and the struggle to find a new place to call 'studio'. I was hoping to have all the news I have now at the beginning of the month, but I finally have news I can pass on. Caring Palms has a place to go, and it is only 1.1 miles away from where it currently is. Please read the next few articles to get all the details.

The Eagle Has Landed



Friday, Brian signed a three year lease on a property in the Sand Dollar Shopping Center. The landlord will be signing it on Monday. Caring Palms will officially take possession of the new office space November 1st. Unfortunately, some work needs to be done before we can move in. So, Caring Palms will be semi-closed during November. Brian will be doing outcalls (where he will come and work on you in your home) at the same price as he charged in the studio. This will happen as long as there is nothing he needs to be doing in the studio while it is being prepared for the grand opening.

Right now, we are hoping to reopen at the new location December 1st and be offering the annual gift certificate sale. The new address (effective mid-November) is...

Caring Palms
Massage and Reiki
301B 10th Avenue North

The Sand Dollar shopping center at the corner of Third Street and 10th Avenue North, is home to Sprint, Jazzercise, Pilates, The Fred Astaire Dance Studio, and the Bhudda's Belly restaurant. It is across 10th Avenue from the Mellow Mushroom and Salt Life restaurants. The Sand Dollar is exactly 1.1 miles south of Caring Palms' Neptune Beach location.

Keep watching for future newsletters where we will announce the Grand Opening date once we know it.

Anticipated Schedule

Right now, things are crazy. What do I mean right now? Things have been crazy for the better part of a month. As best as I can outline it right now, this is the schedule.

Caring Palms will be taking regular business (amidst the packing) through some time midafternoon October 30th.

During the week of October 21, the furniture will remain the same, but certain things will begin to be unplugged like the stereos and the computer. Music will be provided through iPod players and I will be using my laptop to conduct business. Credit cards will still be accepted through Intuit's credit card payment program for smart phones. (Right now, much of the stuff has been packed and taken to the storage unit. All the rocks and jewelry have been packed. All the shelves and pictures have been taken down from the walls. This leaves the three cabinets and the closet still to be done before Saturday.)

October 26th, I will be teaching the last Reiki class at this location. It is a Reiki 2 and three students are currently signed up.

October 27th, Moving Out Day. I will be picking up a U-Haul truck at 11am, and will need to have it back before 7pm. We will be looking for helpers to show up between 12pm and 1pm. Before this day, I will be moving all the small stuff up to the storage unit or the house so that all we have to deal with will be big pieces of furniture. I am thinking that I will have my act together and the move out of the shop and into the storage unit will only take a couple of hours. We will need helpers to load the truck at the studio and unload it at the U-Haul storage unit approximately ½ mile up Mayport Road.

October 28 - October 30, Caring Palms will be working in a

minimalist mode. Each room will have a table, a music player, and sheets and oils needed for massage. As one of my clients recently told me, "All you need is hands and a table." I might add that I need forearms as well, but that is just semantics.

October 31st, I will be taking the sign down off the wall, and turning the keys in to the landlord.

From this point forward, dates will get tentative and firm up as I get more information.

I am hoping to hold a painting party the weekend of November 2nd, but that is dependent on certain things getting done. We may be having one painting party or two. We will also be having a Moving In party. I expect this one will be a little harder than the Moving Out party as this time everything from the storage unit will need to be moved and items placed where they are going to go.

After the Moving In party, I will need to start getting the city and state inspections scheduled and happening.

If everything happens as desired, the new studio should be opening its doors on, or around December 1st, with an Open House possibly the 6th and the 7th.

** Caring Palms will be looking for volunteers to help move and paint. Some people have volunteered already, but we are looking for more. If you are interested, please let me know by phone, email, or Facebook. Thank you.

The Good News

The new Caring Palms studio is going to be spectacular. This new location is almost three times larger than the previous one. Instead of two treatment rooms, there will be five. There are also two more rooms which we are negotiating to make into one that will function as a classroom for our Reiki and massage classes. This combined room should comfortably hold five massage tables. Imagine, no more sitting on each other's laps during lecture, or having tables separated by distance, or having to play bumper cars to work between two tables. All the rooms are fairly large so they will not be cramped while work is being done.

The only downside is that there is only one bathroom, but it simply will have to do.

Since there are so many rooms, Caring Palms will be looking to rent out some of them to holistic healers of all types whether they be massage, acupuncture, reflexology, hypnosis, or whatever. If you

know anyone that might be interested in renting a room in this location, please have them contact me. Each practitioner will have to get their own tax license to work in Jax Beach and have their own insurance. (One room is already spoken for by the person that rents my second room now.)

This is an exciting moment. I hope you feel it as much as I do.

The Bad News

With every good, there must come a bad. That is how the universe stays in balance. Because the new office costs more than twice what the old one cost, session prices will be going up by \$10. An hour's massage will be \$70 and a Reiki session will be \$60. This still keeps Caring Palms reasonably priced and still less expensive than a lot of the alternatives. And the quality you have come to expect from a Caring Palms session will not change.

Back in 2006, Caring Palms raised prices by \$10 going from \$50 an hour for massage to \$60. Part of this was because of the attitude out there. Many people thought that at \$50 an hour, the massage could not be any good. Did they ever miss out.

The same thing is happening now, but mostly the reason for the price raise is because of the new location. I have been told that I should be charging \$80 for my massage, but I am not going there. Considering the changes in prices and the economy in the last few years, one might be surprised that this is the first price increase in 7 years. This increase will take effect at the opening of the new studio. Until that time, prices will remain the same whether you see me at the current studio, or on an outcall.

I want to do well by my clients and stay in business for them. For this reason, prices must go up, but I will keep them within the realm of affordability.

Moving at the Speed of Spirit

Crazy? Exciting? Unbelievable? Yes, all those words apply. I have been thinking of moving to a bigger, better place for two to three years now. And each time I think of it, or mention it, the thought gets pushed to the back of my mind or further where nothing ever gets done about it.

I have been working without a lease since the end of July, wondering if the current landlords were going to walk in one day and tell me to get out. Well, it didn't happen exactly like that, but it did come. I felt that my dream would never happen if I stayed there for the three

year lease they wanted me to sign. So, they gave me an ultimatum and I turned them down.

Once the decision had been made, the scrambling had begun. I knew I was leaving, but didn't know if I could find a place to go to. My wife told me that I could sit home and twiddle my thumbs and it would not hurt our financial situation. But that is not what I want to do. I want to continue the work I started over 10 years ago, the one where I help people.

A friend and I drove through the beaches area and looked at various places, and I called and talked to a lot of realtors. I found one that pointed me to the Tradewinds shopping center (the first one you come to after coming across the intracoastal on Atlantic) where I met the owner and submitted plans to him for the creation of offices. The cost was way too much, and the location was not all that great.

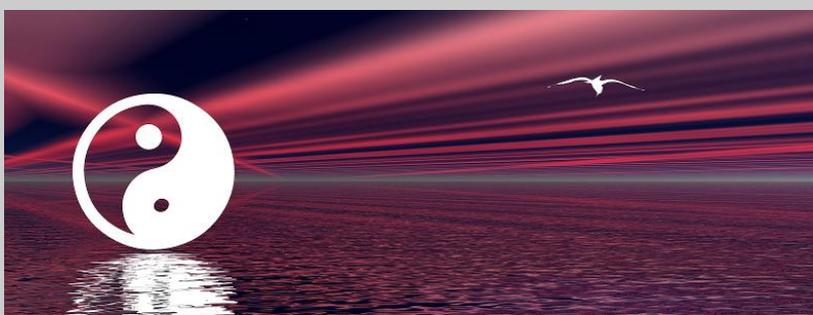
This same realtor then pointed me back to the Sand Dollar center, a place that the rent he quoted me was way too high. Then he told me that he could work me a deal because he liked me and what I was trying to do. Not only did he do so, he went out of his way to make it work. There were times when I thought it would never happen. There was a time when I told him what he could do with the place. But finally, the language of the lease came to be where the owner and I could be comfortable with it.

The realtor told me at one point that one of the reasons they have not been able to rent this place is that the layout is weird. As most of you know, I thrive on weird. The layout is just perfect for my uses.

Spirit had to have had a hand (do spirits have hands?) in making this work. There is no reason that this should have even been an option. Yet, it came about and it is happening. Unreal? Unbelievable? Yes. Magic? Yes. Crazy? Still yes. But happening? Very much yes.

I want to thank everyone that has been putting energy and good thoughts toward something good happening. It has, and it is. And please, keep doing so in hopes that the magic continues so we can open when want and that the business comes in to keep us there. Thank you, and thank you spirit.





Caring Palms Promise

At Caring Palms, we pledge to do the best work we can at every session. We not only do this to continue to earn your business, but because we believe that you deserve the best care possible every time you are here. This is true whether it is massage, or energy work, or classes. This is our promise. This is what we will continue to do.

Can We Answer Your Questions?

You have Questions? Maybe we have answers.

Each month, we write articles on a variety of subjects. Is there something that you would like to see us write about? Do you have questions that you'd like answered? Do you have questions on massage? On Reiki? On energy work in general? Submit your questions or requests to Brian@CaringPalms.com and we will try to see if we can answer them for you.

May light continue to illuminate your path. Take care.

Sincerely,

Brian
Caring Palms Massage and Reiki
(904) 246-2206
