

VIC

INDEPENDENT FLOATATION & WELLNESS CENTRE FOR SALE (EASTERN MELBOURNE) BFB4151

Price	$240,000
Property Type	Business
Property ID	4151

Agent Details

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HIGH-END PURPOSE-BUILT FACILITY | ESTABLISHED MEMBERSHIP BASE & STRONG CLIENT DATABASE

This established floatation and wellness centre in Eastern Melbourne presents a unique opportunity to acquire a premium recovery and wellbeing business in a highly accessible location near a major retail and transport hub. Operating since October 2017, the business is positioned to benefit from strong surrounding foot traffic and convenient access for clients. The purpose-built 400sqm facility, completed with a high-end fit-out, creates a professional and calming environment designed specifically for wellness and recovery services.

The centre offers a comprehensive range of services including float therapy, infrared sauna, compression therapy, halotherapy and massage. Over the years, the business has built a strong membership base and maintains an extensive CRM database of approximately 12,000 contacts, supported by an active social media presence. The business operates independently with no franchise fees, allowing full flexibility for the incoming owner, and is supported by an experienced team of casual staff. The current owner is willing to provide a comprehensive handover to ensure a smooth transition.

- Established wellness and floatation centre operating since 2017
- Purpose-built 400sqm facility with premium fit-out
- Multiple top-of-the-range float therapy pods
- Full-spectrum infrared sauna with premium features
- Dedicated halotherapy salt room experience
- Compression therapy systems and massage treatment room
- Established membership base and recurring clientele
- CRM database with approximately 12,000 contacts
- NDIS-approved facility with existing participants

- Strong social media presence and established brand awareness
- Solar power system helping reduce operating costs
- Opportunity to expand services such as contrast therapy or additional treatment rooms

This is an exceptional opportunity to acquire a well-established wellness business with strong foundations and immediate operational capability. With opportunities to increase pricing in line with market trends, extend trading hours, enhance marketing efforts and introduce additional retail or recovery products, the business offers significant upside potential. The high-quality fit-out and flexible layout also provide potential for repositioning into allied health or other specialised wellness services, making this a versatile and attractive investment in the growing health and recovery sector.

Should you be interested and wish to receive further information, please complete the online Confidentiality Deed and a fully comprehensive Business Profile will be made available to you. To discuss this or other fitness and health opportunities, please contact David Flanagan on 0483 964 232 or david@bfbrokers.com.

Business & Franchise Brokers brings years of experience in the sale of Health and Fitness businesses and have represented a number of independent and major brands such as Jetts Fitness, ACTV Strength Co, Anytime Fitness, Snap Fitness, Plus Fitness, UBX, Air Locker Training, Fernwood Fitness, World Gym, Flow ST8; FS8 & F45 Training, KX Pilates, just to name a few, plus your independent 24/7 training venues, boxing studios, PT studios, swim centres and many more.

*NB: *The business images shown are for illustration purposes only and may not be an exact representation of the business.*

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