

Jennifer Land Wellness LLC  
DBA Keller Prenatal Massage  
3924 Polar Brook Dr.  
Fort Worth, TX 76244

October 5, 2022

City of Keller  
1100 Bear Creek Parkway  
Keller, TX 76248

Dear Sir or Madam:

I would like to introduce my business, Keller Prenatal Massage, and request approval for a Specific Use Permit to allow me to practice massage therapy out of an individual suite. The location is 140 Pecan St, Suite B., Keller, TX 76248.

As a Licensed Massage Therapist since 2003 (Texas Massage License MT036094), I have worked in many settings and with many different types of people. I have always been drawn to pregnant and postpartum clients, and I have received several hours of continuing education in this specialty. While doing research on opening a business in the area, I couldn't find independent massage therapists who were providing specialized care catering to prenatal and postpartum clients in Keller or the surrounding cities. These clients are generally women in the age range of 20-45.

I knew that I wanted to provide this service to the community and began speaking with area chiropractors, physical therapists, birth and postpartum doulas, midwives, and other massage therapists. It became clear that these providers were *eager* to speak with me in person and refer clients to me. One chiropractic office even offered me a job in their own clinic because they have more demand than they have people to refer clients to. The providers told me that they just didn't know who to send their clients to because so many area therapists could technically perform massages on pregnant clients, but they didn't prefer to or weren't specially trained or experienced.

I knew that I wanted to own and operate my own business, so I formed the single-member Jennifer Land Wellness LLC in the state of Texas, and I filed DBA paperwork as Keller Prenatal Massage with the state and with Tarrant county.

After looking at many properties, I kept feeling drawn to the charm and quirkiness of Old Town Keller, and a space was available at 140 Pecan Street, offered for lease by Ron Lee. I loved that

a chiropractic office was located across the street. They do not offer massages, but they were looking for someone to refer their clients to. I have seen that there are other massage therapists in the area, either in salons or providing different types of massage than I offer (such as Thai massage), but none that specialize in pregnant and postpartum people. I knew that I had found my place and had found my niche for offering massage therapy to the community.

The suite that I lease is nestled within a former home on Pecan Street that now consists of 5 executive suites. In addition to my office, two are occupied by psychologists, one serves as the administrative office for a local woodworking company, and there is 1 vacant suite.

There is street parking available, as well as a handicap parking space up in the driveway of the property, and some private parking available on the side of the driveway as well. For my business and the psychologist in the building, only one client is seen at a time, so parking would only be needed for each business owner and their one client at any given time, perhaps with the next client arriving a few minutes before the former one has left. The administrative office usually occupies one space and does not see clients throughout the day, so they generally occupy a single parking space on any given day. There is also street parking available across the street.

My business hours are by appointment only, Monday, Wednesday, and Saturday from 10am-5pm. On Sundays, the hours are 2-5pm to account for the extra parking needed earlier than that for The Well Church across the street and down the block.

I have spent many hours over the past several weeks connecting with other local businesses, including several in Old Town Keller. I have been met with an overall sense of excitement and a warm welcome by the businesses I have had a chance to connect with. I look forward to fostering more relationships with the people of Keller in the future.

I would love your consideration in approving my Specific Use Permit so that I can bring my support and expertise to the prenatal and postpartum folks in Keller. I am excited to share my massage therapy business with the community. I will fill a need that currently exists in the care of these special clients, and will continue to connect with other practitioners in the area so that we can mutually refer people to each other right here in Keller.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Land". The signature is fluid and cursive, with the first name "Jennifer" and the last name "Land" clearly distinguishable.

Jennifer Land, LMT

Owner

Jennifer Land Wellness LLC

DBA Keller Prenatal Massage

## **Keller Prenatal Massage**

### **Business Strategy**

Jennifer Land Wellness LLC, operating using the DBA Keller Prenatal Massage, is the massage therapy business run solely by Jennifer Land, Licensed Massage Therapist (MT036094) with no employees.

As a massage therapist since 2003, she has completed many hours of continuing education related to prenatal massage, infant massage, and other certifications related to pregnancy and postpartum as a doula, childbirth educator, and prenatal yoga teacher.

### **Problem:**

While there are many massage therapists in Keller, there are very few that provide specialization in massage during and after pregnancy. There are many massage therapists focused on Swedish massage in a salon setting, general massage therapy to anyone, or even sports massage, but finding a massage therapist with a prenatal and postpartum niche in Keller is difficult.

This information is true not only by doing a search online and driving around Keller, but is also accurate according to several local chiropractors and physical therapists who serve the same population. After speaking with doctors and representatives of 7 chiropractic clinics, 2 physical therapy offices specializing in pelvic floor therapies, and a Doctor of Natural Health, it became apparent that there is a high demand for this type of focused massage therapy with very few massage therapists offering specialized prenatal and postpartum treatments.

### **Solution:**

Jennifer Land offers customized specialty massage therapy for pregnancy and postpartum. Sessions range from 45 minutes to 120 minutes and can include meditation and yoga or stretching along with massage therapy.

Her clients are almost exclusively women of childbearing age, approximately 20-45 years old, living in or near Keller, Texas. They are seeking a massage therapist who is not only comfortable providing massage to them, but who prefers it and caters to people with their unique set of aches, pains, sleep problems, and postural changes.

A secondary goal of Keller Prenatal Massage is to not only support clients through massage therapy, but to also provide information to clients about additional businesses and resources available to them within the community. Actively and consistently networking with other small businesses in Keller allows Jennifer Land to personally recommend a variety of local services and products to her clients.

## **Course of Action**

Income for Keller Prenatal Massage comes from massage therapy sessions and related services with no product/retail sales. Current services include 45, 60, 90, and 120 minute massage therapy sessions.

Expenses for Keller Prenatal Massage include payment on the lease for the suite, internet access, maintaining a professional website and scheduling software, common massage supplies and business supplies (such as massage cream, laundry detergent, cleaning supplies, hand soap, tissues, office supplies), marketing materials and business cards, and banking related expenses.

Jennifer Land is operating Keller Prenatal Massage alone with no employees. All services are performed by Jennifer Land exclusively.

### **Marketing and advertising activities include:**

- participating in local events (such as Old Town Keller Merchants Association functions, educational workshops hosted by other businesses in Keller, and holiday events sponsored by local small businesses)
- networking and offering marketing materials to businesses serving the same population in Keller and the surrounding cities (such as chiropractors specializing in pregnant women and newborns, physical therapists specializing in pelvic floor therapy, and birth and postpartum doulas and childbirth educators)
- posting in local Facebook groups and on the business Facebook page
- posting on the business Instagram account, and
- occasional press releases or business announcements to local blogs and news outlets

## **Online Presence**

Online accounts and the website are run by Jennifer Land. The business website is located at **KellerPrenatalMassage.com**, the Facebook page is **Facebook.com/KellerPrenatalMassage**, and the Instagram account is **Instagram.com/KellerPrenatalMassage**.

## **Hours of Operation**

Hours of operation are by appointment only on Monday, Wednesday, and Saturday from 10am-5pm, and Sunday from 2-5pm at 140 Pecan St., Keller, Texas 76248.

The following photographs were taken from 10:15AM-10:30AM on Wednesday, October 5, 2022. It is a very typical representation of the amount of vehicles that could commonly be found during regular proposed business hours.



This is the front of the building at 140 Pecan Street, photo taken from across the street.



This is a photo of the back yard of the property at 140 Pecan St.



This is a photo of the parking area typically used by tenants to the right of the driveway, with a handicap spot where the truck is located against the building.



This photo was taken from the edge of the driveway to show the street parking and general busyness of the street facing S. Elm Street from the property at 140 Pecan Street.



This photo was taken from the front yard of the property at 140 Pecan Street to show the street parking available across the street and how it is typically not already being utilized much during the proposed business hours.



This is another view from the front yard of 140 Pecan Street, looking across the street, and it clearly shows the parking in front of the building and across the way.



This is the shared front entry waiting area as you enter the executive suites building at 140 Pecan Street.



This is the hallway to the left of the waiting area, leading to the suite for Keller Prenatal Massage, which is the second door on the left.



This is another view of the hallway, with the closest door on the right being the entrance to the suite for Keller Prenatal Massage.



This photo shows the restroom facilities shared by the suites at 140 Pecan Street. It is next to the suite for Prenatal Massage.



This is a shared break room/kitchen area for the suites at 140 Pecan Street. It includes a sink with running hot water.



This is what you see as you enter the suite for Keller Prenatal Massage from the hallway.



Here is another view of the suite.



This is another view of the suite.



Another view of the suite for Keller Prenatal Massage.