

SINCE SWITCHING TO BOULEVARD...

## How Iconic Spa Standardized Growth and Scaled with Confidence Using Boulevard

**Locations:** 2 open with 2 more launching in the Southeast  
**Boulevard customer:** since 2024  
**Industry:** Medical Aesthetics & Body Contouring  
**Website:** <https://iconicspa.com/>

# 52%

increase in service sales

# 60%

increase in package sales

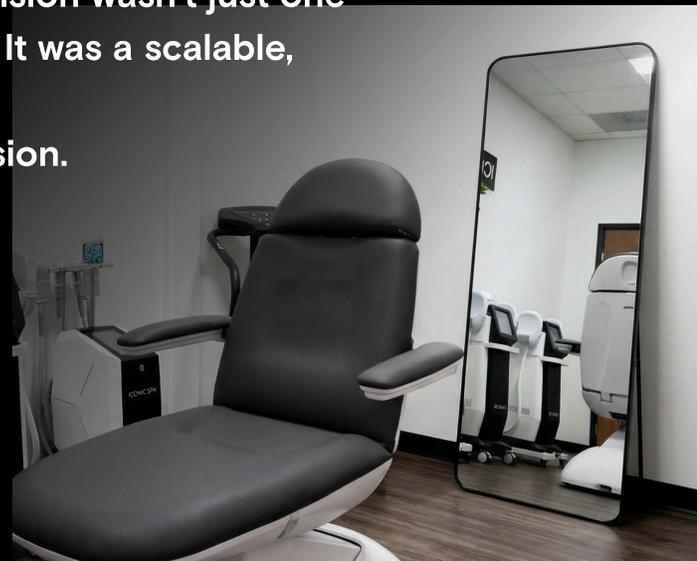
# 64%

increase in appointments

# 123%

increase in total revenue

Neal Karski, founder of Iconic Spa, didn't enter the aesthetics industry by accident. As a management consultant and coach for medical spas, he spent years helping over 250 aesthetics businesses across the U.S. scale profitably through his work with Patient Engine, an agency he founded to help aesthetics providers grow their businesses. Neal saw a clear opportunity: build a body contouring brand rooted in operational excellence and elevated patient experience. With this vision, Iconic Spa was born. From day one, the vision wasn't just one successful location. It was a scalable, standardized model designed for expansion.



## Challenge

Having advised hundreds of aesthetic practices already, Neal knew that many businesses struggle with inconsistent systems across locations, poor KPI tracking and limited operational visibility, high no-show rates, inefficient onboarding, and underinvesting in marketing and customer retention.

He also knew that expansion can amplify these issues. Opening multiple locations requires clean systems, standardized templates, reliable reporting, and a seamless client experience.

Rather than outgrowing his software later, Neal wanted to start with a platform built to scale.

## Solution

After extensive research and personally coaching business owners on sales systems, Neal selected Boulevard as the operational backbone of Iconic Spa.

Since opening his first location two years ago, Boulevard has powered everything from scheduling to reporting to marketing automation. Boulevard allows Iconic Spa to implement consistent pricing structures, forms, and workflows across every location. As Neal prepares to open two to three additional locations, the infrastructure is already built for success.

## Testimonial



“Boulevard makes it easy to standardize, scale, and manage the business efficiently. As we expand to new locations, having a system that supports onboarding, marketing, and KPI tracking in one place is critical.”



—  
**Neal Karski**  
Founder, Iconic Spa  
Founder & CEO,  
Patient Engine

## How We Helped

With Boulevard in place, Iconic Spa has built a business model designed for scale, retention, and premium experience.

### Reduced No-Shows:

By combining Patient Engine's recommended deposit-backed appointments with Boulevard's reminders and digital forms, Iconic Spa maintains a no-show rate under 10% — a critical KPI in elective aesthetics.

### Precision Scheduling:

Boulevard's precision scheduling helps minimize gaps in the calendar by guiding clients toward optimal booking times. This improves provider utilization and keeps revenue per day predictable. Iconic Spa has also increased appointments by 64% with Boulevard.

### Data-Driven Growth:

Show rates, retention, rebooking, and campaign performance are tracked consistently inside Boulevard. Rather than guessing, the team uses data to guide marketing investment, pricing decisions, and expansion planning. “Most businesses don't fail because of their device,” Neal explains. “They fail because they don't track their numbers or invest properly in marketing.”

### Marketing:

Boulevard's marketing suite supports automated campaigns, rebooking prompts, and follow-up outreach, which is critical for treatment plans that require multiple sessions.

### Elevated Client Experience:

In a commoditizing industry, Neal believes client experience is the differentiator. From seamless online booking to before-and-after galleries and effective communications, Boulevard helps Iconic Spa deliver a polished, premium journey that supports referrals and long-term loyalty.

### Reliable Support:

As expansion accelerates, dependable support matters. Neal notes that Boulevard's customer support has been consistently reliable, which gives him confidence as he prepares to open new locations.

With two new locations launching in the Southeast, Iconic Spa is entering its next phase of growth. Plans include expanding into facial aesthetics services and continuing to invest aggressively in advertising and brand awareness. With Boulevard, Iconic Spa is positioned to scale efficiently.