

CONSUMER
CHOICE AWARD
2018
SOUTHERN
ALBERTA

SOUTHERN ALBERTA CONSUMERS MEET WITH... SHELLY MACGREGOR *from* APEX MASSAGE THERAPY LTD.

Apex Massage Therapy Ltd. is a four-year Consumer Choice Award winner in the category of Massage Therapy, in the region of Southern Alberta. The company has been in business since 1994, and is Southern Alberta's leader in Massage Therapy.



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WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS YOUR CITY'S BEST? It is an honour to be trusted by so many and it gives us the opportunity to continue to improve our relationship with our community.

WHAT SETS YOU APART FROM YOUR COMPETITORS?

Our culture in the clinic is to exceed the clients expectations and by offering them over 28 registered massage therapists in one location, the client continues to come back to find relief and preventative treatments.

HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD? This award identifies a bare or standard that the community wants; by winning 4-years in row we know we must raise our level of care, trust and quality of massage therapy to continue to meet their expectation.

WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN IN BUSINESS? I was a massage therapist for over a decade, I think my biggest risk was leaving the treatment room to focus on creating space and businesses for wellness professionals as well as clients that offers them the human connection, level of care and personalize experience they deserve.

BUSINESSWISE, WHAT IS YOUR NEXT BIG STEP? I want to lead our profession and raise the bar in our industry. I want massage therapy to be respected as an essential service; not one that is only spa or associated with an under-ground illegal service.

GETTING TO KNOW SHELLY MACGREGOR

MY BUSINESS MOTTO IS... *Become inspired and then inspire.*

WHAT I LOVE IN MY JOB... *When my team is rewarded with a compliment from a client.*

RECENTLY I LEARNED... *My role is to serve my team.*

MY BIGGEST SUCCESS IS... *My heart centered business, relationships and 23-year marriage.*

IF I COULD OWN ONE WORD IN MY CONSUMERS' MIND... *Credibility.*

MY BIGGEST MISTAKE... *As someone that has no University, I rarely have set goals - I'm learning to do that more now that I'm almost 50.*

DAILY I ALWAYS TRY TO... *Reflect on what is important.*

DURING MY SPARE TIME I LIKE TO... *To get outside - walk my dog with my husband and travel around the world experiencing other cultures.*

IN MY IPOD YOU WILL FIND... *80s music.*