

SOUTH SHORE ENTREPRENEUR

TEVIS RUNYAN and HERB KNOLLER

Business allows customers to put best foot forward

Good Feet franchisees maintain presence on the South Shore

By **LANA LAGOMARSINI**
THE PATRIOT LEDGER

ROCKLAND

Herb Knoller and Tevis Runyan know a thing or two about standing on their own two feet.

The married couple own six retail stores for Good Feet, a company that sells arch supports for people with walking problems or people who are simply on their feet all day. The arch supports can help with everything from bunions to flat feet to hammertoes.

There are more than 300 sizes in 25 styles, from boots to sandals.

"We have a versatility to approach every foot," Knoller said.

The Watertown residents opened their first store in 2003.

Previously, the headquarters of fice for their Good Feet franchise was in Norwell, but they relocated to Rockland about 18 months ago.

"We have been in corporate America all of our life, and we thought this seemed to be the ideal fit for us business-wise because a franchise has a structured base to start out with," Knoller said.

Knoller, a native of Germany, and Runyan, a Cali-

formia native, employ 12 people throughout their six eastern Massachusetts locations.

Although the Carlsbad, Calif.-based company supplies Runyan and Knoller with arch supports, the couple handles local marketing for the Boston area stores.

"I think here in the Northeast people are a little tougher, so you have to explain better, educate better, and it's necessary to show them how this will make them well," Runyan said.

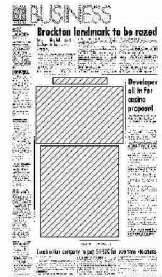
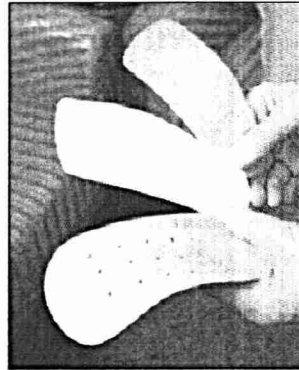
Good Feet's arch supports can cost \$300 to \$850, and come with a lifetime warranty.

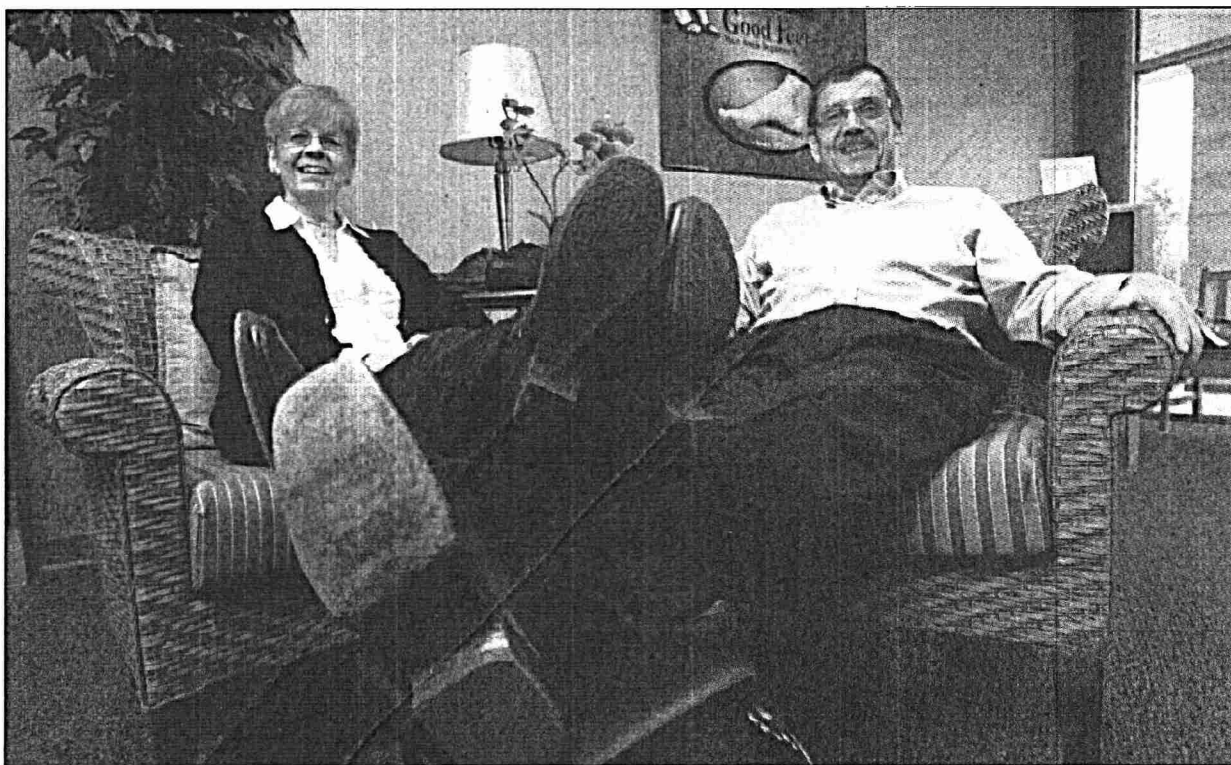
Good Feet uses what it calls an "ideal foot" mold: a replica of where a foot should hit the ground without pain.

Clients at Good Feet range in age from teenagers to the elderly, according to Knoller. The most popular professions the couple sees are medical professionals and teachers.

Good Feet of Boston has stores in Saugus, Salem, Newton, Framingham and Brookline in addition to Hingham Street in Rockland.

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ALEX JONES PHOTOS/THE PATRIOT LEDGER

■ Tevis Runyan, left, and Herb Knoller own six retail stores in the state for Good Feet, a company that sells arch supports.