

## **Personal Fitness Training Franchise in a Busy / Upscale Location. Solid Customer Base. Excellent Reputation. Very Profitable Business! #RS1995**

**Asking Price:** \$ 219,000

**Included in the Asking Price:**

Furniture, Fixtures and Equipment valued at \$ 35,000

**Summary:** Established in 2006, this personal fitness franchise offers their clients a unique personal training and fitness experience tailored to fit their needs, whether it is weight loss, muscle building, recuperating from an injury or just wanting to get in shape. Clients typically sign up for three to six month increments and come in for three scheduled sessions per week. The business has approximately 45 clients (and growing) under contract which is typically comprised of 60% women and 40% men.

Located in a busy and upscale commuter town ½ hour north of Boston, this business is surrounded by professionals, academics and business people, all targeted customer profiles for the professional service and private atmosphere being offered at this fitness studio.

The owner has established a very successful operation with a great location, a full suite of top notch equipment, a consummate staff of professional trainers, and a customer base and reputation that offers a buyer a strong foundation to grow the client base and prosper with this business. An aggressive and ongoing advertising campaign, including television commercials, has created a consistent flow of customer inquiries and steady growth.

The franchisor is well funded and has developed a proven model that is working nationwide. They provide the franchise operator with ongoing marketing, business and technical support services, and a protected territory.

**Sales / Financial:** Revenue in their first year of operation was \$288,787. Cash flow was \$94,115. In this business, cash flow is totally dependent on the time and energy the owner expends working in and on the business.

**Facility:** The 1,700 SF street front facility has a brand new build out with an impressive look and feel that includes two private workout rooms, a cardio area, reception area, two large bathrooms / changing rooms and an office. The monthly rent is \$2,700, which includes their share of the taxes and insurance. The owner is currently in the 2<sup>nd</sup> year of a five year lease, with two optional five year renewal terms available to the buyer.

**Additional:** The owner is a seasoned personal trainer who purchased this franchise and recently opened a 2<sup>nd</sup> location about ½ hour away. Running two businesses does not allow this owner an opportunity to be a personal trainer. As such, he is selling one of the studios. The successful formula developed by the owner in running the operation so profitably will be transitioned to the buyer over an intense two week period. In addition, the franchisor offers the buyer a full week of training at the franchisor's corporate offices at no charge.

**Call Mike Maak, Business Intermediary, at 508.763.0209 for more information.**

Our clients require prospective buyers to sign a confidentiality and registration agreement before we can disclose additional information. An Offering Memorandum disclosing detailed financial and business information will be provided to registered and qualified prospects. The subject company has provided all of the business information in this document to NEBX, and while believed to be correct, has not been verified. Accordingly, NEBX makes no representations or warranties as to the accuracy of this information. Unless specified otherwise, NEBX is an agent for the seller and not the buyer. No cooperative fees are paid to intermediaries.