

MY HOUSE FITNESS
PERSONAL TRAINING



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FRANCHISE **KIT**

FRANCHISE KIT

IT IS SORT OF IRONIC THAT THE SAME PROFESSIONAL GUIDANCE THAT WE PROVIDE YOU AS A FRANCHISEE IS THE SAME PERSONAL GUIDANCE THAT WE PROVIDE OUR CLIENTS.

You will often hear us tell our clients that the key to achieving real results is dedication and the same holds true for our franchisees. We focus on results. It is a commitment to customer service that separates our team from other personal training providers. This level of service resides in our culture as a company and our commitment to your success.

We are so excited that you have downloaded our My House Fitness Franchise Kit, and we hope that you will gain a greater understanding of what makes our business model so different from everyone else.

We are NOT a health club and we are NOT a fitness studio. We are NOT a group of home-based trainers that come to your home. We ARE a fully-equipped Personal Training Facility that provides our clients both individual one-on-one sessions and group training sessions. At My House Fitness, there's no need for thousands of memberships and clients that come and go on a whim. Our client base is small, loyal, affluent and profitable.

WE WORK WITH OUR CLIENTS TO HELP THEM ACHIEVE THEIR PERSONAL HEALTH AND FITNESS GOALS.

We are looking forward to having you visit soon and see for yourself what Personal Training done right looks like.

Christopher & Jennifer Wherrell

Owners
My House Fitness Franchising



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MY HOUSE FITNESS OVERVIEW

My House Fitness has been a labor of love for owners Jennifer and Chris Wherrell. Their life-long passion for fitness, health and wellness led them to open their first location in 2010. Soon after, they were convinced that the Personal Training niche was not being met by other providers and designed the framework for what would become this franchise.

Soon after completing all the necessary documents, My House Fitness had their first franchisee. Excited to spread their unique brand of catering to clients that desired one-on-one personal training, they developed a strategy that would allow more entrepreneurs to join them and expand the mission of helping others experience the joy of health and fitness!

"We started My House Fitness with the goal to have our team help people who have found that traditional fitness studios just don't work for them. The fact that there are no fitness businesses that are 100% focused on personal training makes us unique in the marketplace."

Our goal is to build affordable, yet cutting edge, studios. My House Fitness does not require a huge footprint. Part of what we are selling is intimacy. The environment is comfortable and our team is laser focused on the personal goals of our diverse clientele.

So, if you are looking for an investment that couples your avocation with your vocation and provides you with a business model that is suited to a personal mission to help others, then My House Fitness will provide you the best of both worlds—a profitable business that is fun to own!



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FAQs

DO I NEED TO HAVE ANY PRIOR EXPERIENCE IN THE FRANCHISE INDUSTRY TO OWN A MY HOUSE FITNESS?

You don't need any prior experience in owning your own business or operating a franchise business. We understand that the majority of new franchise owners do not have prior experience in owning their own business. However, having a passion for fitness, health and wellness is strongly recommended.

WHAT OTHER SKILLS DO YOU CONSIDER CRITICAL FOR MY SUCCESS AS A FRANCHISEE?

Besides the obvious love of helping others, we believe that strong sales and customer-service skills are important. Your My House Fitness will be built on your willingness to develop relationships with your clients and members. You need to be highly motivated and have an earnest interest in keeping up with the industry's resources and fitness-related information.

HOW LONG WILL I BE AT TRAINING AND WHAT CAN I EXPECT TO LEARN?

Our initial training program consists of approximately two weeks of classroom and on-site training at a company owned location in Orlando, Florida. Your training program will include administrative functions, operations, marketing concepts, customer-service training, personnel training and other important aspects of running the day-to-day business.

In addition, our support team will be at your location for two to three days to work directly with you and your initial staff to ensure that everyone is fully integrated into the My House Fitness family of franchisees.

WILL YOU ASSIST ME WITH MY FACILITY BUILD OUT AND SETTING UP THE EQUIPMENT?

Yes. Our plan is to begin working with you on locating and signing a lease for space that will provide you with the opportunity for success. We will then begin working with you, your construction team, equipment manufacturers and suppliers to maximize the space that you have leased.

DOES MY HOUSE FITNESS OFFER FINANCING?

Yes. Qualified candidates can lease the majority of the fitness-related equipment from a number of lenders that can assist you with financing.

DOES MY HOUSE FITNESS OFFER A MULTIUNIT FRANCHISE OPPORTUNITY?

Absolutely! We understand that you may want the flexibility to open multiple locations and have complete control of your territory. You are provided a protected territory as part of your franchise agreement. We will also provide you a first right of refusal for adjacent territories at the time of your franchise closing.

WHAT ARE THE INITIAL FRANCHISE FEES AND ONGOING ROYALTY FEES?

The initial franchisee fee is \$19,500. You will pay ongoing royalties of 6% and contribute 1% to our national marketing fee. We ask that you spend between \$500 and \$750 a month in local advertising. Much of what you spend will be determined by the visibility of your studio.

WHERE SHOULD I LOCATE MY-MY HOUSE FITNESS PERSONAL TRAINING Studio?

Our goal is to find locations that provide significant community activity, including:

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- Mixed Medical Complexes and Offices
- High Traffic Areas
- Middle Upper Income Communities
- Strip Centers with Good Anchor Stores

Ideally, we would like to see you in approximately 1,200 – 1,500 square feet of space. If possible, we want road visibility and prominent signage. We will work directly with your local real estate professional to help select the best location available.

HOW LONG WILL IT TAKE ME TO OPEN MY BUSINESS ONCE I HAVE SIGNED A FRANCHISE AGREEMENT?

Since our build-out is not complicated, we will generally open within 3 - 4 months of signing your agreement. If your location has already been identified, the time to open can be reduced considerably.

WILL YOU HELP ME WITH MY INITIAL MARKETING STRATEGY AND GRAND OPENING?

Yes. We will assist you with all aspects of your opening and we will be in attendance.

SOCIAL MEDIA IS REALLY BIG RIGHT NOW. DO YOU HAVE A POLICY AS TO WHAT I CAN AND CANNOT DO?

We have an extensive social media policy that we have coupled with best practices. Some studio owners are better equipped than others to monitor and manage their social media presence. We will discuss this at length during training.



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MY HOUSE FITNESS APPROVAL PROCESS

STEP 1

HAVE AN INITIAL CONVERSATION with our Franchise Sales Director and discuss your background, territory availability, and the financial qualifications necessary to own a My House Fitness Personal Training Studio.

STEP 2

COMPLETE THE LGA (Let's Get Acquainted Form). Your application will be reviewed by our Franchise Sales Director and Franchise President.

STEP 3

SCHEDULE A Q & A SESSION with our Franchise Sales Director and owners, Jennifer and Chris Wherrell. This initial call will provide you an opportunity to understand the differences between our vision for My House Fitness versus other health clubs and gyms. You will also be able to ask questions directly to the Founders.

STEP 4

ATTEND A DISCOVERY DAY in Orlando, Florida. Your visit to Orlando will give you a complete overview of what it is like to be an owner of a My House Fitness Personal Training Studio. Our Discovery Days are typically conducted in one day, and we are fairly flexible to adjust our schedule around your planned trip. We will thoroughly review the FDD (Franchise Disclosure Document) and answer any final questions concerning the details of the franchise territory and franchise agreement.

STEP 5

SIGN FRANCHISE AGREEMENTS and schedule your introductory session with our team to prepare for your training session. You are now a proud owner of a My House Fitness Personal Training Studio.



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Fitness is a \$19 billion industry. Smart phones now provide apps that help people monitor lifestyle behaviors. Twenty-four hour fitness studios are popping up all over the place. Age-specific training is at the forefront of exercise routines. Health and fitness related periodicals, covering topics like bodybuilding, nutrition, beauty, well being and general health advice, are prospering from the millions of consumers who are looking to improve their overall health.

This fitness industry is not a fad and is clearly here to stay. Even with all of the billions of dollars being spent on fitness and health-related concerns, more than one-third of U.S. adults are obese, and obesity is the #2 cause of preventable death in the United States. Grim but true.

Venice Beach ushered in the fitness explosion in the 1970's. Running philosophers, Jim Fixx and Dr. George Sheehan, helped Americans strap on running shoes and hit the pavement. Nautilus founder, Arthur Jones, had the greatest impact on fitness training and sparked a renaissance in the design of exercise equipment.

Through nearly 42 years, one constant has remained: Americans typically exercise against their own will. George Sheehan captured human nature best when he said,

"We may think there is willpower involved, but more likely, change is due to want power. Wanting the new addiction more than the old one. Wanting the new me in reference to the person I am now."

And here lies the most significant difference between what we do here at My House Fitness and what the typical health and fitness studio does. Our goal is to focus on our clients' personal goals. Our mission is to provide our clients with personalized, focused and customized training programs that change their daily routines. Put simply--our staff helps them make improved lifestyle choices.

We are passionate about changing people's lives. If you truly believe you can make a difference in people, then My House Fitness could be the perfect opportunity for you to have your vocation and avocation meet squarely in the middle.

We look forward to having our initial conversation. Remember: The FIRST STEP is setting up a call with our Franchise Sales & Development Director, James Emerson. You can reach James at 888.524.4047.

Live Well!



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