



Finally,
a franchise opportunity that fits you.



www.YoufitHealthClubs.com

Youfit®
It's Where Youfit in!



Are You Ready to Live Your Dream?

And by dream we mean working for yourself, earning the income you desire, and owning a business that is simple to operate.

If that sounds like your dream come true, then Youfit® is right for you. Youfit® is a successful organization that is ready to share their secret to success and happiness with you. In the current business and economic environment we come to you with a health club model that sticks to the basics and beauty of what health clubs should be.

Simple. Enjoyable. Profitable.

If you are ready to stop chasing down customers and start being successful, contact us for more information on living your dream and owning your very own Youfit® franchise.

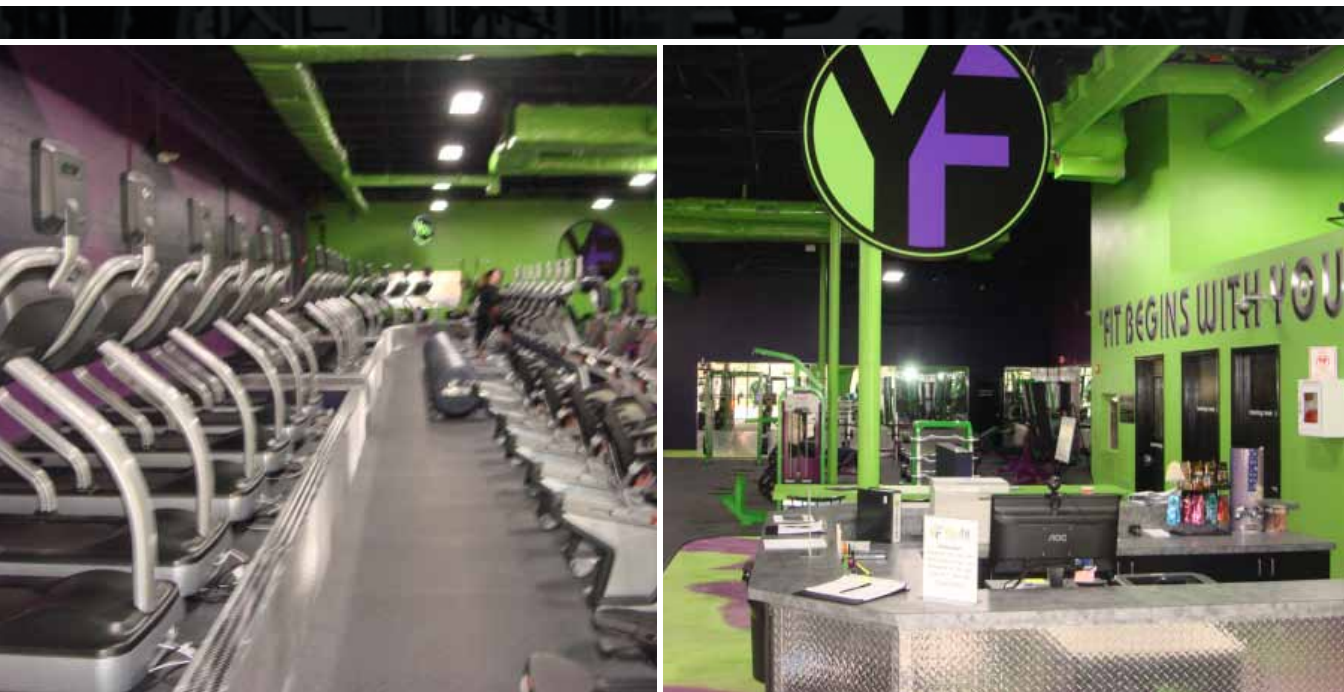
Our Story

The Youfit® story is both simple and unique. Youfit® was created as a health club brand that is both easy to operate and more profitable than the traditional big box health club. We wanted to get back to the basics and beauty of what health clubs should be.

The Youfit® team put their heads together to create an operation that was focused around the member - not the gym-rat member - but the everyday, run-of-the-mill, average Joe. Since day one we have been committed to offering a first-class facility that puts forth what consumers need at the price they truly deserve. Our commitment has led Youfit® to provide top-of-the-line equipment, top-notch staff, value-added services, and a great atmosphere for just pennies a day.

However, our plan didn't stop there. We wanted to not only give back to consumers but also be environmentally conscious and help preserve this planet for future generations of Youfit® members and staff. That is why we are a green company and Green Is Our Color. Most traditional health clubs are oblivious to the impacts that their decisions can have on the environment. Well, not us! We use recycled materials, high efficiency products, and environmentally-sound processes whenever possible.

The Youfit® story continues to be written daily, and we hope you choose to play a key role in its development. All of us at Youfit® love what we do and are anxious to help support you in living your dream. From choosing your site and running your pre-sale, to celebrating your grand opening and developing your 10-year anniversary marketing campaign - we will be there. Your business is our business, and we want to be there every step of the way to support you.



Why Do Members Love Youfit®?

At Youfit® we finally give members what they truly want and need. We don't strong-arm members into paying for products and services that they are never going to take advantage of. Our members pay a minimal fee to use the products and services that they need to improve their general health and fitness, as well as help them look better, feel better, and live longer.

We specialize in top-of-the-line cardio and resistance equipment that is easy to use. Youfit® members are shocked to learn that they get their own individual TV and iPod dock to use while working out, so they can now actually enjoy exercising!

WHAT DOES THAT MEAN TO YOU?

It means that you will not increase your operating expenses on services and amenities in which 90% of consumers are not interested. Why waste your money on items that are unnecessary?

Youfit® also prides itself in having the best staff around. Our motivated staff believes in **thrilling the customer** and creating the ultimate customer experience.

What Members Are Saying:

Amanda B.

"Youfit® is unlike any other gym around. Their great attentive staff is what makes working out fun."

Ali B.

"I always feel very comfortable when coming to Youfit® unlike other gyms I've been to! I love the environment and staff at Youfit®."

Mike S.

"Open, airy, clean, extended hours, friendly, knowledgeable staff, and fabulous pricing. What else could you want?"



The Youfit® Franchise Offers:

AN UNFORGETTABLE BRAND

The Youfit® Brand and model are simply unforgettable. Our brand has been tried and tested, always with great results. We have a strong brand identity that will only continue to strengthen over time.

EFFECTIVE MARKETING

Our marketing strategies help you avoid the ups and downs of business cycles by maintaining high traffic all year. In addition, we are always researching and testing new marketing programs to help increase your bottom line for years to come.

ONLINE MARKETING AND FRANCHISE TOOLS

Youfit® provides a strong online presence and gives your potential members the ability to join online 24/7. We also help drive traffic to the site with search engine optimization (SEO) and pay-per-click advertising (SEM) that is geospecific and aimed at driving qualified leads to our franchises.



STREAMLINED OPERATIONS

Our efficient operational strategies allow you to earn more profit while charging an outrageously low rate. Our Youfit® processes are simple, unique, and effective.

RECURRING REVENUE

As a Youfit® franchise owner you will reap the benefits of monthly reoccurring revenue from member's monthly payments. This allows for accurate forecasting of cash flow and annual revenue.

UNIQUE CLUB DESIGN

Youfit® is designed to create a non-intimidating environment that makes our members feel comfortable and keeps them coming back. We offer individual HDTV's, the Youfit® Express Circuit, as well as a user-friendly layout.

SITE SELECTION & DESIGN ASSISTANCE

Our criteria will assist you in locating the market that is best for you. The Youfit® franchise offers approved vendors as well as layout guidelines to help you hit the ground running.

DEDICATED TEAM THAT IS HERE TO HELP

The personnel at Youfit® love what they do. They are dedicated to the brand as well as its franchisees. Remember, your business is our business.

EDUCATION

Youfit® has systems and operations that work. Each franchisee will receive adequate training on how to properly implement our operations at your new location and set you up for success.

COST CONTROL

As health club operators we know how expensive it can get maintaining and operating your facility, not to mention the investment needed to open the doors. That's why we have formed relationships with vendors who can offer attractive rates that have already been pre-negotiated.



What You Can Expect From Us

SITE SELECTION

Our real estate team will assist you on identifying potential markets and sites for your new location. Our pre-determined criteria and analytical software takes demographics, lifestyle patterns, competition, and other criteria all into consideration before you sign a lease. We also understand that every market is different and we understand how to adjust our model to help you in any environment. We will assist you in gaining the most advantageous property lease.

LEASE NEGOTIATION

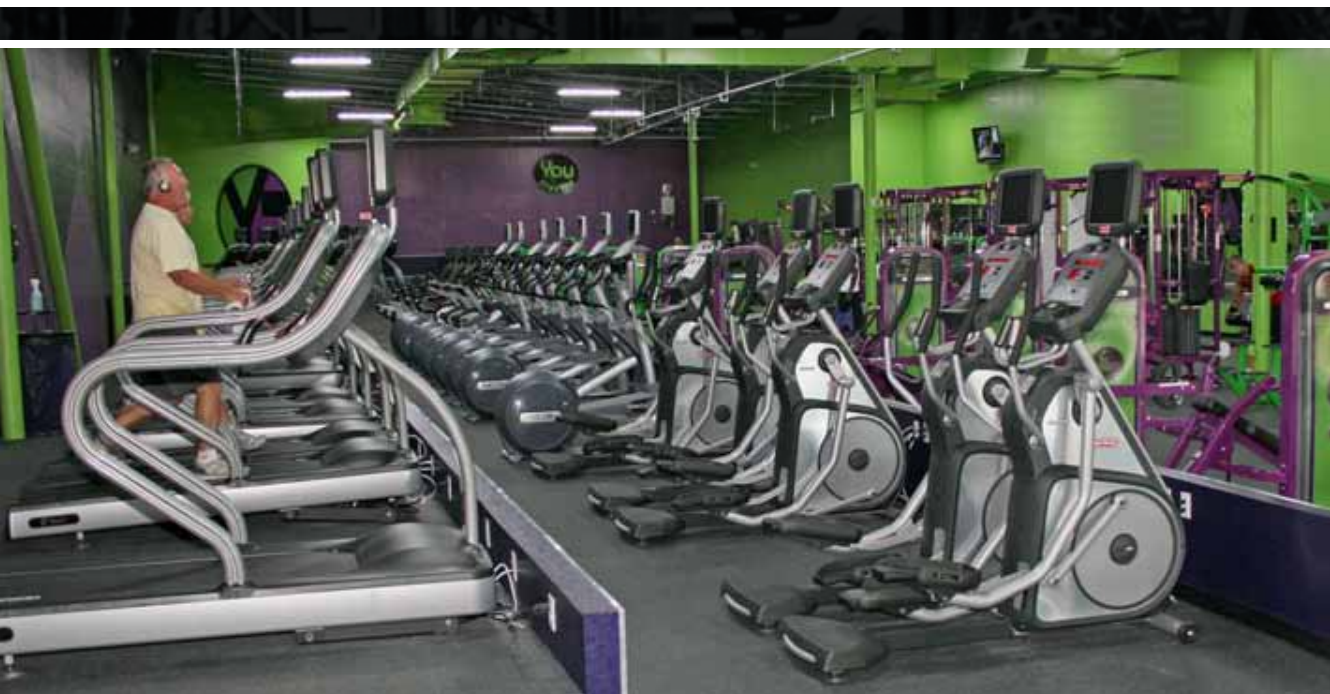
Our real estate team will also help you negotiate proper terms on the biggest expense of your business - your location lease. We have the expertise to help you potentially gain build-out allowances, free-rent terms, as well as other tools to protect your best interest.

COMPREHENSIVE TRAINING

Your management team will take part in a comprehensive training program on site at one of our corporate locations. During this training, your team will be taught the ins and outs of operating your Youfit® location and how to generate revenue. This is a crucial part of operating your business since Youfit® is a management-focused model, which grants you owner flexibility.

CLUB DESIGN & BUILD OUT

Our team of professionals will assist you with the layout and design of your club from top to bottom. There is no reason to worry about the little things and no guesswork. As construction progresses we will be available to guide you through the process.



EQUIPMENT ORDERING

We will assist you in the ordering of all equipment, signage, and product for your new Youfit®. This helps save you time and energy so you can focus on generating revenue.

PRE-SALE SUCCESS

We have an innovative pre-sale system that gives you the opportunity to open your doors with a strong flow of revenue. Our franchise representatives can help you set up your pre-sale and we will assist you with all the necessary marketing materials and products needed to generate your initial members.

THE YOUFIT® U (COMING SOON)

Also available to you is our online Youfit® University, which allows you to educate your staff on proper Youfit® procedures and processes. This program is available 24/7 via our franchise website.

THE YOUFIT® LAB

The Health Club Industry is one that is both extremely dynamic and ever-evolving. At Youfit® we are continually working towards improving our company in order to maintain our position at the top. As we improve our policies and operations we will pass the knowledge on to you.

ANALYSIS

With your regular reporting we will analyze your numbers to help you improve the operation of your club. With our experience as well as forecasting and benchmarking abilities, we can easily identify the strengths and weaknesses of your business to make suggestions for improving efficiencies.

GREEN IS OUR COLOR

Youfit® is dedicated to being the most
energy-efficient and environmentally-
friendly health club in the nation!





Have questions? Call (727) 827-2815 or visit us online
at www.YoufitHealthClubs.com/Franchise