

# GYMGUYZ®

#1 IN HOME PERSONAL TRAINING®



## FRANCHISE INFORMATION KIT

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# OUR MISSION

GYMGUYZ is committed to enhancing and changing the overall health and fitness of individuals worldwide. As the leader in home, onsite, and virtual personal training, we take pride in providing convenient, customized and creative workouts that result in a new you.

# OUR VISION

Our vision is to bring personal training to all people in all corners of the world, offering them a customized fitness plan to hit their personal health and wellness goals.



**Shannon Sevor**  
Multi-Unit Franchise Owner  
GYMGUYZ Silicon Valley  
2021 GYMGUYZ Franchisee of the Year  
2022 IFA Franchisee of the Year

# CORE VALUES

## D.R.I.V.E. – THE CORE VALUES BEHIND OUR SUCCESS

These values are the basic elements that guide us as we make decisions on a daily basis. We are committed to ensuring that all franchise partners carry out these values with enthusiasm and excitement. Our core values are:

**DETERMINATION** We are determined to make dreams a reality through hard work, dedication and self-discipline.

**RESPECT** We treat others how we want to be treated.

**INTEGRITY** We are sincere and uncompromising in our commitment to doing the right thing.

**VERSATILITY** We adapt to an ever-changing environment while moving forward with a vision for the future.

**EXCELLENCE** We strive to be the best by putting our customers first with exceptional service.

# A MESSAGE FROM JOSH YORK, FOUNDER & CEO

Welcome to GYMGUYZ - the first in-home, onsite and virtual personal training fitness franchise. I'm so excited that you're interested in the GYMGUYZ brand and look forward to sharing my personal GYMGUYZ story with you!

When I started GYMGUYZ many years ago, I had no idea that one day we would franchise the GYMGUYZ brand worldwide. Our GYMGUYZ team has built the franchise system and infrastructure necessary to help grow and support new GYMGUYZ franchise locations all over the globe. Our formula is simple - you bring the drive and focus, and we bring practically everything else necessary to make you a success!

GYMGUYZ is changing the fitness landscape forever with our unique business model. We have never been more excited to share our franchise business opportunity with you. What we offer is simple:

- First and foremost, a business model that helps change lives while providing solid financial returns
- A low-investment financial structure that attracts savvy, dynamic investors and entrepreneurs
- A brand development fund (funded by 2% of all franchise sales) focused almost exclusively on creating brand awareness
- A greatly expanded approach to marketing and lead generation for our franchise partners
- A growing focus on semi-private and B2B personal training opportunities, our most profitable lines of business
- New revenue streams like organic meal delivery services with Trifecta (largest in the U.S) with more to come
- A newly redesigned website to better reflect our brand and serve our franchise locations
- Consumer data and sophisticated analytics used to build equitable and successful franchise territories
- New hiring and onboarding systems to help our franchise partners create high performing personal training teams

In this new era of the consumer, driven by ultimate convenience, personalization, and purpose, we have never been better positioned for tremendous growth than now!

Dedicated to Your Success,

*Josh York*

**Josh York**  
Founder & CEO  
GYMGUYZ Franchising, LLC



# WHAT WE DO

GYMGUYZ provides convenient, customized, and creative workouts to get you in shape in the comfort of your own home, office, or setting of your choice. We serve individuals of all abilities regardless of past fitness experience and age. We track each client's progress by first determining their fitness goals, and then documenting measurements and fitness performance metrics going forward.

Our in-home personal training franchise is unique in that it allows our clients to go about their busy lives as they need while fitting their workouts in whenever and wherever they want. Providing people with fitness on their schedules, makes our business model special and a reason why we continue to grow every year.

GYMGUYZ teaches lifelong habits that will keep an individual looking and feeling their best.



# SERVICES WE PROVIDE OUR CLIENTS

- Weight loss
- Bodybuilding
- Body sculpting
- Weight training
- Strength training
- Senior fitness
- Kickboxing
- Cardio fitness
- Corporate fitness
- Group training
- Pre & post-natal exercise
- Nutrition counseling
- Preteen/teen fitness
- Obstacle course training
- Therapeutic & athletic stretch
- Recovery Services
- Accountability & Goal Setting
- Overall Wellness Tracking



# BEST IN CLASS PARTNERS



# THE GYMGUYZ ADVANTAGE

## Proven System

One of the biggest advantages of franchising versus pursuing a start-up business on your own is utilizing established systems already proven effective. When you partner with GYMGUYZ, you'll benefit from more than 14 years of successful business operating systems.

Here are just a few of the things we teach our franchisees:

- Manage a mobile based business
- Hire certified personal trainers
- Attract new customers
- Retain existing clients
- Successfully run your own business using the proven GYMGUYZ Franchise model

## World-Class Training & Support

Whether you have a background in the fitness industry or not, GYMGUYZ training programs are designed to bring you quickly up-to-speed. And that training doesn't end once your doors are open. We provide constant support throughout the life of your business, day after day.

- Comprehensive initial, tune-up, and online training
- Franchisee support help desk
- Annual Conference
- Dedicated franchise business coach
- Customizable sales & marketing materials
- Customized franchise websites
- Social media and online marketing tools



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# FRANCHISE FAQs

## 1) DO YOU HELP WITH HIRING THE TRAINERS?

GYMGUYZ has invested a lot of time and money in determining the best programs to use to work efficiently. We currently use an end-to-end hiring management system that sources employees from the world's leading job boards. This system allows you to screen, interview, verify and hire employees all through the platform.

GYMGUYZ is also developing an internal workforce recruitment and development program.

-- This program will aid franchise partners with recruiting, screening, and preparing candidates for consideration.

## 2) CAN I BE A SEMI-ABSENT/PASSIVE OWNER?

The short answer? YES!

However, it is the franchise partner's responsibility to source and place a General Manager to operate the business. All managers & franchise licensees must complete GGU – GYMGUYZ University – and participate in all required Operations systems. Hiring a strong General Manager is key to the early success of your franchise business!

## 3) DO I NEED FITNESS EXPERIENCE TO BECOME A FITNESS FRANCHISE OWNER?

Franchise Partners do not need to have a Certification in fitness. However, basic knowledge and passion is an advantage.

## 4) WHAT ARE THE PLANS FOR GYMGUYZ IN THE FUTURE?

Delivery of full integrated wellness programs for our clients – including dietetic services; massage, stretching & recovery services; corporate wellness programs; and much more.

# FRANCHISE FAQs

## 5) DO I RECEIVE A DISCOUNT IF I PURCHASE MULTIPLE TERRITORIES?

Yes! Please refer to our current Franchise Disclosure Document (FDD).

## 6) HOW BIG OF A TERRITORY DO I GET?

The size of your territory is determined based on population and your territory will have an approximate population of 30,000 qualified households.

Additional territories are available!

## 7) CAN I PURCHASE A GYMGUYZ IN A STATE WHERE I DO NOT RESIDE?

Of course! Scalability is endless!

## 8) WHAT TYPE OF SUPPORT WILL I RECEIVE AFTER THE INITIAL TRAINING IS COMPLETE?

You will receive continuous support, including, but not limited to:

Business planning / Continuous training / R&D for fitness trends / Local market development

Training videos / Instructional videos / Monthly webinars / Bi-weekly phone calls

# INVESTMENT

## INITIAL FEES

Initial Franchise Fee:	\$40,000 USD
Expenses While Training:	\$100 to \$2,500 USD
Insurance:	\$3,000 to \$4,500 USD
Permits and Licenses:	\$0 to \$500 USD
Professional Services:	\$1,500 to \$2,000 USD
Phone and Utilities:	\$500 to \$1,000 USD
Equipment:	\$1,500 to \$5,000 USD
Grand Opening Advertising:	\$10,000 to \$15,000 USD
Additional Funds (4 Months):	\$15,000 to \$30,000 USD
<b>TOTAL INVESTMENT:</b>	<b>\$66,600 to \$131,500 USD</b>

## Ongoing Fees

Royalty: 6% of Gross Revenue (calculated biweekly)

National Marketing: 2% of Gross Revenue (calculated biweekly)

Technology: \$50 USD/biweekly

This advertisement does not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a franchise disclosure document. Certain provinces require that we register the franchise disclosure document in those provinces. This advertisement is not directed by us to the residents of any of those provinces. Moreover, we will not offer or sell franchises in those provinces until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the franchise disclosure document to the prospective franchisee in compliance with applicable law.



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# GET STARTED

## GYMGUYZ FRANCHISE PARTNER PATH:

- 1) Initial Exploratory Call - talk with your Franchise Executive
- 2) Complete a Request for Consideration form
- 3) Review the FDD - Consult professional advisors (*as needed*)
- 4) Design Your Territory Preferences - is there a market opportunity?
- 5) Discuss Potential Financing Needs
- 6) Validation Calls – talk with current GYMGUYZ franchise partners
- 7) Team Day - visit to GYMGUYZ Corporate Offices
- 8) Franchise Agreement Signing Day
- 9) Hit the ground running full speed ahead

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## Franchise Development

[franchisedevelopment@gymguyz.com](mailto:franchisedevelopment@gymguyz.com)

1-855-GYM-GUYZ

## GYMGUYZ CORPORATE HEADQUARTERS

1 DUPONT STREET, SUITE 108  
PLAINVIEW, NY 11803

If you have any further questions or need additional information, please visit our franchise website at

[www.gymguyzfranchise.com](http://www.gymguyzfranchise.com).



This is not a franchise offering. Franchise offerings are made by delivery of a franchise disclosure document only. Franchise offerings cannot be made by us in any state unless we are registered, exempt or otherwise qualified to offer franchises in that state. The communications on this website are not directed towards residents of any state where we are not currently authorized to sell franchises and we will not sell franchises in those states or to residents of those states until we are authorized.

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